

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

25, NO. 40

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

TEN CENTS

## Craven—Critic Of FCC

### In Closed Session, Craven Attacks L. Gary

Washington Bureau, RADIO DAILY  
Washington—Showing a spark of dramatic which has been lacking in the past summer, the Lea committee is opening the FCC yesterday by opening its doors for half an hour in the middle of the hearing, barring press and public while Counsel L. Gary and Commissioner T. A. M. Craven of the FCC testified in a private session. Their testimony was reported to concern alleged

(Continued on Page 4)

### Baking Industry Show Set For CBS Tuesday

National one-hour programs in the baking industry, will be shown one-time shot over the Columbia network Tuesday night 10-11 p. m., the show being sponsored by the National Bakers' Association and headed by an array of stars. Show titled, "The Bakers of America Present—"

Those of the program is to emphasize to the public the important

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### Caldwell Named Manager of CJBC, Toronto, Can.

Vancouver—S. W. Caldwell, of Vancouver, has been named manager of CJBC, Toronto, according to an announcement by the Canadian Broadcasting Corporation. CJBC (formerly CBY) is to be key station in the new CBC Dominion network, which begins operation on Jan. 1,

"Caldwell will leave Vancouver" (Continued on Page 4)

### Mistake

Newark — Announcers have made a mistake before and they'll probably do it again, but it's not often that you hear a mickman miss on his name. Reading continuity and commercials without a hitch one week last week. WAAT announcer Owen McFarland launched into the line with gusto, but overshot the mark. Out came "This is Owen McFarland speaking!"

### "S.R.O."?

Mayor LaGuardia holds promise of being the No. 1 box office attraction with the Radio Executives Club. Last night advance ticket sale for the REC luncheon tomorrow at the Hotel Shelton exceeded any previous demand. The mayor will be the principal speaker.

### CBS Alters Schedule Of News Broadcasts

By way of simplifying news and commentator schedules so that listeners can gauge accordingly, CBS has arranged definite days for all of its staff to be heard on the air. New assignments become effective this Saturday. The lineup for commentators who analyze the news following the regular nightly newscast 11-11:10 p. m. with the analysts being heard 11:10-11:15 p. m. is as follows:

Mondays, William L. Shirer, from

(Continued on Page 8)

### Ralph Dennis Promoted To Blue Exec. Position

Ralph Dennis, has been appointed Eastern sales manager of the spot sales department of the Blue Network, by Murray Grabhorn, manager of Blue spot sales. Dennis has been with the Blue since Oct. 1942 and replaces Jack Brooks, who leaves to join the Coast Guard Dec. 4. James G. Bennett will shift to the spot sales post vacated by Dennis.

## Radio Plans Complete Cover Of 'Gripsholm' Arrival Today

### WLW-WSAI Reps In N. Y. To Cover Exchange Ship

Interest among relatives and friends in the Middle West over returning Americans on the M.S. Gripsholm has prompted stations WLW and WSAI to establish headquarters in New York City this week at the Ambassador Hotel to interview the arrivals whose relatives and friends in the

(Continued on Page 2)

## Cites Shortcomings Of The Commission At Hearing On White-Wheeler Bill; Resumes Stand Again Today

### SBC Is Told CBC Plan For 'Unification' Series

Chicago—In a spirit of neighborly criticism, designed to portray us as we appear in the eyes of our Canadian neighbors, the Canadian Broadcasting Corporation next Spring will contribute a program series to NBC's Inter-American University of the Air based on Benjamin Franklin's unsuccessful effort to persuade Canada to become a member of the American union. This was disclosed by Richard S. Lambert, supervisor of educational

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### New Educational Series Scheduled For Mutual

Problems of the nation's educational system will be scrutinized by a panel of prominent writers and educators in "Education for Freedom," a new MBS program scheduled to open a 13-

(Continued on Page 2)

### Ascap To Stage Concerts To Aid Record Collection

For the benefit of the Armed Forces Master Records an organization which sends newly recorded classical works to men in overseas service, Ascap has

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—FCC member T. A. M. Craven yesterday carried his fight against the Commission majority and the powers of the Commission as outlined by the Supreme Court to the Senate Interstate Commerce Committee, testifying before that committee in its hearings on the White-Wheeler bill. Craven will be heard again this morning.

Craven came in for some gentle handling and some rough handling from the members of the committee, particularly Chairman Burton K. Wheeler, Montana Democrat. Calling

(Continued on Page 6)

## Railroad To Sponsor New Half Hour On NBC

"Young America," a new series of half-hour shows celebrating the Union Pacific Railroad's 75th anniversary, will debut on NBC on Saturday, Jan. 8, 5 p. m., EWT.

The broadcasting, originating through WOW, Omaha, will offer an orchestra and vocal ensemble directed

(Continued on Page 2)

## Master Shortwave Station Being Built In Canada

Montreal—Dr. Augustin Frigon, acting general manager of the Canadian Broadcasting Corporation, said here that at the request and with the fin-

(Continued on Page 4)

### "Going Down"

In the works for some weeks, the CBS press department yesterday moved down to the sixth floor, facing the new studio building on 52nd Street. Publicity department research reveals the dept. started on the 20th floor, subsequently moved to the 18th, then the 19th, twice on the 17th and now ensconced as ye sixth. (Don't forget to take the local elevators).

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# FINANCIAL

(Tuesday, November 30)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154 1/4	153 3/4	154 1/4	+ 1/4
CBS A	23 3/8	23 3/8	23 3/8	0
Crosley Corp.	14 3/4	14 1/2	14 3/4	+ 1/8
Farnsworth T. & R.	9	8 7/8	9	+ 1/8
Gen. Electric	35 1/8	34 5/8	34 3/4	+ 1/4
Philco	20 3/4	20 1/8	20 5/8	+ 3/8
RCA Common	8 5/8	8 1/2	8 5/8	+ 1/8
RCA First Pfd.	70	61 1/2	70	+ 1/2
Stewart-Wagner	10	9 7/8	10	0
Westinghouse	91 1/4	90	90 3/4	+ 1/8
Zenith Radio	29 7/8	29 3/8	29 7/8	+ 5/8

## NEW YORK CURB EXCHANGE

Nat. Union Radio	3	3	3	0
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## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	9 3/8	10 3/8
WCAO (Baltimore)	20	24
WJR (Detroit)	30	

# 20 YEARS AGO TODAY

(December 1, 1923)

The Federal Trade Commission issued its report today on the alleged RCA monopoly with all data pointing to the guilt of the trust... arbitration agreement has been set up for a bitter contest... Prof. William Lyon Phelps scheduled to give a book talk... WJZ goes off the air tonight from 10 to 11 p.m. so that listeners can try to pick up foreign stations.

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

**WSAY**  
ROCHESTER  
N. Y.

## Baking Industry Show Set For CBS Tuesday

(Continued from Page 1)

contribution the baking industry of the country is making to the war effort and the fact that B1 enriched bread is one of the seven basic foods. Radio spots, trade paper and other advertising as well as various promotional tie-in will be used to bolster the drive.

Among food authorities heard on the special show will be Dr. Robert R. Williams, synthesizer of Vitamin B1, now used under government ruling, to enrich all white bread.

Talent already signed for the program includes Fred Allen, Burns & Allen, Edgar Bergen, Spike Jones' band, Dorothy Lamour, Bob Burns, Jose Iturbi, Ray Noble and orchestra and others.

## Railroad Will Sponsor New Half Hour On NBC

(Continued from Page 1)

by Josef Koestner; Nelson Olmsted, story teller, guest soloists and members of the railroad's operating personnel. A 45-station network will carry the program which will be produced by Lyle Demoss and announced by Ray Olson.

## CBS Series To S. A.

Evelyn Knight, vocalist currently featured at the Blue Angel, New York supper club, is now featured in her own weekly series of programs beamed to Latin-America over the shortwave facilities of CBS. Between announcements in Spanish and Portuguese she is bringing popular North American tunes to listeners in the neighbor republics. Her first program was aired yesterday.

## Anzac Hour

Last week pilot officer A. Mayne of Australia was the 5,000th Anzac to speak back home on Nola Luxford's Anzac hour, special twice a week broadcasts to the antipodes. Recent guest stars on this show have been Jane Cowl, Billie Burke, Constance Bennett, and Ethel Merman.

## NBC Pianos to the Army

Three upright pianos in the studios of NBC were donated to the Army Special Service Division yesterday by Samuel Chotzinoff, manager of the NBC music division.

## WLW-WSAI Reps In N. Y. To Cover Exchange Ship

(Continued from Page 1)

WLW and WSAI areas will be unable to be in New York to meet them personally.

Interviews with residents of Cincinnati and its immediate vicinity will be heard over WSAI while repatriates from other Midwest communities will be heard over WLW. The exact times of the broadcasts will be announced as they are relayed from New York. Handling arrangements at the special New York headquarters are the following WLW officials: Howard Chamberlain, program director; Rogers Baker, director of public relations; William Barlow, Publicity Director; Milton Chase, night news editor; Gordon Graham of the special events department and Eldon Park of WLW's New York office.

## Ascap To Stage Concerts To Aid Record Collection

(Continued from Page 1)

arranged two concerts which will be held in Los Angeles next Jan. 29 and 30. Society has made a tie-up with the Los Angeles "Times" and the concerts will be given by the Los Angeles Philharmonic orchestra.

Concert for the same cause under Ascip auspices given earlier this year at Carnegie Hall, netted the soldier-disk fund over \$5,000. Bob Murray, Ascip official leaves for the Coast at the end of this month to handle the details of the forthcoming concerts.

## New Blue Correspondents

Blue Network has added two additional foreign correspondents for a total of six in as many major war areas. Donald Coe, has been appointed at Allied Headquarters in North Africa and scheduled to broadcast from Algiers. Henry T. Gorrell, will be attached to the Allied Middle East Command at Cairo. Both Coe and Gorrell were at one time with UP. Appointments were made by G. W. Johnstone, Blue director of news and special events.

## Hildegard Returns to Air

Fully recovered from bronchitis, Hildegard, will return to the air on the NBC "Beat The Band" program, tonight at 8:30 p.m. Last week Barry Wood substituted for Hildegard on the musical quiz show.

# COMING and GOING

A. D. WILLARD, JR., station manager WBT, CBS-owned outlet in Charlotte, N. C. is in town.

GASTON W. GRIGNON, general manager WISN, Milwaukee, Wisc., is here for days on station business.

SYDNEY ROBBINS and LOUIS VYNER arrived from WSBA, York, Pa., for conferences at the offices of the Blue Network.

CHARLES ZURHORST, publicity director WOL-Mutual, a visitor here yesterday at headquarters of the network.

JOSEPH C. BURWELL, president and station manager of WMBS, Columbia's affiliate Uniontown, Pa., is visiting in New York.

DEWEY LONG, general manager of WELI, Haven outlet of the Blue, left for home night.

ARTHUR B. CHURCH, president of WMA Kansas City, Mo., paid a call yesterday at offices of CBS.

ROBERT D. ENOCH, president of the Omaha Network, now in town, plans to return until the end of the week.

MARTIN WICKETT, program director WTOP, is here from Washington, D. C. Capital outlet is one of Columbia's O G O stations.

EDWIN E. KOHN, president and general manager of WFFG, came up from Atlantic City yesterday for confabs at the headquarters of Blue Network.

RICHARD ARLEN has arrived from Hollywood and was a guest last night on the "Cavaliers of America" program over NBC.

## New Educational Series Scheduled For Mutual

(Continued from Page 1)

week series Monday, Dec. 13, 10:10 to 10:30 p.m., EWT, it was announced yesterday by Miller McClintock, president of the network.

**"Own" The Air From 12 to 5 for \$150.00**

Dominate Baltimore's big night-worker market for only \$150.00 per week! You can with 40 five-minute news programs, broadcast seven days a week over W-I-T-H from midnight to five a.m. Includes all costs: AP news, time and talent. This offer is subject to prior sale. Better wire today.



**IN BALTIMORE**

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

1480 Kilocycles

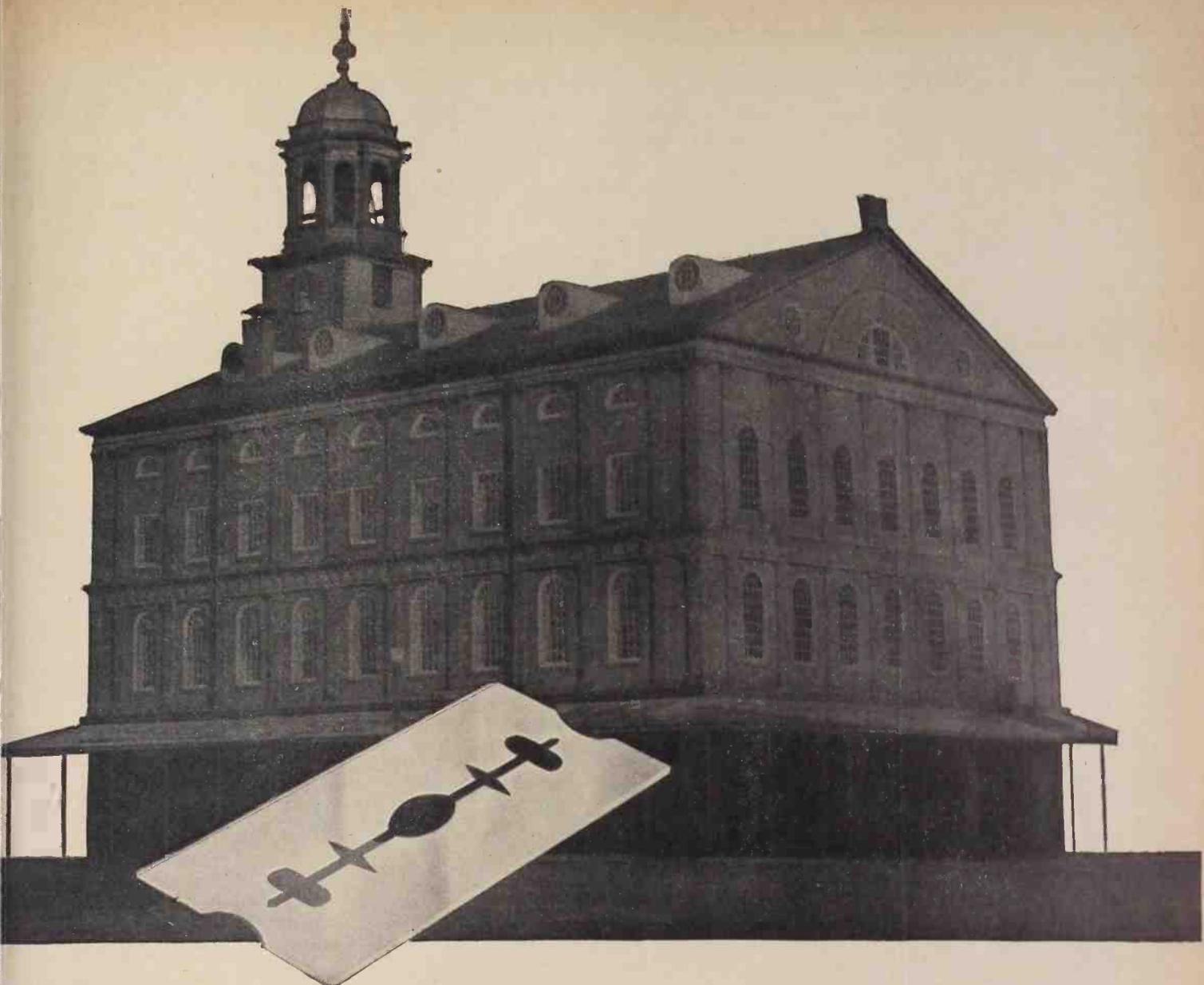
Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

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



## A Razor Blade...and the New England Market

A razor blade? The New England market? What's the connection? Simply this...

The American people know that a razor blade is essential...or back we'd go to shaving beards.

And American businessmen know that advertising in the *right markets is essential*—particularly today...or back they might go to wampum and fur-trading with a nearby tribe.

New England is one of these *right markets* and WBZ-A are the *essential* stations in that market. WBZ-A offer top NBC programs to 75% of the listeners in the whole New England area. With purchasing power 30% above the national aver-

age and per capita retail sales among the U. S. A.'s *highest*, the WBZ-A market gives advertisers a plus value for every dollar spent.

**WBZ-A...BOSTON-SPRINGFIELD**  
**One Market**  
**of Eleven Essential Markets**  
*Represented by NBC Spot Sales*

Here's why eleven stations in these markets are *essential* to you:

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

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

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a razor blade is to your own appearance.

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



# NBC SPOT SALES

# Lea, In Closed Session, Hears Garey, Craven

(Continued from Page 1)

moves on the part of FCC Chairman James Lawrence Fly to bring reprisals against military officers who had opposed his will in matters involving the Federal Government's Interdepartmental Radio Advisory Committee (IRAC).

The matter came up when Garey accused Craven of not having been "quite frank" as to why he had changed his mind several years ago concerning an executive order drawn up to give IRAC more authority and put it in an autonomous position. Craven had first opposed this move, then altered his stand to support it. He said he had done so because new information had come to him, convincing him that the order was in the public interest, when he refused to say who had given him this new information. Rep. Louis E. Miller, Republican, Mo., asked if he was trying to protect some person or persons, and Craven replied that he hesitated to disclose their names in public.

Miller then asked if he hesitated because he feared reprisals against these individuals by Chairman Fly, to which Craven replied, "Yes, that is what I fear." Garey then asked if it were not true that Fly had brought reprisals against members of the armed forces, "who have opposed his will." Craven's reply was that it is well known that one of the leading men in Navy radio was "cashiered" after opposing Fly. Here Representative Warren G. Magnuson, Dem. Wash., remarked that retirement of this officer could only have been ordered by the Secretary of the Navy, but Craven clung to his belief that the motivating force behind the move was that of Fly. The reference obviously was to Admiral William G. Hooper.

### Queried By Magnuson

There was more discussion of Fly's attitude toward IRAC, and his reported pique when asked by Army and Navy representatives to transmit the proposed executive order to the White House. The discussion dragged on until Magnuson insisted upon knowing why Garey was having so much hearsay placed in the record as evidence, demanding to know why responsible testimony could not be produced.

Garey replied that he had testimony taken in good faith, but the head of the department (apparently the Navy) did not want it used. When Magnuson said the record for the hearing was unfair unless all the facts could be brought out in direct testimony, Garey offered to relate the suppressed testimony he had taken in executive session. The room was ordered cleared and Garey apparently held forth for some time, with Craven being called in after a while also to testify.

There will be further executive consideration of the subject discussed in executive session yesterday, Chairman Clarence F. Lea remarked.

### WRGB's Tele Drama

Schenectady — Noel Coward's "Fumed Oak," from the group of plays, "Tonight at Eight-Thirty," will be presented for television over WRGB, General Electric's television station in Schenectady, New York Thursday evening at nine o'clock. George-William Smith, in charge of speech and dramatics at Russell Sage College, will direct the production as well as take part in it. Others in the cast are Mildred Joseph, Jane Roddy, and Elizabeth Coughran, all students at Russell Sage.

## BERNARD DUDLEY

"One of America's Best Announcers"

Call Registry LA 4-1200

# MAIN STREET

WITH *Ol' Scoops Daily*

### Notes From A Ringside Seat...!

● ● ● Nothing half way about Fred Allen...he's auditioning people for his Texaco CBS show which starts Dec. 12...nearly every nite club comics in Gotham and Philly have been going through routines for Fred... Jerry Cooper has completed his role in Monogram's "Mad Rhythm" and will entrain Eastward next week to get back in time to resume his stellar vocalistics for Edelbrew Beer... Ted Collins will be profiled in the New Yorker early next year... Don't be surprised if Al Bloomingdale becomes a producer for M-G-M... Tip to Movie Scouts... get a load of Lee Brooks, handsome leading man of the Westchester Community Theater... to us he's a combination of Robert Taylor and Clark Gable with the physique of Weissmuller... and we know... we've boxed him and played handball with the lad at the YMCA... Ted Husing celebrates his 20th year as radio announcer this week... Harry James is up for induction the fifteenth... "Nick Carter," the MBSleuth program, starring Lon Clark moves from Wed. 9:30 p.m. to Saturdays at 7:00... a wise move, for more youngsters will thus be enabled to follow the adventures of the Detective whose exploits thrilled their dads.



● ● ● John "Old Timer" Winchcoll, emcee of the Blue Network's Wheeling Steelmakers, is credited with having coined the expression, "Remember Pearl Harbor," when on Dec. 7, 1941, two hours after the Jap 'Stab in the back,' he spoke that phrase... incidentally, we want to toss an accolade to Lew Davies, whose arrangements for that program, are musical gems... Having launched and niched Berlin's "God Bless America," to a top position in American Music, it is natural that Kate Smith be nominated by that composer to introduce to America, his latest, "My British Buddy," which became an instantaneous hit in the British version of "This Is the Army."



Remember Pearl Harbor

### Master Shortwave Station Being Built In Canada

(Continued from Page 1)

ancial help of the government there is now being built at Sackville, N. B., a short-wave radio station designed to broadcast in six directions at once, with the most elaborate unit directed to Great Britain and Europe. "With this equipment," he declared, "Canada will have a voice in international arrangements with foreign countries. We hope to have our program re-broadcast locally and included in regular schedules of all important networks." Dr. Frigon was speaking on Broadcasting, Present and Future, before the fifteenth annual dinner meeting of the Province of Quebec Radio Trades Association at the Queen's Hotel.

### "Who's War Is This?" Renewed

Bethlehem Steel Company has renewed, "Whose War Is This?" on WJZ for seven weeks effective Dec. 13. Program consist of dramatizations of true stories of heroic deeds performed during the current world war. Program is heard Monday through Friday from 6:30 to 6:35 p.m., EWT. Jones & Brakeley, New York, is the agency.

### Caldwell Named Manager Of CJBC, Toronto, Can.

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couver shortly, where he has been commercial manager at station CKWX for two years, to take up his new duties in Toronto. For several years he was Western representative, then British Columbia sales manager, for Canadian Marconi Co., during which time he was connected with selling and installing transmitters for many radio stations in Western Canada. CJBC operates on 1,010 kc. with 1,000 watts.

### Show Returns East

After broadcasting from the West Coast for the past few months, "Cavalcade of America" returns to New York for the holiday season Dec. 6. Brian Donlevy in "Navy Doctor" will feature the first broadcast from NBC's studios in Radio City.

### B-S-H Exec. Leaves Coast

Hollywood—James H. West, coast head of Blackett-Sample-Hummert, left for Chicago and New York for two weeks of conferences. It is indicated Dreff Star Playhouse will be renewed.

# LOS ANGELES

By RALPH WILK

EUGENE CARR, assistant to President G. A. Richards of WJZ and KMPC, is spending months here on business.

Earle Ross, Dick Le Grand, Lillian Randolph, who appear regularly in support of Hal Peary on "Great Gildersleeve" show, will work with him in "Gildersleeve Ghost," at RKO.

Red Skelton recently got the proof of his international appeal. He was rehearsing at NBC, when Chinese flyers who were there to participate in the dramatization of life of Chiang-Ki-Shek, visited comedian and told him they listened to his show in China, by shortwave. Red put on a special show for airmen.

As the Quiz Kids were leaving Los Angeles Union station, following their arrival here, a baggage man shouted, "Can you tell us when will get a raise?" They did not hear him, otherwise he might have been given an answer.

### Lippmann To Honor Baker

Walter Lippmann will mark the birthday of his former boss, Newton D. Baker, secretary of war during World War I, when he keynotes the Baker Lecture Memorial series over Mutual on Friday, Dec. 3, 10 to 10:30 p.m., EWT.

### WJZ Seeks Musical Instruments

Co-operating with the New York Port of Embarkation, WJZ will conduct a campaign to raise musical instruments for the men in the armed services overseas. Announcements will be made on WJZ five times daily starting Dec. 6.

### Ambassador Grew to Speak

Joseph C. Grew, former ambassador to Japan, will deliver the principal address for the Bundles for America Service to be broadcast from St. Thomas Church, New York, over the Mutual, Sunday, Dec. 5, 4 to 4:30 p.m.



This advertisement now appearing in full pages  
 in newspapers from coast to coast as a part of the  
 1943-44 promotion of the NBC Parade of Stars.



9 out of the first 10  
 15 out of the first 20  
 33 out of the first 50  
 of all programs on the air!

**The greatest  
 shows in radio  
 are on NBC**

Repeatedly, season after season, national listener surveys have found that the programs of the National Broadcasting Company are the nation's choice. And this season that's true again! Latest independent surveys place the NBC Parade of Stars far out in front. They show that the great majority of all the listeners questioned favor the top-flight shows which distinguish this station... the shows made possible by America's leading

advertisers and agencies and the outstanding talent they have assembled for your enjoyment. See your radio page for complete programs. You'll agree that NBC broadcasting presents radio at its best... the best in entertainment, comedy, drama, music, education and news coverage. No wonder NBC is the network most people listen to most... no wonder listening to NBC has become a national habit.

stay tuned to the **National Broadcasting Company**  
 It's a National Habit  
 A SERVICE OF RADIO CORPORATION OF AMERICA

**WEAF**  
 660  
 on your dial

# Craven Cites FCC's Shortcomings At Hearing On White-Wheeler Bill

(Continued from Page 1)

consistently for less power for the Commission and more freedom for the radio industry, he brushed with Wheeler on numerous occasions.

He began his testimony by calling upon the committee to give deliberation to the future of radio in writing radio law, pointing out that greater use of the spectrum will make possible more competition in radio and many more uses for the medium. Although the same basic problems of economics and electrical interference which prevail today will be with us in the future, he said, "present-day limitations will be obsolete and forgotten."

Present curbs and impediments upon the development of Radio which result from uncertainty and confusion as to FCC authority must be removed, said Craven. Under the present law, confusion lies ahead, with the Commission certain to be the target of attacks from both extremes. What is most needed, he said under questioning, is clarification of the licensing power, a limitation of FCC power, a clarification of its power in what might be termed the legislative field and a clear provision that it must come to Congress if it finds that some change in its authority is needed.

Craven then discussed the allocation of government frequencies and the government's inter-departmental radio advisory committee, of which he is chairman, complaining about domination of that committee by the FCC and complaining because the President, supreme arbiter in radio matters, seems to accept the advice of the FCC as against that of IRAC. Here Wheeler told him nothing practical could be done in a legislative way. It is not possible to tell the President whose advice he must heed, said Wheeler, ignoring Craven's suggestion for the creation of a superboard to adjudicate for the President disputes which might arise between the FCC and IRAC.

Craven then went into the portion of his discussion which he termed "a free radio," his theme being that competition in broadcasting will provide the checks and balances needed to keep radio operating in the public interest, and will do so with less danger than strict governmental regulation.

If you let the FCC regulate the radio traffic, said Craven, radio will in fact become the voice of the government. He proceeded under questioning to quote as examples of the danger of too much power in the Commission, its proposed hearing on license renewal in the case of WTCN,

Minneapolis, because a broadcast several years ago of the Pulitzer prize play "Beyond The Horizon" had included some profanity. As another example he referred to the hearings on transfer of the Blue Network last fall, declaring that, "in fact, I wondered whether I was in America." The FCC took advantage, he went on—"and properly so as the law is now interpreted"—of the Supreme Court decision, and showed how the government is attempting to control the dissemination of facts and opinions.

Government control is worse than control of facts and opinions on the air by "Two or three network heads," he said in reply to Wheeler's question. If the Bill of Rights is to mean anything for radio, he said, it must mean "Freedom from fear of governmental reprisal."

Regardless of the justice of FCC judgment, he went on, "it must be remembered that if the regulatory power is combined with the licensing power, the Communications Commission could exert startling influence upon radio licensees." He told Wheeler here that he was not in sympathy with the commission's action several years ago in revoking the licenses of the Brinkley, Schuler and Baker stations.

Craven spoke out sharply against any law to insure equal treatment on the air for opposing sides to controversial issues. Radio itself should see to it that it is fair, he said, to which Wheeler agreed that radio is fair in general. Requirement that equal time must be given for reply to attacks upon individuals would tend to "lower the level of radio," Craven said, to which Wheeler replied that "you can not lower it any more that some commentators have already done. I agree that the radio industry should try to solve this problem, but if it fails, then Congress must try. I am going to try to write a solution into law."

When Wheeler asked Craven if he felt it a denial of freedom of speech when attack is carried on 100 stations and the reply to that attack by only one station, the Commissioner declared that it was not a denial of freedom of speech to which Wheeler shot back that anyone saying the American people are not entitled to hear both sides "runs contrary to the principles of our democracy."

"I do not believe any amendment to the Communications Act of 1934 is necessary in this aspect since, so far as I know, licensees generally have conformed to this principle voluntarily and have been fair, with exceptions too rare to be important," said Craven. "If, on the other hand, a real evil developed, an amendment of the law might become appropriate."

Continuing on the problem of fair treatment of controversial issues Craven declared that... "no one has

an inalienable right to confront radio audiences of the entire nation or even a portion thereof with the choice of either listening to somebody's speech or else turning off the radio."

Declaring that equal access to the air for all is a physical impossibility, Craven stated that "it must be obvious that the broadcast licensee has a responsibility to see to it that radio shall be utilized in conformity with the desires of the public. This means that he should not violate ethics or otherwise abuse power or privilege."

"Radio time is too valuable and access to the microphone is too limited. If any rights of access are to be granted by law, it would appear preferable to accord such privileges for more worthy and important subjects. A private individual should subordinate himself to the public interest and secure his damages for slander by utilizing present legal processes."

"On the other hand, I realize that the Congress is trying to correct an alleged abuse of privilege on the part of some of the so-called radio commentators," Craven continued, "however, confusing this issue is the fact that many persons hesitate to agree that millions of the public will listen to someone from whom they hear a little news, some biased editorials and even perhaps a little gossip. I also realize that there are complaints to the effect that some of the networks appear to have most of their commentators reflect identical philosophies with respect to controversial matters of a political character."

"As to the solution of this problem, I suggest the difficulty of effecting a cure by legislation alone. Additional courses of action are necessary. Therefore, policies dealing with the matter, such as those recently announced by the Columbia Broadcasting System and by an independent broadcaster named Ed Craver, are constructive. They indicate a movement on the part of broadcasters themselves to solve this question of fairness on the radio. However, there may be necessary legislation requiring broadcasters to see to it that the actual sponsors of commentators or other political speakers are made known. Likewise, it may be desirable that the broadcaster himself be not relieved of responsibility for slander where the evidence indicates that the broadcaster did not exercise due diligence in preventing such slander. On the other hand, I do not believe, the broadcaster should be held responsible for slander uttered over his station when he can show that he did not know of the intent, and had used reasonable diligence in the premises to prevent slander."

Legal remedy for the equal time question, said Craven, would open the air to "crack pots." Wheeler insisted that statutory provisions to provide

## Plan Radio Coverage Of 'Gripsholm' Arrival

(Continued from Page 1)

Edwards to conduct the interview.

Dave Driscoll, director of War Services and News Division cover the arrival of the Gripsholm for both WOR and Mutual. The actual time of Driscoll's broadcast uncertain but it probably will be heard in the late morning or afternoon. Among the passengers Driscoll will interview is Roy Gunnison, Mutual correspondent returned by the Japanese.

At Blue headquarters Johnstone, director of news and special events, said several commentators and staff newsmen would cover the Gripsholm arrival but that it was not doing a direct pickup from the Jersey City pier.

While radio was excited over the prospects of some good humanitarian interviews with Gripsholm passengers it was pointed out that the Department of Justice may restrict interviewing until the passengers have been thoroughly checked.

WMCA will cover the dockside big motorship at Jersey City. The broadcast will be conducted by Joe O'Brien and Don Philips and be heard at 11:04 a.m.

WAAT will transcribe on-the-air interviews with passengers this morning for broadcast tonight at 8:00 p.m.

equal time and treatment are essential.

As to abuses by broadcasters Craven suggested that a new method of punishment must be found, rather than leaving the Commission powerless "control over every broadcaster merely to punish the few who abuse their privilege."

"I would suggest, therefore, that you write into the law a prohibition of broadcasting misleading information, malicious incitement to riot, against malicious stirring of religious passions, racial hatreds, or against any other which you desire to correct. You could provide penalties for violation of these sections of the law. However, those who are guilty of alleged violation of these sections of the law should be granted a trial in the courts of the land. When they had been adjudged guilty in court, you could permit the Federal Communications Commission to take into consideration such evidence of guilt. If evidence of guilt were for repeated offenses of a very serious offense, the Commission could be empowered to revoke the license of the guilty person."

### WE MUST BE GOOD

"We thank you WMBG  
For such good things in forty-three!  
The best of music and good, clean fun—  
Your programs must please everyone—  
The news and quizzes, stories, plays  
Give pleasure, profit, nights and days!"  
For the best in '43, stay tuned to WMBG

NBC Richmond, Va. NBC

# Fortunatus had a Cap...

**I**N case you've forgotten your fairy tales, when Fortunatus put on his magic cap he could just wish himself anyplace in the world . . . *and maybe it's not coincidence . . .* that some commercial venture (or its advertising agency) that really wants to go places, can make a very cage-y buy in the form of

**A GAY, LILTING, MUSICAL RADIO PROGRAM  
WITH A NEW DEVICE FOR CONTINUITY**

*It's Called*

**"FORTUNATUS' CAP"**

. . . three talented, mad-cap pianists making with the fingers on the ivories and each program weaving their tunes about a unique pattern and idea, a pattern, incidentally, which lends itself in an unusual degree to strong and frequent commercial messages. It all happens on WJZ and the BLUE every Wednesday from 1:45 to 2:00 P.M.. EWT. *Simply put on YOUR thinking cap* and call the Commercial Program Department of

*The Blue Network*

# CBS Alters Schedule Of News Broadcasts

(Continued from Page 1)

New York; Tuesday, Quincy Howe, New York; Wednesday, Shirer from New York; Thursdays, Bill Henry from Washington; Fridays Howe, from New York; Saturdays, Major George Fielding Eliot, and Sundays Everett Holles, New York.

Mondays through Fridays, Ned Calmer, will handle the news reports and Harry Clarke, does the stint Saturdays and Sundays. In addition, Bob Trout will be heard regularly on Saturdays in a five minute analysis 6:55-7 p.m., EWT. This permanent sked is in addition to other news broadcasts made by these CBS analysts during the week.

## Guesting With Hubby

When Quentin Reynolds goes on the air Tuesday, December 7, in his dramatized war story of the week, his attention will be focused especially on one member of the cast of players. It will be his wife, the former stage and screen star, Virginia Peine. She will make her radio debut in a dramatic role on NBC's "Salute To Youth" program, on which her husband appears weekly.

## WSPB Joins Columbia Web

WSPB, Sarasota, Fla., is now operating as a CBS network affiliate. Station signed with the web some time ago, but wires were not available until this week. Outlet operates full time on 1,450 kc and 250 watts power. It will be a special bonus station to the network's Florida group.



December 1

- B. S. Bercovici
- Michael A. Fiore
- Ray Henderson
- Mary Martin
- Ethel Shutta
- Harry W. Conn
- Ted Hammerstein
- Linda Keene
- Patricia Ryan
- Dave Zimmerman

## You Have to Rate

Did you know WOR's Alfred McCann won't accept any old food sponsor? First you've got to prove your provender's nutritional worth. Then, if it's healthy fare, he'll sell it — or, when you prefer, merely keep its prestige intact in a sellers' market. WOR says there's an opening now on the McCann Pure Food Hour. WOR is that power-full station at 1440 Broadway, New York 18.

# COAST-TO-COAST

## — UTAH —

**SALT LAKE CITY**—Recruiting efforts of Sgt. Gene Halliday, former KSL organist, recently succeeded when KSL lost a control operator John Powell to the Marine... Joseph Kjar, former KSL announcer, is now with the Navy... Lowell Hicks, KSL organist, is back at the keys after months of absence in his capacity of County Bee Inspector and in other agricultural pursuits... Edward J. Broman has been made KSL sales manager in charge of both local and national sales... Ralph W. Hardy has been named program director of KSL, with Earl J. Glade, Jr., as supervisor of program operations... Barrett Chadwick has assumed duties of KSL continuity editor and feature script writer.

## — CALIFORNIA —

**OAKLAND**—Sponsor of a six-a-week show on WROW has turned over its Saturday a.m. quarter-hour to the OWI for presentation of a program designed to keep listeners up to date on activities of the various war agencies. Series is conducted by Elizabeth Pennell, of the OWI Radio Department... The Andrews Sisters were recent guests on WROW when they visited Oakland on tour. Program was emceed by Bery Winn.

## — NEW JERSEY —

**NEWARK** — Owen McFarland, WAAT staff announcer, is emceeding the station's new quarter-hour spot from the stage of the Adams Theater here on Mondays at 10:15 p.m. Show features name bands and other acts appearing at the theater.

## — MISSOURI —

**ST. LOUIS**—Official reports on war problems made at the recent Ft. Knox meeting became a public service program series on KSD. Reports were made by high Army officers, with Undersecretary of War Robert P. Patterson presiding at the conference. Six of the reports and Patterson's remarks were written into program form and presented at a regular time each day with advance publicity.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—"Man at a Grand" is the title of a new show on WRC starring Ed McIntyre, piano specialist, and aired Saturdays at 11 p.m. New recorded musical program on WRC is "Sound Stage," which features native, semi-classical or international tunes in the non-pop category. Shows are aired daily at 9:15 a.m.

## SPECIALIST

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- RADIO PRODUCERS
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- WRITERS OF "COM'LS"
- PROMOTION—PUBLICITY
- LICENSED OPERATORS
- TIME SALESMEN

FRANK McGRANN

POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave., New York, MU. 2-6494

## — CANADA —

**FLIN FLON, MANITOBA**—CFAR is now broadcasting with a wattage increased to 250 and a new frequency of 1,230 kc. New studios and facilities of the outlet were dedicated last month, with Hon. J. L. Ilsley, Canadian Minister of Finance, and Glen Bannerman, president of the CAB, as guest speakers... Trall, B. C.—CJAT headed the bill of entertainment recently, when the Gyro Club met at a banquet to celebrate its eleventh anniversary. Station featured a quarter-hour show of music and drama telling the story of the club's growth. Copy of the script was given to each member at the end of the banquet.

## — MINNESOTA —

**MINNEAPOLIS** — K. M. Hance, vice-president and treasurer of KSTP, has been made a member of H. V. Kaltenborn's 20 Year Club of radio veterans... Governor Edward Thye guested recently on the "Consumers' Clinic" weekly OCD forum on KSTP, to explain what Minnesota is doing in the food fight for freedom... Carl Karnstedt, KSTP newscaster, will emcee the Twin City Apparel Dealers' style show on January 3, 1944.

## — PENNSYLVANIA —

**PITTSBURGH**—Ben Kirk, formerly of WBBM, Chicago, and WJAS of this city, has joined the announcing staff at KDKA... Buzz Aston, KDKA singing star, is now in the Army. He was drafted just two weeks after the sponsor of his morning breakfast show increased the time.

## — GEORGIA —

**LA GRANGE**—Henson Furniture Co. of Hogansville and Newnan has signed with WLAG for a daily half-hour variety program. Contract runs for 13 weeks... "Moods in Music" is the name of the daily quarter-hour show purchased by Crawford Jewelry Co. on WLAG... Belk-Gallant, department store chain and one of WLAG's largest accounts, has scheduled a daily 15-minute Santa Claus broadcast on the station.

## SEASONED SALES EXECUTIVE

widely known in the industry. Now employed, seeks position as general or commercial manager, or as station or network representative. Ten-year record of accomplishment includes every phase of the industry, from program planning through announcing and production. Complete knowledge of the mechanics of broadcasting and all related dramatic and musical problems. College trained, draft exempt. If you have an opening, talk it over with this man. He can do a real job for you. Opportunity paramount. Will locate anywhere. Address Box 775. RADIO DAILY, 1501 B'way, New York 18, N. Y.

# SBC Is Told CBC Plans For 'Unification' Series

(Continued from Page 1)

broadcasts of CBC, speaking at a luncheon of the Association for Education by Radio, which highlighted the second and final day of the Broadcast Conference yesterday in Morrison Hotel.

Franklin, Lambert said, came to Montreal to establish newspapers the purpose of inducing Canadian cast its lot with the United States. The reasons he failed to accomplish his purpose will be told in the series.

## Lauds American Programs

Lambert stressed the extent to which Canada is dependent on international radio in its development, a free, independent, sovereign nation. Pointing out that CBC's educational programming is a modest effort compared with what American radio is doing, Lambert predicted that more and more would be heard from Canadian radio in the future.

A teachers radio clinic, with Mr. Harold W. Kent presiding, utilized demonstrations and work study groups occupied the second and final day of the conference.

## New Biz At WOR

The Food and Home Forum, here over WOR Monday through Friday 3:30 to 4 p.m., has added two new sponsors and renewed a third with the past week. The Wool Novelty Co., Inc. for Woolfoam signed the Forum for 52 weeks effective Monday. Redfield-Johnstone, Inc. handled the account. Starting January 17, Chr. Hansen's Laboratories, Inc., makers of Junket Rennet Powder and Tablets, has contracted for 13 weeks through the Mitchell Faust Advertising Co. of Chicago. A newing for 26 weeks effective December 13 is the Eppens-Smith Co. Holland House Coffee, the contract handled by the Sheck Advertising Co. of Newark.

## Hawk To Make ET's

Bob Hawk, quipmaster of "Thank You To The Yanks," will make a series of transcribed interviews with the directors of the American Red Cross at the behest of Norman H. Davison, chief of the ARC. Transcriptions will be distributed nationally and broadcast over local radio stations.

## McCanny

When WOR's Alfred McCann talks about ice cream, jellies and other scarce food products, he's a master of subtle selling. Very adroitly, he imprints them on Madam's mind. But she is not urged to dash down to the grocer pronto. Perhaps your problematical product could profit by this long-range institutional selling? WOR is that power-full station at 1440 Broadway, New York 18.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



25, NO. 41

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

TEN CENTS

# Labor Leaders Testify

## Who Rule Opponents Voted 'Aye'—Craven

Washington Bureau, RADIO DAILY  
Washington—The Lea committee investigating the FCC was told yesterday by Commissioner T. A. M. Craven that two members of the special committee which had reported favorably on network regulations in June, actually were opposed to the regulations, although the report was unanimous. The matter was brought up in the hearing by the committee, Eugene L. Garey, with the implication that fear of Chair-

### Overconfidence

Terming overconfidence "America's enemy No. 1," the War Advertising Council yesterday issued a spirited appeal to the nation's business leaders to intensify their efforts, through advertising, to provide citizens with essential home-front information. The principal object would be to inculcate a realization of the seriousness of today's history-making problems.

## Fibber McGee & Molly Top Survey Ratings

Fibber McGee and Molly, topped both CAB and Hooper program ratings for the period ending late November, with Bob Hope in second place, also on both surveys. Other leaders among the first 10 and 15 respectively for the CAB and Hooper vary comparatively little. In the CAB (Cooperative Analysis of Broadcasting, Inc.) which issues its second 1943-44 winter season report, finds; in

## Radio And Press Cover Arrival Of Gripsholm

Disembarkation of the exchange ship Gripsholm yesterday proved a difficult assignment for about 400 newspapermen, photographers and radio men, who waited around for almost four hours to interview returned internees after the vessel

# CBS Exec. Sees Tele Growth Making It Film Theater Fare

## Nancy Martin Gets Sponsor On Blue Starting Dec. 18

Chicago—Nancy Martin, featured singer on the "Breakfast Club" show and protege of Don McNeill, gets her own sponsored show, "Hello Sweetheart" over the Blue starting Dec. 18. Show is being sponsored by Gum Laboratories, Philadelphia, through McJunkin Advertising Com-

## AFL Spokesmen Heard At ICC Hearing In Plea For Freedom Of Air . . Com. Craven Completes Testimony

## NBC Official Talks On Tele Prospects

Chicago—Public acceptance was indicated as the key to the ultimate success of television by Clarence L. Menser, NBC vice-president in charge of programs, in an address here yesterday before the Public Relations Clinics of the United States Savings and Loan League at the Palmer House.

Pointing out that "television is an

## J. B. Williams Buys Shirer In First Biz On CBS Net

J. B. Williams Co. for its shaving cream, has bought William L. Shirer on 46 CBS stations, effective this Sunday 7-7:15 p.m., EWT. This is the first business on CBS for Williams shaving cream and the client plans to

## WRUF Night-Time Okay Is KOA-Interference Test

Washington—The FCC has granted a special service authorization for night-time operation with 100 watts power through January of next year

Washington Bureau, RADIO DAILY  
Washington—Congressional action to outlaw government censorship of the air and binding government restriction on the development of new wireless services was asked yesterday by the American Federation of Labor. Lewis G. Hines, AFL legislative head, and Philip Pearl, publicity chief, laid before the Senate Interstate Commerce Committee sitting on the White-Wheeler bill the text of a resolution passed by the AFL Boston convention two months ago. Also heard yesterday were Joseph

## See Aggressive Policy For NAB Music Group

Music Committee of the NAB, which yesterday opened a two-day session in New York at the Hotel Roosevelt, held a general discussion of the music situation and following the close of today's meeting plans to present recommendations to the industry as to how it should guide itself relative to the music problem in the future. Consensus was that in the

## World-Wide Coverage For 3-Power Meeting

Almost immediately following the release of the news on yesterday history-making conference between President Roosevelt, Winston Church-

## First 1944 Contract

Hollywood—"Eleanor King," whose weekly Saturday 6:30 to 6:45 p.m., PWT program for Pond's now commands a steady following among listeners to fashion and beauty tips on the Columbia Pacific Network, has been renewed by her sponsor for another six month period of broadcasts. New contract, which takes effect Jan. 4, 1944, continues to July 1, 1944.

## CBS Sustainers Get Commercial Sponsors

of "Corliss Archer" and "Susanne" two CBS-built programs, to commercial sponsors was announced today. The "Corliss Archer" show which started on the net as sustainer in January, will be sponsored by Anchor Hocking Glass Corporation through the William H. Weinbaum agency and will become a commercial show on Saturday, January 8, 1944, to 5:30 p.m., EWT. Second

## Mr. & Mrs. North' Renewed Jergens On NBC Net

Renewal of "Mr. and Mrs. North," a comedy series, over the full NBC network for 52 weeks effective Dec. 1 is announced yesterday by the Jergens Co., through Lennen McNeill, Inc. Joseph Curtin and Robert Frost play the title roles and the program is produced by S. James

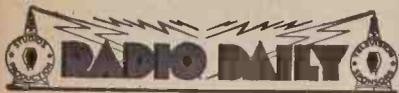
## What's In A Name?

Helen Cantor of CBS "Crime Doctor" has a twelve year old daughter with dramatic talents. Declining these his radio contacts to get her an audition Cantor suggested she approach a producer as "Helen King." The audition was a success and Helen Cantor, known to the producers of the program only under the assumed "stage name" of Helen Holt, finally got the part.

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# FINANCIAL

(Wednesday, December 1)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	155 3/4	154 1/4	155 3/4	+ 1 1/2
CBS A	23 1/4	23	23	- 3/8
Crosley Corp.	15 1/2	14 5/8	15 1/8	+ 3/8
Farnsworth T. & R.	9 1/4	9 1/8	9 1/4	+ 1/4
Gen. Electric	35 1/4	34 7/8	35	+ 1/4
Philco	21 1/4	20 1/2	21 1/4	+ 5/8
RCA Common	8 7/8	8 5/8	8 7/8	+ 1/4
RCA First Pfd.	70	70	70	-
Stewart-Warner	10 3/8	10 1/4	10 3/8	+ 3/8
Westinghouse	91 3/8	91	91	+ 1/4
Zenith Radio	30	29 7/8	29 7/8	- 1/4

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20	23
WJR (Detroit)	30	30

### Entertain Coast Guard Today

The entire cast of the Columbia network's "Fun with Dunn" program will give a special show today for the servicemen at the Coast Guard Station, Manhattan Beach.

## 20 YEARS AGO TODAY

(December 2, 1923)

Experts in technical magazines are devoting extensive space to show how to erect tall poles in back yards as supports for radio antennas. . . a zither duet is featured on WOR today. . . WJZ has scheduled a talk on "Funnisities of Mother Tongues" . . . an "Instructive Talk on Auction Bridge" is on the WEAJ program.

Renewals Prove Results

# WTBO

820 Kc. Cumberland, Md.

## Coming and Going

JAMES LAWRENCE FLY, chairman of the FCC, is in New York. He will attend today's meeting of the Radio Executives Club.

C. W. MYERS, president and station manager of KOIN, Portland, has arrived from Oregon for conferences at the headquarters of CBS.

ELL HENRY, publicity manager for the central division of the Blue Network, will arrive today on his first trip to New York since having been appointed to his new post. He will remain for several days.

JOHN E. STENGER, JR., president and manager of WBAX, Wilkes-Barre, Pa., and JONES EVANS, commercial manager of the outlet, visiting yesterday with the New York representatives of station.

WALLACE A. WALKER, station manager of WJHP, Blue Network affiliate in Jacksonville, has arrived from Florida for a few days in town.

A. D. WILLARD, JR., station manager of WBT, CBS-owned station in Charlotte, N. C., has left New York following a visit of a few days.

TOM SLATER, Mutual's director of special features and sports, leaves tomorrow for Washington, D. C., where he is scheduled for a Red Cross lecture and also will transact some network business.

CECIL D. MASTIN, manager of WNBC, Binghamton, N. Y., is in town. The station is a CBS outlet.

LESTER GOTTLIEB, publicity director of Mutual, planned back from Chicago yesterday in time to handle Royal Arch Gunnison's arrival from the Orient on the "Gripsholm."

EDGAR H. TWAMLEY, manager of WBNB, Buffalo, N. Y., a caller yesterday at the station relations department of NBC.

JOHN TOOTHILL, president of Burn-Smith Company, Inc., station representative is here from Chicago on a short business trip.

ERNEST H. SMITH, sales promotion director of CFCF, Montreal outlet of the Blue Network, leaves town tomorrow for Quebec.

HOWARD CHERNOFF, station manager of WCHS, Columbia's affiliate in Charlestown, West Va., is spending a few days in New York.

JOHN E. SURREICK, sales manager of WFIL, is here from Philadelphia for confabs with the New York station reps.

H. STILWELL BROWN in New York this week from Ithaca. He's commercial manager of WHCU, the CBS outlet on the shores of Lake Cayuga.

ROBERT SAUDEK, assistant Eastern sales manager of the Blue Network, left yesterday on a trip to Pittsburgh. He plans to return Monday.

WILLIAM H. PAPE, owner of WALA, Mobile, Ala., visiting yesterday at the stations department of NBC.

HARRY H. HOESSLY, sales manager of WHKC, Columbus, Ohio, is on a short business trip to Chicago.

JOHN B. REYNOLDS is here from Wheeling, West Va., for talks at the Columbia network offices. He's station manager of WKWK.

ROGER VAN DUZER, general manager of WALB, Albany, Ga., in conference yesterday with the New York representatives of the station.

LEON LEVINE, Columbia's assistant director of educational programs, is back from Chicago.

WILLIAM H. RINES, station manager of WCSH, the NBC outlet in Portland, Me., a caller yesterday at the Rockefeller Center offices of the network.

EDNEY RIDGE, station owner and commercial manager of WBIG, Greensboro, N. C., in town this week on general business and for talks at CBS, with which the outlet is affiliated.

JOE SEIFERTH and the members of the WJZ "Victory Troupe" were at Bethlehem, Pa., yesterday, where they did a repeat performance of their entertainment at the local military camp.

CHARLES COLLINGWOOD, CBS foreign correspondent now on lecture tour, was heard yesterday in Boston. His next date is Salt Lake City, Utah, on Dec. 10.

### Two CBS Sustainers Get New Commercial Sponsors

(Continued from Page 1)

show, "Suspense," a mystery series, will be sponsored by the Roma Wine Company, Inc., today, over a network of 77 stations. "Suspense" will be heard Thursdays from 8 to 8:30 p.m., with rebroadcast scheduled for Monday at midnight.

### Nancy Martin Gets Sponsor On Blue Starting Dec. 18

(Continued from Page 1)

pany, and will be heard Saturdays from 5:45 to 6 p.m., over a 38 station network. Nancy will answer servicemen's requests for songs to be dedicated to their sweethearts and after each number presents flowers to person cited in dedication.

## Web Rule Opponents Voted 'Aye'—Craven

(Continued from Page 1)

man Fly had influenced the recommendation of the special committee. The committee included Commissioners Paul A. Walker, Thomas Brown and Frederick I. Thomas. The latter two no longer are with FCC.

### Wakefield Mentioned

Craven said also that Commissioner Ray Wakefield, who voted for adoption of the network rules, had been on the Commission when the hearings took place on these rules but could not state that Wakefield had not studied the hearing record.

The major part of the testimony a day concerned the Commission's Radiotelevision Division, with Garey attempting to show that it was somewhat less efficient.

Garey delved also into the matter of former employees Goodwin B. Watson and William E. Dodd, Jr., of the Foreign Broadcast Intelligence Service. These two had been ordered dropped last summer by Congress because of charges of subversive activity. They were separated from the payroll on Nov. 15, but remained at work on Nov. 21, nearest Commission pay date. They are now on annual leave, and when leave runs out they will receive no full compensation from the FCC. It is expected that they will bring suit to recover pay for the six days between Nov. 15 and 21, the offering a test to the Constitutionality of the Congressional vote of last summer, with Attorney General Biddle has already said is illegal.

### Says Congress Was Defied

Garey attempted to show that by allowing these men to work the extra six days the Commission was disobeying the Congressional mandate.

At the conclusion of the public session the committee retired into executive session to consider further the matter of all reprisals against members of the mill by FCC Chairman Fly for opposition to the pollies. Reprisals were charged Tuesday by Garey and Craven.

Craven will take the stand again this afternoon.

## 62% of the Population

W-I-T-H's signal reached 62% of Maryland's population . . . concentrated in and around the booming city of Baltimore. No "gopher hole" coverage but listeners where retail sales are highest. For more-listeners-per-sales dollar, consider W-I-T-H, the people's voice in Baltimore.

# W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

## WE MAKE BOREDOM GO

"A hearty vote of thanks we owe For what is best in radio! For This We Fight and 'Music Hall,' For Amos and Andy, dear to all, For Lowell Thomas with what is news, WMBG, our praise to you!"

For the best in '43, stay tuned to WMBG

# NBC Richmond, Va. NBC

# Labor Leaders Ask Federal Action To Prevent Gov't-Radio Censorship

# Fibber McGee & Molly Top Survey Ratings

(Continued from Page 1)  
... president of Press Wireless, and Commissioner T. A. M. ... concluding the testimony he ... Tuesday. Craven suggested ... corporation in the radio law the ... of prohibitions upon the ... ting power of broadcasters ... networks which would prevent ... bs from binding affiliates to ... e contracts, but does not out- ... d schedule of option time.

ago that "they tended to destroy the effectiveness of national networks." He is still convinced that it is up to Congress to put in law anything of a nature such as the FCC put forth in the net rules. The regulations have been made more practicable by the FCC, he said, radio has benefited by the war situation and new scientific developments promise an opening up of the spectrum.

### Suggests Provisions

Therefore, he continued, "I can now agree that it may be helpful for Congress to exact certain provisions which will serve as guide posts to the industry but which do not, directly or indirectly, control its economic or program development." He called for provisions to prohibit broadcast licenses from signing network contracts containing any or all of the following five "restraints upon the ability of a licensee to exercise his responsibility:

"(1) Where the station is prevented from broadcasting public service programs of any other network organization, (a public service program could be defined as any program broadcast under the provisions of Section 315 of the act by candidates for public office; all programs broadcast by any public officer or on behalf of any government, either local, state or national; and all sustaining programs broadcast upon behalf of any religious, charitable, scientific, literary, educational, patriotic, or fraternal organization);

"(2) Which prevents the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory, unsuitable or contrary to the public interest, or from substituting therefor a program of outstanding local or national importance;

"(3) Which prevents another station serving a substantially different area from broadcasting any network program or programs;

"(4) Which provides by original term, provisions for renewal or otherwise that the station will broadcast the programs of the network organization for a period longer than three years; or

"(5) Which gives the network organization an option upon periods of the station's time which are unspecified, or which can be exercised upon notice to the station within less than a reasonable time, such as 28 days."

Craven declared that, "with these safeguards imposed by the law itself, I believe that the present good aspects of radio broadcasting service can be maintained or improved, that the bargaining position of both the network and the station will be preserved, that licensees will be free to exercise their responsibilities to the public, that the excellent public service facilities of radio will be improved, and that the overall result will be far superior to the adoption of any plan whereby both networks and licensees are subjected to the everchanging views and philosophies of an everchanging licensing agency."

Craven discussed briefly the provisions of the bill detailing procedural processes before the Commission, supporting them generally but calling for even stricter delineation of the Commission's power. He supported also the bill's provisions for the splitting of the Commission into two groups, one to handle common carriers and one to handle broadcast. Craven also declared himself against discrimination against newspapers in the granting

of licenses for the use of the airwaves.

Declaring his belief that newspaper owned stations have operated in the public interest and "very much like any other good radio station," Craven said that if Congress is to redefine the qualifications of licensees, then "I would suggest that it do so by providing that on and after a date to be fixed no license shall be granted for such a station except to a corporation whose charter and by-laws shall provide that the business of the corporation is limited to the business of broadcasting or chain broadcasting, together with such other business as may be incidental thereto. My reasons for this suggestion are not those advanced by the ones who advocate separation of the ownership of newspapers and radio stations; in fact, my reasons are not ones of ownership at all, but ones of convenience and the clarification of the status of certain existing licensees."

Broadcasting, he explained, grew up as an adjunct of other businesses, and, as a result, "even after broadcasting came to stand upon its own feet, we find it merged and sometimes confused with other businesses. Many organizations when confronted with this situation have formed subsidiary corporations for the conduct of the broadcasting busi-

(Continued on Page 5)

(Continued from Page 1)  
order were Bob Hope (second), Lux Radio Theater, Chase & Sanborn (Edgar Bergen); Jack Benny; Maxwell House Coffee Time (Morgan-Brice); "Aldrich Family"; Red Skelton; Sealtest Village Store (Joan Davis-Jack Haley); and Abbott and Costello, newly returned to the air and having a rating of 26.0.

A year ago, according to the CAB, the top 10 in order were: Fibber McGee, Jack Benny, Chase & Sanborn, Bob Hope, Lux Radio Theater, Aldrich Family, Kraft Music Hall, Maxwell House Coffee Time, Kay Kyser and Red Skelton.

In the Hooper "National Program Ratings," which cover the period of Nov. 15-21 and just issued the ranking top 15 in order are: Fibber McGee, Bob Hope, Charlie McCarthy (Edgar Bergen), Lux Radio Theater, Aldrich Family, Jack Benny, Frank Morgan-Fanny Brice (Maxwell) Walter Winchell, "Mr. District Attorney, Abbott and Costello, Screen Guild Players, Joan Davis-Jack Haley (Sealtest); Kay Kyser, Burns and Allen and "Great Gildersleeve."

### Details Boston Resolution

... presented the Boston resolution, unanimously adopted by the convention. The resolution stated ... eras development of the radio ... m after the war will provide ... employment opportunities and ... ion of broadcasting, FM, tele- ... facsimile and other new ser- ... an best be furthered through ... adest possible application of ... ditional American free enter- ... rinciple, and

... the United States Supreme ... in its decision of May, 1943, has ... epreted the present Federal Com- ... ions Act as to empower the Com- ... to take practically any action it ... with reference to radio program ... and the business relationships ... dcasters, with a resulting serious ... of government domination of ... onting content, therefore, be it ... olved, that the American Federa- ... Labor urges that the Congress ... nited States should, at the earl- ... sible date, assure the preservation ... dom of speech on the air waves ... eting changes in the present Com- ... ions Act prescribing the limits of ... ment supervision of the radio and ... dustries, and definitely safeguard- ... dcasters from any actual or im- ... government censorship authority ... program content. By such recon- ... on of the act, we believe, radio, ... ion and other new electronic indus- ... on a free and constructive com- ... basis."

### Craven Testifies Again

... opened his testimony with ... sion of the monopoly aspects ... dcasters. Although opposed to ... nrol of the economics of li- ... he declared himself equally ... to monopolistic tendencies in ... dcasting, calling for competition ... wiping out of "unreasonable ... ts upon competition."

... declared that he still strongly ... that promulgation of the net- ... gulations by the FCC was ... d. That they exceeded the ... ty granted by the Communica- ... t is now his main objection ... although he felt some time

"IT'S ALWAYS ON YOUR DIAL"

710 770 880 930  
WEAF WOR WJZ WABC WPAT

**WPAT**

ON YOUR DIAL AT  
**93**

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

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

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

RADIO WPAT } PATERSON,    PARAMOUNT BLDG.  
STATION NEW JERSEY    NEW YORK

# LOS ANGELES

By RALPH WILK

**A**MONG members of the National Barn Dance troupe that have arrived from Chicago and who will broadcast from Hollywood during the making of their picture, "The National Barn Dance," for Paramount, are Mrs. Edna Phillips, the Hoosier Hot Shots, Pat Buttram, Lulu Belle and Scotty, Arkie, and Glen Weltie, the musical director on the show. Peter Lund, account executive of the Walter Wade Co., and Jack Frost, writer on the show, are also here.

"The Battle Of The Baritones" contest, heard over KMPC, and featuring Bing Crosby and Frank Sinatra records, has resulted in the station receiving an average of 200 letters a day, with some signed by as many as 75 persons. Bing leads in the voting. The program is staged like a prize-fight and no prize of any kind is offered the listeners who are asked to vote for their favorite singer.

Richard E. Green, director of National Spot Sales for KFPY, Spokane, has returned to Spokane following conferences with Columbia Pacific network executives here.

Charles Collingwood, CBS correspondent recently returned from North Africa and now on a lecture tour of 13 states, will make his one and only Southern California appearance at Columbia Square Dec. 15. Topics of his lecture will be "What We Learned in North Africa" and "Europe Looks At America." An open forum will be held following the lecture.

The Quiz Kids competed with Jinx Falkenburg, Susan Hayward and Joan Leslie in a battle of wits at the Hollywood Canteen, with Joe Kelly and Eddie Cantor acting as emcees. Thirteen-year old Harve Fischman, one of the "Kids," had a 45-cent wager with a fellow brain master that he would kiss the first movie star he met. Jinx Falkenburg was the star and Harve lost no time in kissing her—and winning his bet.

## First Maritime Sponsor

San Francisco—Marking the first direct sponsorship of commercial radio by the United States Maritime Commission, KQW-CBS has inaugurated a weekly series of half-hour night-time programs entitled "These Are the People." Sponsored by the Commission, the series is presented for the Belair Shipyards, Bethlehem-Alameda Shipyards, Inc.; Marinesship Corp.; Kaiser Company, Inc.; Kaiser Cargo, Inc.; Western Pipe & Steel Company, and is designed to aid procurement of workers for these yards. James Houlihan agency placed the account.

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

# MAIN STREET



## Radio Vitamins For Thursday !!!

● ● ● First, there comes to hand a communication via V Mail from one Lt. Col. Ken Dyke, formerly of NBC sales promotion and advertising department. The Colonel sends his best to the gang at Radio City, including Toots Shor's bar attaches. He's a long way from said bar, being in the South Pacific where he gets Radio Tokyo with the commercials deleted. In fact the "commercials" are all one way and nobody believes them anyway. Actually Ken is with GHQ of Army Air Forces in the Far East. Don't miss the Radio Execs. Club luncheon today. FCC Chairman Fly and Newbold Morris, city official are joining Mayor LaGuardia on the dais. Autograph hounds seem to miss out at the right spots. But how can they always get in? Such as the opening the other night of the Hartmans at the Waldorf. Where at one table Frank Sinatra and Ginny Simms, were nicely spotted, plus not a few others.



● ● ● War Advertising Council, is getting out some down-to-earth clever stuff, which includes such items as: "Sure—let's take out the sandbags—turn on the neon lights again—brighten up the cities, not because the war is over, but... so we can see where to buy more War Bonds, find more salvage... locate more Red Cross blood banks, and expose more black markets".... which is the Council's way of reminding us that Unconditional Surrender of the enemy isn't coming off tomorrow.... as its share of promotion for the Blue network's "Breakfast at Sardi's," WSAI, Cincinnati will stage a local breakfast at the Netherland-Plaza Hotel.... already 1,000 reservations have rolled in from local fans.... and it will be necessary to do a repeat broadcast to accommodate all of the attendees.... Congratulations to Dorothy Lewis, Co-ordinator of Listener Activity for the NAB, whose daughter Barbara was married recently (as per news just arrived) in Havana to Lt. (j.g.) Dean Morgan Schmitter, at the Holy Trinity Episcopal Cathedral.... groom is from Richland, Iowa, and after attending Penn. "U" and graduating from Louisiana State, was for three years on the staff of KWKH ad KTBS, Shreveport.... bride's father, in case you just know about Dorothy, is Edwin C. Lewis, New York insurance man.... Raymond Scott confesses that his "Secret Seven" musical aggregation, may run into 10, 9, 8 or sometimes 7 musicians, all according to what kind of an arrangement Scott cooks up....



● ● ● Fourth anniversary was celebrated yesterday by the St. Georges & Keyes, Inc. agency at its offices at 250 Park Avenue.... many notables in the advertising and allied industry were present.... with members of the firm, including Maubert St. Georges, president, Stanley J. Keyes, Jr. vice-president.... also C. Donald Dallas, Pres. Revere Cooper and Brass Co.... Commissioner Geo. A. Sloan, Port of New York Authority.... John Knox, head of Bonwit-Teller, Phila. store.... Fielding Robinson, v. p. Hazeltine Electronic Corp.... Arthur V. Anderson, advt. manager Newsweek.... D. E. Provost, ad manager Herald-Tribune.... H. B. Sherwood, of the Daily News.... J. B. Scarborough, American Magazine.... Sheppard Spink, of Time.... R. W. Yocum, ad man Crowell-Collier.... Arnold L. Ogden, pres. Mary Dunhill, cosmetic co.... Pierce Poffett, pres. Mido Watch Co.... and many others.... Speaking of parties.... the NAB Music Committee held a sizeable cocktail party yesterday afternoon at the Hotel Seymour.... in addition to the Music Committee personnel and Neville Miller, NAB prexy.... there was a strong array of newspaper and radio folks in attendance.... about as nice a party as the NAB has set up in a long time.... and, both BMI and Ascaph officials, as well as AMP and Sesac, were present in a mutual radio-welfare gabfest.

Remember Pearl Harbor

# CHICAGO

By BILL IRVIN

**A** BOND For a Boy" is the title of a new 15-minute Tuesday-Thursday-Saturday program, the sponsorship of Eight-in-One Tablets, which made its debut on WMAQ last Tuesday. For each from a service man read on the by Pierre Andre and Myron W. the writer will receive a \$25 bond.

Dave Bacal, WBBM-CBS org maintains an extensive file sy which enables him to select any at a moment's notice. The file tains music titles that run the g of moods in boogie-woogie tim well as classical metre.

Phil Fortman, news editor in NBC central division news and cial events department, has sworn in as a Marine and report duty today. Replacing him will be George Faber of Sioux City, who was a student at the 1943 Northwestern University Summer Radio Institute.

Cecil Brown, former CBS war correspondent, will lecture on "The Abroad and at Home" at Temple Col in Chicago on Tuesday, Dec.

Planters Nut & Chocolate Company, Wilkes-Barre, Pa. has started a promotion of Planters Peanut Butter over WBBM, Chicago, KDKA, Pittsburgh, and WHAM Rochester. G. kind, Joice & Morgan, Chicago, is agency.

## World-Wide Coverage For 3-Power Meeting

(Continued from Page 1)

ill and Chiang Kai-Shek, CBS went into action to give all sections of world details of the confab.

Paul White, director of news broadcasts, had lined up correspondents in Cairo, New York, Washington, Honolulu, and San Francisco, and exactly 7:30, the time of the official release of the news, Bill Henry, Washington read the communiqué which the conference told the world the future intentions of the United Nations toward the Japanese.

There was a cut-in from Cairo then from Washington in which correspondents Bill Henry, Quinn Howe, Eric Sevareid and William Shirer gave both official Washington views and expert opinion on meaning of the conference.

The broadcast switched to Honolulu and Webley Edward. James Fleming had previously been cut-in from Cairo and gave the latest interpretation of the news from there. From San Francisco, Bill Woodyatt interpreted the meaning of the conference in connection with Japanese propaganda.

Following this, Doug Edwards introduced eight CBS announcers put the news on the air at later intervals in eight different languages.

The news broadcast in English was for a full half-hour from 7:30:00 p.m., EWT.

## Aggressive Policy NAB Music Group

(Continued from Page 1)  
The radio industry has handled the music situation on the defensive as a result of recurring dilemmas. Independent and competitive sources of music supply be maintained was unanimously acknowledged. Asks More Aggressiveness  
They should be more aggressively handled and that the broadcast should interest himself more in the situation at all times instead of waiting for the climax on each occasion, was readily subscribed to by the Committee. Music study is a full-time job and an affirmative objective in that direction is expected to be used today.  
Among subjects discussed was the Music Decree (for performing rights fees); per program and blanket fees by such organizations; audits and accounting; problem of music setlist and record of performance and titles.

**Whiteman At Luncheon**  
Whiteman, musical director of the Blue Network, addressed the Music Committee, at its luncheon, in which he reminded the radio men after the war when many current wartime news periods are eliminating the demand for music and the demand will be greater than ever. At this end, he said that preparing for the additional music use will be made now, so that the demand of supply will be readily met. Also along this line, Whiteman stated that the burden of keeping symphony organization by funds had been lightened by commercial sponsorship, and a question whether the money should be entirely diverted from the symphonies with an eye to the future, refrain from letting the development die down, but to find money for new organizations to use in the same field.  
Various other aspects were discussed by Whiteman, who sought to bring home the need for fostering and developing musical talent at all times.

**Today's Agenda**  
With one exception, the Music Committee of the NAB was in full attendance. Today's agenda will include items as Station Musical Needs; Comments and Suggestions; and key representatives of AMP, SESAC and BMI. There will be a discussion later in the day on Looking Forward the Future. Ernest Ladd of NBC will be the luncheon speaker today.

**Winchell Suit To Judge Barnes**  
Chicago—George Washington Roberts \$1,000,000 damage suit filed against Walter Winchell, the Blue Network and the Andrew Jergens Company has been assigned to Federal Judge John Barnes court. The judge has given the defendants an initial 30 days in which to file answers.

## WHO'S WHO IN RADIO ARDEN X. PANGBORN

It may have been newspaperman's luck that led Arden X. Pangborn into radio three years ago. (The X is an assumed initial). He was then managing editor of the Portland "Oregonian," which he quit to manage KGW and KEX, NBC and Blue outlets, respectively, in the Northwest city.

Arden X. Pangborn was born on Ground Hog's Day in 1907 in the State of Kansas, but he has spent more than 30 of his 36 years in Oregon.

A sports writer at 18, he gave up his spot on "The Oregonian" to work his way through the University of Oregon. On the campus he was sports correspondent for three daily newspapers, assistant publicity director of the university and editor of the student daily.

Pangborn returned to "The Oregonian" in 1929, convinced that his career lay in the newspaper field. City editor at 25, he became managing editor in 1938. A writer of pulp-detective fiction by avocation, he has contributed yarns to such magazines as "Detective Fiction Weekly," "Argosy," "Detective Story" and "Detective Tales."

That Pangborn was immediately accepted by his fellow radio men is indicated by the fact that, before he had been in the industry a year, he was elected Pacific Coast representative on the first NBC planning and advisory committee. Today he is holding over for a third term.

"Pang," as he is known by his staff and friends, married Miss Marie Mathison of Portland in 1932. They have two children, the elder of whom is four. The happily married pair have two other great enthusiasms—phonograph records, of which they have some 3,000 scattered around the house, and New York City, where they hope some day to make their home.



"Newspaperman's luck"

## CBC Plan To Pension Employees Reaching 65

Ottawa—Canadian Broadcasting Corporation announced at the third annual meeting of representatives of its staff councils held here that the Governor-in-Council has approved establishment of a pension plan for CBC employees and their dependents. The plan, retroactive to last April 1 and based on the purchase of annuities, will provide for retirement at 65 years of age for men, and at 60 for women.

"The plan offers general advantages somewhat similar to those accruing to civil servants under the government superannuation act," the statement said and added, "the annuity benefits will be purchased from the Dominion Government and also from a group of Canadian insurance companies."

Staff councils of CBC function at 13 operational points across Canada. Employees at each point elect annually an executive committee which studies local staff problems and exchanges views with the other councils.

## Takes S-C Canada Post

Ralph A. Hackbusch, vice-president in charge of radio and director of the radio division of Research Enterprises Ltd., founded in 1940 by the Canadian government to undertake research and the manufacture of radio optical glass and other war equipment, has rejoined the Stromberg-Carlson Company of Canada in a new capacity as vice-president and managing director, it was announced by Lloyd L. Spencer, president.

## 'Lighted Window' Bows In On NBC Net Saturday

No cliff-hanging story formula is the promise extended by the Aluminum Company of America for its new weekly half-hour serial, "Lighted Windows," which bows in Saturday over 123 NBC outlets at 11:30 a.m., EWT. Pattern revolves around the wartime problems of an everyday American family, with each episode complete in itself, it was announced at the sponsor's cocktail party for New York radio editors held this week in the Waldorf-Astoria.

**No Set Commercials**  
Contract for 26 weeks was handled by Fuller, Smith & Ross. There will be no commercials and no announcer, it was reported; instead, a narrator will read "connectives" to set the scenes. Plug has been angled along institutional lines to stress the contribution of 95,000 Aluminum Company workers to the war effort. Listeners' response will be sought via the free offer of a global war map. Show is a Trans-American package scripted by Charles Robinson and directed by Basil Loughrane. Fulton Oursler has been appointed consulting editor to confer with an editorial board on production problems.

## Herrick Heads Guest Relations

Dwight B. Herrick, assistant to the manager of NBC's Public Service Department, has been appointed acting manager of Guest Relations. Herrick will replace Ted Thompson who leaves Sunday, December 5, for military service. At the same time, John D. Wahlstrom, assistant manager of Guest Relations, was named acting executive assistant manager.

## Labor Execs. Oppose Gov't-Radio Censor

(Continued from Page 3)  
ness, while others have not. Under my suggestion all would be required to do so."

"This would not drive present licensees out of broadcasting, he said, but would segregate the business of broadcasting from other and unrelated businesses, and to this end would facilitate to both the work of the Commission and the duties of the licensee in making reports and supplying other information to the Commission. Moreover, it would end all confusion and speculation in any given case as to whether another business was supporting a broadcast station or whether the broadcast station was supporting another business. It would also disclose, through the books and records of the subsidiary company formed to operate the broadcasting business, any use which the other and unrelated business had made of the broadcast station for the purpose of advertising such other business... if further limitation of control is desired, the legislation could provide that the charter and by-laws of such radio corporations should prohibit interlocking directorates and duplication of officials in much the same manner as is done in public utility legislation."

The TEXAS RANGERS

now

---

Selling Cold Tablets on W B E N

Buffalo, N. Y.

---

... also selling many other products on many other stations.

George E. Halley  
**TEXAS RANGERS LIBRARY**  
HOTEL PICKWICK • KANSAS CITY, MO.

## NBC Tele Expert Addresses Sales Group

Declaring that in the few thousand homes in such centers as New York, Chicago, Philadelphia, Schenectady and Los Angeles, "fortunate enough to own television receivers," tele has become a common, acceptable and highly desirable form of entertainment, John T. Williams, of NBC's tele department yesterday told members of the Associated Printing Salesmen, Inc. Williams outlined tele's development from both the scientific and program point of view, and pointed out that there are no knobs, gadgets or other moving mechanical parts on a television set that aren't on the ordinary radio receiver in the everyday home.

Williams praised tele's progress and its efforts, suddenly halted due to wartime demands in May 1942, and when this curtailment took place, New York alone had two outlets televising 15 hours weekly, he stated. Color tele will eventually be a part of our everyday life, Williams believed, but he did not think it had arrived to the point where the black and white images are now, and generally known to television followers.

While no manufacturer has gone sufficiently into the subject of the cost of tele receivers after the war, Williams was of the opinion that post-war receivers would be cut to a possible \$150 to \$200. Further, he thought some manufacturers might find a way to put one on the market for \$100.

Indications of network television after the war, were good, Williams said in conclusion, and he hoped the art would be allowed to develop for the good of the nation.

## Radio And Press Cover Arrival Of Gripsholm

(Continued from Page 1)

docked at Pier F, Jersey City, around 9:30 a.m. Despite FBI and Navy restrictions, which compelled the passengers to leave the ship singly, Mutual, CBS and NBC managed to broadcast interviews with released prisoners of the Japs.

On deck with the first pickup was Dave Driscoll, WOR's director of war services and news, who interviewed for MBS from 1:30 to 1:45 p.m. Royal Arch Gunnison, the network's correspondent who was imprisoned by the Nipponese for 22 months. CBS cut into Bernardine Flynn's Chicago news program from 1:38 to 1:41 p.m., when Columbia news reporter Doug Edwards talked with Barney Covitt, UP correspondent who was picked up by the Japs after the fighting around Manila.

NBC put on a 15-minute show direct from the pier at 3 p.m. Announcer Ben Grauer described the local color and emotional scenes of the returning Americans and Canadians, some of them on stretchers, then interviewed three passengers at random. Although the Blue Network covered the event in straight news broadcasts, it has scheduled for its Saturday-

## CBS Exec. Sees Tele Growth Making It Film Theater Fare

(Continued from Page 1)

that might happen. The potentialities are infinite. Vaudeville could be televised into hundreds of theaters at once.

Seldes, who has been working with television since 1937 went on to say that the war has hindered development because it took the men and materials. According to him, "it may take between five and 15 years following the war until television can be put into every home, so we cannot look to it to prevent an economic slump. Technical experts say that enough progress has not been made for television to become a 'ladder industry.'

"In order for it to serve this purpose several million sets would have to be sold in a very short time immediately following the war. We are not ready for that.

"At the outbreak of hostilities," Seldes said, "there were some 10,000 television sets in use in the United States. These figures include professional sets so they don't prove too much." "However, the day will come." "When every radio probably will be equipped for television." The speaker

night RCA program a two-way conversation between four children back from internment in Shanghai and their mother in Hollywood.

Gunnison, reportedly, was the only network correspondent aboard the "Gripsholm." In the course of an interview conducted later yesterday at the Savoy-Plaza he related his experiences during his internment by the Japanese in Manila, where he had been serving Mutual and "Colliers Weekly." The Nipps thought all radio and newspaper correspondents were spies, he indicated, since their Domei reps are trained espionage agents.

Other radio newsmen held by the Japs in Manila during Gunnison's imprisonment there, he said, were Columbia's correspondent, Tom Worthen, and NBC's Bert Silen and Norman Bellial. The latter, known on the air as Don Bell, was reported to have dropped that name as a precautionary measure when he was taken into custody. This may account for the news of his alleged death.

Despite proffered Nipponese bribes to Americans to become "Quislings" and broadcast for them, no one did, according to Gunnison.

After being held for eight months in Manila, the MBS correspondent said he and his wife were shipped to Chapei, near Shanghai, for the remainder of their 22-month internment. "It's death for a native to own a shortwave set in the Far East," he declared. Some prison camps, though not his, he added, were permitted to have long wave receivers.

Miller McClintock, Mutual prexy, will present Gunnison to advertising agency executives at a luncheon to be held soon, it was learned. A regular slot is being readied for the commentator's return to the air in a few days.

then made reference to Commissioner T. A. M. Craven's prophecy of color television blanketing the United States as the most optimistic and promising statement he had ever heard. "In 1941 television equipment was good enough to put on an actual show, but it would be an error to begin where we left off. We would be wise to take a little time to get off to a good strong start. This little period would allow us to incorporate the improvements that have been developed."

The CBS television authority localized remarks by saying:

"In a section like the Miami Valley, the heart of which is Dayton, television has an advantage because a number of fair sized cities are located within a comparatively small radius."

Following his talk, Seldes answered questions by members of the WHIO staff concerning development of both sound and visual broadcasting. While in Dayton as a guest of WHIO, he visited Wright and Paterson fields as well as several industrial plants including the national cash register company.

## MBS Board Meeting Held In Chicago

Chicago—Miller McClintock, president of the Mutual Broadcasting System, described as "very satisfactory" the reaction of Mutual station affiliates to the Mutual contract. McClintock was in Chicago to attend the School Broadcast Conference and a two-day meeting of the executive and program committees of the network at the Drake Hotel. Only routine matters were discussed at the committee meetings, McClintock said.

Mutual executives in attendance in addition to McClintock, were: Lewis Allen Weiss of the Don Lee network and West Coast vice-president of Mutual; Linus Travers, of the Yankee Network; Theodore C. Streibert, vice-president of Mutual and of WOR; Julius Seebach, vice-president of WOR; Pinky Hunter of WHK, Cleveland; Adolph Oppinger, program manager of Mutual; Bob Schmid, promotion manager of Mutual; Frank Schreiber, manager of WGN; Lester Gottlieb, publicity director of Mutual; W. E. MacFarlane of WGN, chairman of the executive committee and H. K. Carpenter of WHK.

## "March Of Time" Guests Tonight

Lieut. General Alexander A. Vandegrift, newly appointed Commandant of the Marine Corps and Lieut. General Thomas Holcomb, the retiring commander, will appear on the March of Time tonight. General Vandegrift, who directed the Marine invasion of Bougainville and was also in command of the first Marine assault on Guadalcanal, will report on the recent landings on the Gilbert Islands. The program goes on the air over NBC at 10:30 p.m., EWT.

## NBC Official Talks On Tele Prospects

(Continued from Page 1)

accomplished fact," Menser for "improvements and refinement" as there were in radio and the automobile and the airplane and the telephone." He added, "The time their arrival is probably sooner than you expect."

### Public Choice Important

The sight-and-sound medium is not to receive popular approval, Menser signified, "unless the public is given the right to choose its program and the broadcasters are given freedom to respect the public choice. Television, like radio, will find great fulfillment in the home, he declared. "Whatever other uses it may have," he continued, "it will, I believe, find its greatest acceptance by the public as a device for use in the home. To that end it will comment and fortify, rather than oppress or nullify, those contributions to the home life of America which have been made by radio. In this day and age that is an important fact."

Tracing the development of radio entertainment from its simple beginnings in Pittsburgh in 1920, the program chief stated that the increase in U. S. outlets since then to the thousands of today would indicate the public acceptance of broadcasting. American radio listeners, he said, "are choosing things which they have deliberately chosen to hear." Under the present system, of broadcasting, he stressed, "the American people themselves decide what radio they want just as they decide what type of government they want or what type of homes they want. It will continue to be a truly American system of broadcasting only so long as it is allowed to remain responsive to the people's wishes."

### Opposes Government Control

Voicing disapproval of even the possibility of Government control of radio programming, Menser said, "I doubt that the people think it would be a good thing. In fact, a comparison of the American system with other systems throughout the world, which are dominated by a single agency, indicate that we have the best system in our country for every one of theirs."

## WRUF Night-Time Okay Is KOA-Interference Test

(Continued from Page 1)

to WRUF, Gainesville, Fla. The station, operated by the University of Florida, broadcasts on 850 kilocycles the band occupied by KOA, Denver, which formerly had a clear channel. The 60-day authorization is apparently to allow time to determine the extent of interference.

WRUF has been operating days on the band, with five kilowatts power but will now shift from five kilowatts to 100 watts at Denver sunset and stay on the air.

# PROGRAM REVIEWS

## "PAUL WINCHELL & JERRY MAHONEY SHOW"

Sustaining  
 Mutual, Monday, Nov. 29.  
 9:30 to 10 p.m.

Guests: Imogen Carpenter, "Follies"  
 Kurt Baum, Met Opera tenor and  
 Rocco, boogie-woogie pianist  
 Musical Director—Russell Bennett  
 Jock MacGregor, Writers; Arthur  
 Alsborg and Lee Berg.

Monday night's broadcast of the "Paul  
 and Jerry Mahoney Show" is a  
 thing to come in the new Mutual  
 sustainers. Ventriloquist Winchell  
 Jerry back in the suitcase and  
 the vaudeville and presentation  
 suffering from poor comedy script-  
 tainment of Edgar Bergen and Charlie  
 Winchell struggled to put across  
 possibility of his dummy, "Jerry  
 one" in an ineffectual way. Saving feat-  
 of the show were the vocals of Kurt  
 tenor from the Met, and the  
 boogie piano playing of Maurice  
 Imogen Carpenter, frequently referred  
 to as an eye-ful of loveliness,  
 mildly with her vocal rendition  
 "Hello Ma Baby" and studio audi-  
 ence in a community sing of "The  
 Flying Trapeze." Show can im-  
 prove better scripting, miking and pro-  
 motion. After all Paul Winchell is a clever  
 stage actor and should have talents  
 on radio.

## METROPOLITAN OPERA AUDITIONS

Sherwin-Williams Co.  
 Mutual Network, Sun. 4:30-5 p.m., EWT  
 Warwick & Legler

PRESENT LYRIC SOPRANO AND  
 PRESENTED AS NEW SEASON

the air for the ninth consecutive  
 Metropolitan Opera Auditions of the  
 famed the familiar format with  
 conductor conducting the symphony  
 Milton Cross, was commentator-  
 and Edward Johnson, of the opera  
 came on for a brief talk. Con-  
 heard throughout the season and  
 for the finals and semi-finals etc.  
 really the winner or winners. Win-  
 receive a contract to appear at the  
 Metropolitan. Naturally, aspirants to the Met  
 are not amateurs, but singers who  
 have been in concert or  
 organizations. Therefore the  
 standard is usually far above the  
 of a good concert is always assured.  
 inaugural broadcast for the new  
 as contestant, Elizabeth Carron,  
 of Newark, N. J. and John  
 McCormick, tenor, of Ashville, N. C.  
 offered, either as solos or duets  
 "Chiamano" from Puccini's "La

## Williams Buys Shirer First Biz On CBS Net

Continued from Page 1)  
 the network at a later date.  
 handling the account is J.  
 Thompson Co.  
 on CBS will be opposite the  
 show on NBC and Drew  
 on the Blue Network. Frank  
 on CBS however, follows  
 15-7:30 p.m.

## Morrow Leaves Grant

Morrow, executive vice-  
 of the Grant Advertising  
 in charge of the New York  
 resigned. Morrow plans to  
 another connection on Jan. 1.

## METROPOLITAN OPERA

The Texas Co.  
 WJZ-Blue Network Sat. 2-5:30 p.m., EWT  
 Buchanan & Co. Inc.

VERDI'S TUNEFUL OPUS, WELL SUNG  
 AS FAR AS RADIO AUDIENCE WAS  
 CONCERNED, BOWS IN ANOTHER  
 TEXACO SERIES.

Opening a new 20-week operatic series  
 direct from the stage of the Met, Texaco as  
 recently announced, has added an additional  
 feature during intermission called, Opera  
 Victory Rallies. This is apart from the usual  
 intermission opera quiz with Sigmund Spaeth  
 acting as emcee and important music critics  
 or opera stars being quizzed. In the "rally"  
 portion, Mrs. August Belmont introduced  
 Elmer Davis, Director of the Office of War  
 Information. Davis gave a forthright talk  
 in his usual matter of fact delivery, mention-  
 ing the wartime problems at hand, the post-  
 war problems that were to come. This talk  
 incidentally, was picked up in the Sunday  
 papers for considerable space. Milton Cross,  
 again did a nice job as announcer and com-  
 mentator.

As to the opera, Verdi's "La Forza Del  
 Destino," the cast seemed fairly strong to the  
 average listener. Bruno Walter, conducted,  
 and the cast included Frederick Jagel,  
 Lawrence Tibbett, Ezio Pinza, Stella Roman,  
 Anna Kaskas, Thelma Votipka and others.  
 This particular work is no slouch of course,  
 as the running time will indicate. For the aver-  
 age listener, there was little to complain  
 about. Many people throughout the country  
 have no hope whatsoever of hearing an opera,  
 much less attending one, and radio is the  
 only means of obtaining such fare. Thus, in  
 so far as this reviewer is concerned, the  
 Saturday afternoon entertainment was more  
 than okay.

On the other hand, if the listener was  
 such that certain men in the pit or on the  
 stage hit a "clinker" now and then, it was  
 nothing to worry about as far as we can see.  
 The opera is doing the best it can with the  
 limited source of talent now on hand. The  
 next morning's "Herald Tribune" music  
 critic, decried the use of Tibbett who is  
 washed up as far as he is concerned, and  
 Miss Roman came in for even worse criticism.  
 In fact the Trib did not think Bruno Walter  
 did so well either. Olin Downes in the  
 "Times" was much more favorable. Where-  
 upon, as the saying goes, "you pays your money  
 and you takes your chere." Excepting the  
 radio audiences pays no money as it were,  
 and is glad to get the opera. More power  
 to Texaco for bringing it to the vast audi-  
 ence that twists the dials.

Boheme"; sung by McCormick"; "One Kiss"  
 from Romberg's "The Desert Song", by Miss  
 Carron; "Che gelida manina", also from "La  
 Boheme"; "Matinata", Leoncavallo, and the  
 final number, from "La Boheme", "O Soave  
 Fanciulla."

All of which made a well rounded half-  
 hour, by two voices of unusually fine qual-  
 ity, something for future contestants to shoot  
 at. Credits for the paint and varnish spon-  
 sored kept to a dignified standard.

## KFQD's New Transmitter Dedicated In Alaska

Anchorage, Alaska—Station KFQD  
 of the Alaska Broadcasting Co., An-  
 chorage, Alaska, dedicated its new  
 1,000 watt RCA installation last week.  
 Among those who participated in the  
 ceremonies were Mayor Stolt, other  
 city officials, C. A. A. officials, Dept.  
 of Interior officials, and officers of the  
 Army.

William J. Wagner, owner of the  
 Alaska Broadcasting Co., was in  
 Washington early in November where  
 he completed arrangements for this  
 installation which will serve South-  
 west Alaska, whose area includes  
 most of Alaska's population as well as  
 a large share of its military personnel.

# Today!

at the

## RADIO EXECUTIVES CLUB

### Mayor Fiorello La Guardia

--- many distinguished guests  
 including James Lawrence  
 Fly—Chairman of the FCC,  
 Network officials and New  
 York City station managers.

### Luncheon... 12:30 sharp

## Gothic Lounge Hotel Shelton

Lexington Avenue at 49th St.



P. A. System by Davie Elec. Co.  
 Graybar Bldg.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — CALIFORNIA —

**SAN FRANCISCO**—George Taylor, KSAN production chief, has resigned to establish his own agency, catering to radio. . . . Special quiz pick-ups on current topics are being KSAN-ed by Manager Jerry Akers from in front of the Golden Gate and Warfield Theaters. . . . After two years of airing news every hour "on the hour," KSAN has changed its policy to broadcast latest bulletins every other hour, on the "even" hours, i.e., 8, 10, 12, etc.—"It's Glen Again," featuring blind pianist-singer Glen Hurlburt, has been renewed for another 52 weeks on KGO by Kilpatrick Bakery. . . . Thrice weekly feature on KSFO's "Woman's Page of the Air" is "Learn to Sew by Radio," broadcast direct from the Emporium, local department store. . . . Sam Moore, veteran vaudeville song and guitar man, has joined KSFO as "Chuck-wagon Charlie," to conduct the five-weekly "Bar-S-Ranch" program, new cowboy song and drama show.

## — NEW JERSEY —

**JERSEY CITY**—An intensive drive for blood donors has been launched by WHOM in cooperation with the Red Cross. Station is airing daily appeals to those areas in which it conducts Community Hours.

## — CONNECTICUT —

**NEW HAVEN**—Phil Buxbaum, Jr., sportscaster, returns to the air over WELI on January 3, 1944 with a full year's contract for a 15-minute sports program nightly Monday through Saturday. Sponsor is J. Johnson & Sons, local clothiers. Show will feature national, state and local sports news, plus interviews with leading personalities in the world of sports.

## — WEST VIRGINIA —

**FAIRMONT**—"Campus Highlights" marked its fifteenth anniversary on WMMN this week. Show is conducted by Fairmont State College and its original director, Medora Mason, is still in charge. The college is one of the first educational institutions to give credit for a course in which instruction was given via airwaves.

## — COLORADO —

**DENVER**—Montgomery Metal Spinning Works of Tulsa has been using KOA for help recruiting ads. . . . Milton Shrednik and his KOA orchestra will give a special War Bond concert in Canyon City on December 8, sponsored by the Canyon City "Daily Record" and the American Legion. . . . Denver Real Estate Exchange has signed with KOA for a series of announcements. . . . Also using KOA for station breaks is Gus' Butter Maid Bake Shop, Inc.

## — MICHIGAN —

**DETROIT**—Streamlining its staff to meet manpower conditions, WJR has given new assignments to a number of employees and elevated two to higher position. Those promoted are Charles Burke, formerly a sales representative, now sales manager, and William Siebert, of the WJR accounting department, who has been named assistant treasurer. In charge of operations under the new setup are G. A. Richards, president and chief executive; Leo J. Fitzpatrick, vice-president and general manager, management executive; P. M. Thomas, secretary-treasurer, administrative executive; and Owen F. Uridge, assistant general manager, administrative executive. Thomas is in direct charge of engineering and business administration, and Uridge is directing all other operations. Department heads, in addition to those above, are M. R. Mitchell, transmitter engineer; A. Friedenthal, master control; George Cushing, news; Mark Haas, advertising; Franklin Mitchell, station operations; Eric Howlett, production; Geraldine Elliott, program continuity; Ruth F. Crane, commercial copy, and F. McPhillips, program traffic.

## — MASSACHUSETTS —

**WORCESTER**—Five Mutual Savings Banks here, on the strength of results from their "Gardening for Victory" show on WTAG last summer, have signed for a similar series on the outlet effective December 6. Contract calls for 90 programs, one a week, until March when it will air thrice weekly. During the winter show will deal with wartime nutrition. Program will be heard Mondays from 6:15 to 6:30 p.m.

## — NEW YORK —

**NEW YORK**—Philip T. Blackwood, bass baritone, will do a series of four recitals during December over WNYC titled "Songs of Many Lands" . . . WMCA has begun a weekly series, "London Column," featuring overseas personalities in the news. Show is transcribed by the BBC. . . . Helen Lee has joined the staff of WMCA as assistant to Leon Goldstein, director of publicity and special features. She is working on general program and station news. . . . Lewis Charles, announcer, is now with WOV, having received a medical discharge from the U. S. Army, Signal Corps. Charles was with the station prior to induction. . . . "Wake Up, New York!", a.m. musical

clock show has started on WOV. Peggy Lloyd emcees and vocalizes. . . . New hillbilly show on WOV, "Hill Country Jamboree," is aired nightly from 6:30 to 7 p.m., and is known as "Hill Country Hit Parade" Saturdays at the same time. Program features Lyman Cameron. . . . "Such Is Life" is being aired on WQXR thrice weekly at 9 a.m., filling the spot formerly occupied by "Women and the War." Sponsored by Bloomingdale's, show features Angeline Daugherty, store's fashion director. . . . WQXR commentator Estelle Sternberger celebrated her fourth year on the station this week.

## — MONTANA —

**MISSOULA**—Bob Kennett, of the CBS program relations department, is in town for a conference with KGVO general manager A. J. Mosby and the program staff. . . . "The Roaming Ranger," 15-minute transcribed show, has been shifted to a new day and time on KGVO. Program, which deals with Northwestern forests and conservation, is now aired Saturdays at 7 p.m. . . . Sgt. Bud Blanchette, former KGVO announcer now stationed at Camp Roberts, California, was a Thanksgiving day visitor at the station.

## — WASHINGTON —

**TACOMA**—Murray Boggs, after a year of apprenticeship at local platter stations, has joined KMO as announcer and copy writer. . . . Romance is blossoming among KMO employees. Glenn Huston, announcer, and Flora Church, of the accounting department, have announced their engagement, setting the wedding date on January 22, 1944. . . . Carl E. Haymond, owner of KMO and KIT, Yakima, has been elected to the board of directors of the World Affairs Council here. . . . John B. Hughes' MBS commentary will originate from KMO on December 10, when he will be in town to address the Tacoma Lumbermen's Annual Dinner.

## — OREGON —

**PORTLAND**—Meier & Frank Co., department store, has begun sponsorship of the firm's annual Christmas show, "Letters to Santa Claus," on KEX. Dick Rand, staff announcer and actor, plays Santa, while Dickie Holmes takes the part of Tinker, Santa's helper. Quarter-hour show is broadcast Monday through Saturday in the late afternoon. . . . "Say It With Flowers," new musical show on KEX, is sponsored by Tommy Luke, local florist. Twice weekly 15-minute program features the songs and piano playing of Ruth Forbes, in addition to a different staff guest artists each broadcast.

## — OHIO —

**DAYTON**—Virginia Dietrick, former free lance writer, has joined the WHIO continuity department, taking over the post recently vacated by Martha Crowl. . . . Lestine Shavor is the new WHIO bookkeeper, taking up where Charlene Sayre left off when she became secretary to general man-

ager Bob Moody, who lost Lt. Marci to the Navy when she married Lt. (j.g.) Dick Belt recently. . . . L. Adams, chief engineer of announces two promotions in department. Jack Hodgkinson is supervisor of studio engineering. Dick Louth is supervisor of transmitter operations. . . . Culp's Cafeteria sponsoring "The Newspaper Air" over WHIO Tuesdays and days at 9 a.m. Madeline Wise (producer) Don Wayne and Johnphy make up the cast of the which features sections similar newspaper—battle front news,ington happenings, women's page bound together with musical

## — UTAH —

**SALT LAKE CITY**—Axelrad Fu Co., consistent spot buyers on a number of years, have purchased first quarter-hour program, trans series titled "Songs of Good Cheer." Harry Clarke and his KSL early a gram of songs has been bought Beaumont Co., makers of Four-Way Tablets. . . . Karin Syversen, KDY fic manager, has announced her ment to Major Ralph E. Caldwell, Air Corps.

## THE OFFICE BOSS COMPLAINS



**B**UT ALMA DETTINGER can't help if so many of her listeners want their personal problems to her. . . . all, "OTHER PEOPLE'S BUSINESS" her business!

Listeners ask her to help them with their table decorations, gardening, budgeting, recipe hunting. And Alma Dettinger builds her program around their letters — with eye-opening results for advertisers who insistively participate! Guest stars (Rockwell Kent, Sam Jaffe, etc.) provide the finishing touch. . . . week on same station (WQXR, same hour (11:00 A.M.) Monday through Friday. Inquire about it.

**WQXR** 730 Fifth Avenue, New York 19, Circle 5-55

**HAPPY BIRTHDAY TO YOU**

Dec. 2

Dorothy Andrews	Ed Burns
Jesse Crawford	Earl Glade
Peter C. Goldmark	Bernice Judis
Bill Kelso	Henry McLemore
Bill Perry	Homer Smith
Sgt. Ezra Stone	

## CIO Attacks NAB's Code

### Mayor Envisions Radio's Post-War Force

American radio as a post-war force for rehabilitating disrupted lives and for the unification of Europe and other parts of the world, was regarded as a major theme by Mayor Fiorello H. La Guardia of New York who yesterday addressed members and guests of the Radio Executives Club, at the Hotel Waldorf. La Guardia envisioned post-war expansion of radio, apart from entertainment, as "reaching out" to all parts of the world and via the media to "give back" some of the

*(Continued on Page 4)*

**Hero**

The Distinguished Flying Cross has been awarded to a former page in NBC's guest relations department, Lt. William M. McClintock, according to word received by his parents in Ithaca, N. Y. Since young McClintock left the job to enter the Army Air Forces in March, 1941, he has also acquired the Air Medal and nine Oak Leaf Clusters for taking part in 50 combat missions.

### Elaborate Premiere For New Web Show

Heralded by the most impressive exploitation campaign ever given a new network variety show, "The Radio Hall of Fame," sponsored by Philco, will premiere before an invited audience at the Blue's Ritz Theater on Sunday, 6 to 7 p.m., to be followed by a dinner in the grand ballroom of the Plaza Hotel.

The show, produced as a radio review of the top stars of all fields of

*(Continued on Page 7)*

### Bankhead Bill May Injure Bond Selling—Morgenthau

Washington Bureau, *RADIO DAILY*

Washington—Secretary of the Treasury Henry Morgenthau, Jr. last night made public a letter in which he said that present War Bond promotion methods must be discontinued if the Bankhead bill is passed. This bill,

*(Continued on Page 2)*

## G. I. Net In European Theater Manned By Ex-Broadcasters

### Sesac Catalogue Adds Two Gospel Publishers

New monthly bulletin by Sesac, lists two additional publishers as joining the performing rights organization. These two are John T. Benson Publishing Co. and O. A. Parris. Both are gospel music houses. The former has headquarters in Nashville and the latter in Jasper, Ala. Acquisition

*(Continued on Page 2)*

## Len De Caux, Union's Spokesman, Airs Views For ICC; Bright Tele Future Is Forecast By Radio Engineer

### Sharp Upturn in Biz Reported in Chicago

Chicago—Business was decidedly on the upgrade in Chicago this week with NBC reporting three important renewals and WMAQ announcing the sale of two new quarter hour programs. Three of NBC's top musical programs in their respective fields: "Carnation Contented" program, "The Fitch Bandwagon" and the Purina "Grand 'Ole Opry," have been re-

*(Continued on Page 7)*

### Davis Cable Asks British To 'Keep Reuters In Line'

Washington Bureau, *RADIO DAILY*

Washington—Elmer Davis, championing American press and radio news editors, on Tuesday cabled Brendan Bracken, British Minister of Information, a sharp protest against

*(Continued on Page 7)*

### Overseas Press Club Will Honor War Heroes

Launching next week of 11 liberty ships named after war correspondents, who died in the line of duty, will be commemorated at a Pearl

*(Continued on Page 2)*

Washington Bureau, *RADIO DAILY*

Washington—Full authority for the FCC "to seek to secure as fully rounded a program content as is possible and certainly to secure some minimum of public discussion of important issues on the air waves" was called for yesterday by CIO publicity director Len De Caux, testifying before the Senate Interstate Commerce Committee. Engineer A. Earl Cullum, now with Harvard University, was also heard yesterday.

De Caux spoke of CIO experiences in attempting to get radio time, and

*(Continued on Page 6)*

## NAB Music Committee Sets Future Course

NAB's Music Committee concluded its two-day meeting in New York yesterday at the Roosevelt Hotel, and developed two definite proposals which will be put into effect as soon as possible. Proposals are the outgrowth of the decision on Wednesday to take a more aggressive attitude toward music problems, the plan be-

*(Continued on Page 3)*

### Capt. Stewart To Talk On WHN-BBC Relay Show

Capt. James Stewart, USAAF, former movie star, who recently arrived in England, will be heard in a three-minute spot interview Sun-

*(Continued on Page 2)*

### Hot Stuff

Leon Lewis, Jr., WOL-MBS commentator, while in Los Angeles, a few days ago, suffered a little trouble in his hotel suite. When the gendarmierie's subversive waxed hot on the trail of an elusive clue, Lewis is reported to have said that "the circumstances are such that they might be suspicious, although I've never before been the victim for this sort of thing."

### Air-Minded

Consensus of opinion yesterday at the Radio Executives Club was that Mayor LaGuardia of New York was probably the most air-minded Mayor in the country. The "Little Flower," by his talk, revealed an unusual insight and appreciation of the broadcasters' problem, not to mention a fine sense of balance and showmanship in handling the PA system's mike.



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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. Merse...

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

FINANCIAL (Thursday, December 2)

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

Sesac Catalogue Adds Two Gospel Publishers

(Continued from Page 1) tion of these two firms gives Sesac virtually the entire Southern gospel catalogue. Sesac affiliate also now publishes the official Naval hymn, "The Eternal Father Strong to Save." Several foreign publishers have been dropped from the organization's catalogue, two of them located in Sweden and Denmark.

G. I. Net In European Theater Manned By Ex-Broadcasters

(Continued from Page 1)

way to install similar networks on the continent after the opening of a western front paves the way for the liberation of Nazi-occupied countries.

AFN broadcasts present the top shows of CBS, NBC, MBS, the Blue and the BBC in recorded form for a total of 61 hours and 30 minutes weekly via 50-watt outlets in areas where Yanks are stationed, according to the piece in "The Stars and Stripes." Soldier-talent programs are also presented from the London studios of the service net.

Directing programs for AFN is Cpl. Karl A. Hoffenberg, Detroit, formerly with WWJ and WJR of that city; WGN, Chicago, and MBS. Production manager is Cpl. Charlie Capp, New York, previously with CBS, NBC, WMCA and WOR in Gotham. The five-man announcing staff, all from the industry, consists of: Cpls. John McNamara, WNYC, New York; Syl Binkin, WEW, St. Louis University outlet; Warren Bryan, CBS actor;

Johnny Kerr, WICA, Ashtabula, O.; WIPC, Sharon, Pa., and KOY, Phoenix, Ariz., and Keith Jameson, WKBN, Youngstown, and the Blue Network, Washington.

Special-events editor is Sgt. Marty Smith, once a continuity writer for CBS and NBC. The soldier web's radio reporters are Cpls. Ford Kennedy, KSSO, Sioux Falls, S.D., and Johnny Vrotsos, WKBB, Dubuque, Ia. Operation of the chain is by the OWI, which employs five American radio engineers for the maintenance of AFN technical projects. They are: D. V. R. Drenner, Parsons, Kan.; Fred Lewis, Norfolk, Va.; Harold Wright, Peoria, Ill.; Robert Ellis, Los Angeles, and Jack Boor, Great Falls, Mont. Supervising the net are two Special Service officers, Lt. Col. Charles H. Gurney, former operator of WNAX, Yankton, S. D., and Major John S. Hayes, New York, one time assistant to the vice-president of WOR of the Mutual network.

Bankhead Bill May Injure Bond Selling—Morgenthau

(Continued from Page 1)

which provides a subsidy of up to \$15,000,000 for War Bond advertising in the small newspapers, has been passed by the Senate and is now before the House.

Writing Sen. Harry F. Byrd, Virginia Democrat who heads the joint committee on reduction of non-essential federal expenditures, Morgenthau declared that the bill "will not help sell War Bonds and, as a matter of fact, is likely to prove an almost insurmountable hurdle with a continued promotion of war bonds." He said that the Treasury is getting its methods to the public adequately through the cooperation of radio, press and the advertising industry.

Capt. Stewart To Talk On WHN-BBC Relay Show

(Continued from Page 1)

day over WHN, New York, at 10:30 a.m. in a BBC-recorded relay from London of the "American Eagle" program, it was learned from a cable received at BBC here yesterday.

Overseas Press Club Will Honor War Heroes

(Continued from Page 1)

Harbor anniversary luncheon of the Overseas Press Club of America, Wednesday, Dec. 8, in the Lotos Club, New York, it was announced by Bernard Estes, the Club's public relations chairman.

Deceased newsmen to be honored are: Ralph Barnes, Edward H. Crockett, Frank J. Cuhel, Byron Darrton, Melville Jacoby, Ben H. Miller, Webb Miller, Leslie Percy, Ben A. Robertson, Jack Singer and Carl Thushgaard.

Joining with next of kin of the dead correspondents will be a number of prominent guests representing the press and the Government. They include: Miller McClintock, MBS president; Kent Cooper, head of the AP; Hugh Baillie, UP chief; J. V. Connolly, INS prexy; Paul Patterson, president of the Baltimore "Sun"; Maj. Gen. Alexander D. Surles, representing the War Department; Col. R. Ernest Dupuy, G.S.C., news chief of the War Department; Col. Stanley J. Grogan, G.S.C., deputy public relation director of the War Department, and Commissioner John M. Carmody, of the U. S. Maritime Commission.

COMING and GOING

TOM TINSLEY, president of WITH, accompanied by R. C. EMBRY, left yesterday following a few days here on business.

MELVIN DRAKE, general manager of Blue Network outlet in Coffeyville, visiting in New York this week.

MARTIN WICKETT, program director of WTOP, the CBS-owned station in Washington, D. C., has left for the home offices after days in New York.

LARRY FLYNN of WMEX, Boston, has conferred here with the local station manager.

MAJ. GEORGE FIELDING ELIOT, CBS analyst, returning to New York, was yesterday in Washington, D. C., for a appearance in a coast-to-coast lecture tour.

BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, left for home following confabs at the Blue Network.

HOWARD CHERNOFF, managing director of the West Virginia Network, who spent early portion of the week in New York town yesterday.

O. L. TAYLOR, president of KYSA, CBS network affiliate in San Antonio, Texas, returned to New York this week.

20 YEARS AGO TODAY

(December 3, 1923)

Eveready Entertainers—later Eveready Hour—goes on air for the first time today, setting new standards for variety shows with a dramatic vocalist, speaker and orchestra on one program... Alma Rubens, screen star, appeared on WOR last night... Great Britain's lawmakers concerned over growing monopoly of radio set manufacturers in the land.

"... or what have you?"

Department stores, fur and jewel merchants, soaps, foods, drug products, real estate, employment—in practically every classification, W-I-T-H advertising pays out in lower cost per sale.



IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for WMBG (NBC Richmond, Va. NBC) with text: 'We're Modest But Good', 'For entertainment, education, For music, news and information In quizzes, talks, dissertation, We're thankful to this local station, And hereby make this proclamation—WMBG BEST IN THE NATION!', 'For the best in '43, stay tuned to WMBG'

Mrs. Julia Gross Mrs. Julia Gross, mother of Ben Gross, president of Gross Distributors Inc., and known to many in the radio industry, died Wednesday, December 1st, in Atlantic City, New Jersey, after a very short illness. She was in her 88th year.

"Woman Of The Week" Following her selection as "woman of the week," Ruth Crawford of the Blue Network's information department, appeared Wednesday on Alma Kitchell's "Woman's Exchange" program on station WJZ.

# NAB Music Committee Proposals Will Be Acted Upon In Near Future

(Continued from Page 1)

anticipate them rather than until they are at hand. For most in the business to be satisfied by the Music Committee is that a letter be drafted and sent out as soon as possible giving clearly the broadcasters' interpretation of the Consent Decree it signed in government and requesting a reply which in writing will definitely indicate Ascaph's policy along with the authority to authorize the NAB to assemble material which can be used by station personnel to enhance the station's program, and to educate the public in the appreciation of music to the extent that it will be regarded from a program angle rather than a mere matter of filling time. Neville Miller, NAB president stated the latter move was necessary to the possible 300 per cent turnover in station personnel handling programs and music etc. The plan is to acquire factual articles and stories from all sources relating to the use of music as a program builder. This material in what form, but standardized as to the time of being issued, will be rushed

out as soon as received. Eventually, through the means of a special NAB binder, the material will be assembled in one volume. Thus a station manager for instance, will not have to start an educational semester every-time someone in the program department leaves and a new person comes in.

Toward this end, Miller said, the performing rights societies for instance all want to do something to help and this aid could be coordinated into something the station men could actually use. Some such services by these organizations are already in use, he stated.

Music Committee's most important grievance at the moment however, was against the Ascaph method of auditing the station books and claiming commercial payment where, in the opinion of the Committee, it was not due. In this respect, it was pointed out, that Ascaph is at variance with normal station practices as to when a commercial or sustaining program ends, and, what at times, constitutes such programs. Ascaph, it is claimed, is particularly at fault in station-break divisions of programs, also spot announcements wherein no

Ascaph music is actually used; but where a per program license is used, Ascaph seeks payment on an entire program which includes the non-music-using ann. or station break.

This item was to some extent thrashed out before John G. Paine, general manager of Ascaph and Herman Greenberg, another Ascaph executive, at yesterday's meeting. Other performing rights societies were on hand at different times yesterday and addressed and conferred with the Music Committee. C. M. Finney, represented AMP; Leonard Callahan for Sesac; Carl Haverlin, Merritt Tompkins, and Sydney Kaye for BMI, and Claude Mills for the Song Writers Protective Assn.

All Music Committee men were in attendance during the two-day meeting, with the exception of Warren Williamson of WKBN. Those present were: Campbell Arnoux, chairman, WTAR; James P. Begley, KYW; Thomas Belviso, NBC; Arthur Church, KMBC; Robert Enoch, KTOK; C. W. Myers, KALE; Elliott Sanger, WQXR; Frank R. Smith, Jr., WWSW; John Wahlstedt, WHB; Frank White, CBS, and Neville Miller, NAB Ev-officio.

## PROMOTION

### Participating Promotion

Sponsors of the Blue Network's "Breakfast at Sardi's" show have devised a method of performing a public service in local communities and at the same time promoting goodwill for Blue Network affiliates.

In cooperation with local representatives of the sponsors, affiliates carrying the show are planning local breakfast parties patterned after the original "Breakfast at Sardi's." Primary objective of parties is fund raising for some worthy organization. Date, menu, admission cost and publicity are worked out by local outlet and organization for which party is given. To make the occasion a real "Sardi Party," station provides an announcer to impersonate Tom Breneman, emcee on the broadcast, while Breneman himself contributes two orchids by air express and as many copies of the program's theme song as necessary. In addition, prizes are solicited from local stores, and sponsors also contribute items.

In order to encourage affiliates to cooperate, the sponsors have put up the sum of \$500 in War Bonds as prizes for the stations staging the most successful local parties. Such factors as attendance, total amount of money collected and total publicity obtained will be considered.



## WHAT MAKES A GREAT SONG GREAT?

- A. THE HIT PARADE . . . SHOO-SHOO BABY made it in only 6 weeks—A RECORD!
- A. RADIO PLUGS . . . SHOO-SHOO BABY is NUMBER ONE on every major Network!
- A. PICTURES . . . SHOO-SHOO BABY is being featured in 4 major productions!
- A. TRANSCRIPTIONS . . . SHOO-SHOO BABY transcribed by 12 of America's greatest artists!
- A. RECORDS . . . SHOO-SHOO BABY disced by all 3 companies now recording!
- A. COPIES . . . SHOO-SHOO BABY has already sold over 100,000 copies!

YOU CAN'T STOP A GREAT SONG! **SHOO-SHOO BABY**

LEEDS MUSIC CORPORATION Lou Levy, President

GEORGE SCHOTTLER—New York

AL FRIEDMAN—Chicago

HAPPY GODAY—Hollywood

# Mayor Envisions Radio As Post-War Force

(Continued from Page 1)  
the culture, talent and encouragement that we have been able to retain while it was being bombed out of existence in many other places.

**Keep News-Editorials Separate**  
"We must assume this responsibility," LaGuardia said, but we must also handle it carefully lest the listeners in far distant lands, who will judge us by our radio programs, obtain an erroneous opinion of America and Americans. "Don't disappoint these listeners, said the Mayor, as they will be looking to us for guidance for a good many years to come. We have much here that they will need," LaGuardia concluded, "you men of radio—get it to the world."

Earlier in his talk the Mayor referred to the handling of news by the broadcasters and he was of the opinion that news should be handled straight, unadulterated, and not tied in with commercials. He saw news periods gathering a greater audience as time went by and by keeping the news "unadulterated" tremendous confidence in radio would be instilled thereby. The editorial he said, by commentator or analyst, should be kept entirely separate. People he said like to hear other people's opinions, if for nothing else than to see if they coincide with their own. He saw no harm in the editorial on the air as such.

As to music, radio he said has already contributed much in its 20 years of existence. In this time, more people have learned to like and appreciate good music, more people have heard such music than in all the centuries preceding the advent of radio broadcasting. The masses, stated the Mayor, do like and appreciate good music. He likened the situation to that of saying a poor man did not like a big house or automobile. He would like it if he could get it. And added His Honor, "never underestimate the value of music—but remember the musician must eat."

### Lampoons Politicians

In his opening remarks, LaGuardia quipped about politicians, newspapers and, more seriously, the power of the spoken word to a large group at one time as against the written word which cannot be delivered en masse. He said that next year he planned an experiment with the Municipal outlet WNYC, whereby he hoped to assign equal time to major candidates and political parties (without cutting in on local stations selling time) and on each succeeding day an equal opportunity to all concerned to answer various claims or statements that may have been made. This period, he said, might be termed, "It Was Said Yesterday—." Parties will also be allowed to have their own panel present, probably several people who may want to talk or answer statements.

Those on the dais introduced

# MAIN STREET

WITH *Ol' Scoops Daily*

### Reporter At Large. . . !

● ● ● We've always felt it a shameful waste of talent to relegate the musicianship of Maestro Jacques Renard to that of "musical stooge" (merely using him to supply background music) . . . . . thus we're happy to learn that starting tonight at 7:30, Anacin will CBSponsor "Broadway Calling," featuring a 30-piece orchestra under the direction of the "not-so-rotund" Renard . . . . . Cyril Armbrister is battling Kid Influenza so Wiley Adams will pinch-direct Cy's two Blue Net shows, "The Sea Hound" and "Terry and the Pirates" . . . . . Producer-Maestro Mark Warnow, was Disc-Jockey Dick Gilbert's guest on his WHN program, yesterday . . . . . he was so impressed that he hired Gilbert to do a 15-minute daily stint, plugging Mark's new show, "What's Up?" . . . . . here's one for the books . . . . . went on the program as guest artist and left as a SPONSOR . . . . . Ben Grauer announces "Mr. and Mrs. North," "Salute To Youth," "Information Please," "Babe Ruth Shows" and "For This We Fight" during the course of the week . . . . . "what of it?" says you, "he has the week-end to rest up" . . . . . "oh yeah?" sez we, "on Sundays, he announces the 'Toscanini Symphony,' the 'Walter Winchell-to-the-Nazis'" and has just signed to do the John Charles Thomas program . . . . . Lowell Thomas, Blue Network newscaster, presented Warren Gerz of the Blue Press with a copy of his newest tome, "Pageant of Romance" . . . . . but what made Warren's face crimson was the Lowell inscription, "To Warren, who probably knows more about romance than I do" . . . . .

● ● ● Mary Small, "Early To Bed" starlet and featured vocalist on the "Keep Ahead"liner over WOR, has been chosen by the men of American Submarine Service to introduce "Keep 'Er Down" that Service's official song, written by Seamen First Class Vic Mizzy (her husband) and Irving Taylor . . . . . Joseph Losey, who resigned from the NBC Production staff, en route to Hollywood . . . . . Mrs. Viola Burns, audition director at Young & Rubicam to hospital yesterday . . . . . pneumonia . . . . . Howard Carraway succeeds Malcolm Beacham as director of the Blue Net's "Archie Andrews" starting Monday . . . . . Harry Sobol leaves for Hollywood on business the 15th . . . . . ditto scripter Max Marcini . . . . . Victory Twins, fully recovered from entertainment tour of the South Pacific areas, start a theater tour, Dec. 9 . . . . . Moylan Sisters will return to their 3:00 p.m. spot Sundays as Blue Net sustainer . . . . . Carl Brisson, "the Frank Sinatra of the Older Girls," will guestrill, Dec. 11 on the "Treasury Star Parade" heard over MBS.

Remember Pearl Harbor

by REC President Murray Grabhorn, included Linnea Nelson, of J. Walter Thompson; Bill Hedges, vice-president of NBC; Morris Novik, of WNYC; Chairman J. L. Fly of the FCC; Mark Woods, president of the Blue Network and Beth Black, of the Katz Agency.

The regular bi-monthly meeting and luncheon sessions being in honor of New York station men, a special table for them included Nathan Straus, new owner of WMCA; Charles Stark, WMCA, vice-president; Herb Pettey, managing director of WHN; Ralph Weil, manager of WOV; Arthur Hull Hayes, general manager of WABC; deLancey Provost, of WEF; Henry Greenfield of WEVD and others.

Out of town guests included: Wally Walker, general manager of WJHP, Jacksonville, Fla.;

Low Avery of the NAB; Lt. Al Taranto, first president of the REC; Frank Bishop, of KFEL, Denver; R. S. Peterson, Blue Network, Chicago; Alex Sherwood, of Standard Radio; H. S. Brown, WVCU, Ithaca, and Thomas B. Price, WWSW, Pittsburgh.

### Business Session On Tap

President Murray Grabhorn, announced that the next meeting on Thursday Dec. 16, would be a closed meeting for the members, when discussion will be held on several important matters. Future planning and opinions on this will be heard; the board members will do their stuff and proposed changes in the Constitution and By-Laws will also be discussed. Matter of a Christmas benefit party for a worthy cause, will be taken up. Meeting had an overflow attendance.

# CHICAGO

By BILL IRVIN

FAN mail received past year "The Deacon," heard Monday through Fridays from 1 to 1:15 over WGN, totaled more than 100 letters. The Deacon's mail comes from all over the world and many strata of society—lawyers, business men, doctors, clergymen, and servicemen. The role of the Deacon on the program is portrayed by Howard Hoffman.

Wilfred Prather, NBC Central station maintenance engineer, resigns for army induction.

"The Deacon," 15 minutes of his philosophy and advice, presented on WGN Mondays, Wednesdays and Fridays (1-1:15 p.m., CWT) by Howard Hoffman, has been renewed for an additional 13 weeks, effective Monday, Dec. 6. Sponsor is the John Deere Products Company. The agency is Roche, Williams & Cunninghamham, Bennett Scott is a recent addition to the WIND sales staff.

Two additions to the WIND announcing staff at Gary are Allen and Al Stein. Post formerly was WAKR, Akron, and WTAR, Norfolk. Stein worked for KFUN, Las Vegas and KIDO, Boise, and KPRO, Riverside, Calif.

### American Forum Program Featured At Conventions

(Continued from Page 1)

p.m., EWT. Airing is to be open to the public without tickets.

Speakers from government, industry, labor and finance will discuss conversion of business from war to peace. Under consideration will be contract terminations, provisions for millions of affected war workers, financial help to war plants and organizations forced to go out of business because of war.

Forum will consist of: for industry, Melvin H. Baker, president of National Gypsum Co. of Buffalo, and a member of the NAM post-war committee; for finance, James G. Blair, president of the Marine Midland Trust Co. of New York; for labor, George Meany, AFL secretary; for government, David L. Podell, chief of the Justice Department's Small Business Section.

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**P. S.--SORRY, ALL SOLD OUT**

# De Caux Asks Authority For FCC At Hearing Before The Senate ICC

(Continued from Page 1)

complained that broadcasters have not been fair in their allocation of time to organized labor.

"Labor's chief difficulties in obtaining access to the air," said De Caux, "have been due not only to the employer-mindedness and prejudices of a number of station owners, but even more to general policies and practices of the industry as embodied in the code of the National Association of Broadcasters. This code, it should be noted, has no standing under the law, but is simply a private arrangement entered into by the broadcasters."

## Quotes Code Section

Quoting a code section dealing with provision of time for public questions, particularly those of a vast universal nature, De Caux said later he does not object to the language. Our objection, he said, "is that time is not allotted with fairness to labor for the discussion of public issues; that the waves are largely monopolized by programs sold to employing and business interests; while the time allotted to labor is ridiculously small, infrequent and at disadvantageous periods."

The ban on time sale for controversial issues, he continued, "has been consistently applied to all labor requests for time, in so far as NAB policies have been adhered to, on the grounds that any kind of labor program is automatically controversial regardless of its character, by virtue of the sole fact that it is sponsored by a labor organization. . . . yet a corporation can buy time for a commentator who discusses labor matters, while a labor organization is not allowed to do so, on the grounds that labor sponsorship makes any program controversial."

"Corporations, in fact, are free to buy all the radio time they want, to put on sponsored news commentators, musical or dramatic programs or 'goodwill' programs designed to show what they are doing to win the war. But the CIO and its affiliated unions have been repeatedly advised that they cannot buy time for these same or any other purposes, because this would be in violation of the NAB code."

De Caux protested the autocratic labeling of labor matters as controversial, and declared free speech is violated when broadcasters, themselves business men and employers, rule on who goes on the air. Pressure on broadcasters from advertisers, he said, "is admitted by the NAB code manual itself, which states that employers are inclined to frown on these stations, especially in smaller communities, which open their facilities to labor leaders."

Time given to labor is usually undesirable and inadequate, De Caux charged, and is becoming more so as

more and more broadcast time is sold to commercial sponsors. He added that labor has been able to get as much time on the air as it does have only because many stations are not NAB members and many NAB members do not adhere strictly to the code. He objected also to the new provision in the code barring solicitation of membership on the air, pointing out that the clause could be interpreted to keep almost all labor programs off radio.

## Discrimination Charged

"Labor has long felt," said De Caux, "that it suffers unjustified discrimination as compared with the employing and business interest of the country, and that freedom of speech over the air and the whole cause of democracy are endangered by the present virtual monopoly enjoyed by business interests, to the exclusion of the majority of our population as represented by labor, farm and other non-profit organizations."

CIO and AFL, he said, are grateful to NBC for the "Labor and Victory" programs which they share on Sundays, but he does not think that a quarter-hour a week—not at a peak listening hour—represents "adequate opportunity" for labor to "counteract the subtle propaganda by employing and anti-labor interests, which goes on the air during most of the rest of the time."

Numerous complaints to the FCC have not helped, he said because the Commission lacks power to remedy.

De Caux then presented the committee with the same four major points which he laid before the FCC during the hearings in September on transfer of the Blue:

"(1) 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) Labor organizations should suffer no blanket restrictions on their right to purchase radio time. (3) Labor organizations should suffer no blanket restrictions on their right to use the radio for the solicitation of membership or in organizing campaigns. (4) Serious consideration should be given 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."

## Discusses Spectrum

Cullum spoke generally on the various uses of the radio spectrum, the differences between standard broadcast and FM, television and other new electronic devices. He complained about the delays in Commission procedure, saying that it frequently takes "months and months and months" to get relatively simple decisions from the Commission, with resultant loss of time in getting ahead on experimental work or on development work of non-experimental

nature. He suggested that the radio law might pose a time limit for Commission actions.

Senator B. K. Wheeler, Democrat Mont., committee chairman, remarked here that in his state a time limit had been placed upon judges, with a provision that if they failed to render decisions for more than 90 days their salaries were suspended until the decisions came. It is doubtful that he was proposing anything like that for the radio law, however, but he did assert that there is no excuse for long delay such as those of which most government commissions are frequently guilty.

## Questioned By Wheeler

He spoke also of delay by licensees, suggesting that there might be difficult classes of licenses. A standard broadcaster, for instance, would have a special type of license if granted permission to operate an FM station as well. If he did not avail himself of the FM authorization within a specified time, however, he would lose the privilege.

Wheeler questioned Cullum concerning rural service, with the two concluding that AM broadcast is likely to be best for rural areas for some time yet, with FM best for cities and congested areas.

There was a brief discussion of television, with Cullum suggesting that the television band should be raised to make additional frequencies available. He said he thought color tele would come along as quickly as black and white after war. The biggest problem in television, aside from frequency allocation, is that of transmitting programs from city to city, he said, pointing out that the public is not so interested in televised events in their own city as in other cities.

Here Wheeler, again off on his favorite subject, remarked that "we want to see what some of these radio commentators look like."

Cullum declared that much of the electronic equipment now being turned out for the armed forces can be adapted for television after the war, saying specifically that much of it will be useful in building repeater stations to carry shortwave programs between cities, thus eliminating reliance upon telephone wires. He did not go into detail on this angle.

Another radio engineer, C. M. Jansky, Jr., of Jansky & Bailey, Washington, will be heard this morning, along with Commissioner Ray A. Wakefield of the FCC.

Chairman Wheeler yesterday publicly invited the Mutual and Blue Networks to send representatives to testify at the hearing. CBS head William S. Paley has already been heard, and NBC President Niles Trammell is due to go next week, but thus far no MBS and Blue officials

## Washington Front

THE newspaper-radio committee witnesses did a good job week before the Senate Inter-Commerce Committee. They completely convince Chairman Wheeler, but even he will admit that sold their case to several other members of the committee. What Wheeler has in mind is that newspapers be free of discrimination on grounds that they are newspapers and bound up by regulations and rules concerning broadcast objectives and equal time—or vice versa. The Commission is told by Cullum that it may not discriminate against newspapers, it will be given the power to enforce certain rules to make certain that newspaper-owned stations along with all others, do not have strong editorial policies and excessive balanced discussion. If such power not given the Commission, Wheeler may be expected to hold out for retaining power to rule against newspapers because they are newspapers. Wheeler, and several other members of the committee, have already made it plain that the phrase "public interest, convenience and necessity" is here to stay—Gene Garey to the contrary—and that under it the will continue to exercise a good deal of discretion.

The Senate hearing was enlivened the other day by a clash between Senators Tunnell, Delaware Democrat, and Tobey, New Hampshire Republican. The New Englander accuses himself quite a wit—and frequently scores well. Frequently, his cracks have considerable political bitterness behind them. Tunnell, conscientious though undistinguished administration man, took exception and charged Tobey with using hearings as a sounding off place against administration cracks. He charged that many of Tobey's barbs were aimed at himself. We do recall a couple of arguments between the two which ended with a Tobey witicism. . . . Tobey declared that he had himself too much of a gentleman to make personal attacks on a distinguished member of the committee, but Tunnell was far from convinced. Shortly thereafter, Tobey left. . . . though political considerations behind the attitude of every member of the committee—with the possible exception of Maine's Wallace Whelan—this is the only time they have come into the open. In general, the Senators have indicated through their questioning how they stand on fundamental political issues but have also shown that they are sincere about doing the best job they can. A prime example, of course, is Wheeler. Despite his hatred for the Roosevelt administration he has made it plain that he intends to see to it that the FCC, regardless of its political tinge, gets the power which he thinks such a body must have.

have indicated their desire to testify. Wheeler feels that they should be heard.

## Sharp Upturn in Biz Reported in Chicago

(Continued from Page 1)

for another year, it was announced by Paul McCluer, NBC division sales manager.

### Show 12 Years Old

"Carnation Contented" program one of the oldest commercial originating in Chicago, is owned by the Carnation Company (Nestle Evaporated Milk) through Wasey and Co. Program celebrates its 12th anniversary on Jan. 2, the date the 52-week renewal contract becomes effective. It is aired 7-9:30 p.m., CWT.—over a national network. Current stars of program are Josephine Antoine, soprano of the Metropolitan Opera; Reinhold Schmidt, basso of Chicago Opera, and Percy Sledge, conductor of the Carnation Opera.

"Fitch Bandwagon" is sponsored by F. W. Fitch Co. (shampoo, hair remover and no-brush shaving cream) through L. W. Ramsey of Davenport, Iowa, on Sundays 7:30-7 p.m., CWT, over the Full network. The "Bandwagon" features guest appearances of the top orchestral talent and radio, stage and screen, with Eddy as m.c. The renewal contract is effective Jan. 2.

### Originates At WSM

Purina "Grand Ole Opry" is sponsored by Purina Mills (poultry feed) through the Gardner Advertising Co. The "Opry" originates at WSM, NBC affiliate in Nashville, Tenn., and is aired Saturday 7-9 p.m. and 8-8:30 p.m., CWT, over the Full network of 27 east and mid-west stations. The program celebrated its 12th anniversary on the air Nov. 2, when a new contract is effective Jan. 2.

New quarter-hour programs on new business list this week on WMAQ, according to Oliver Morgan, manager of local and spot sales for NBC central division. One of the new programs is "Music for Fun," sponsored by Eight-In-One-Cold Cream through H. W. Kastor & Sons. Program will be aired Tuesdays, Wednesdays and Saturdays (12:45-1:00 p.m., CWT) starting Nov. 30. It re-features Eddie and Fannie Cavanaugh's "Gossip Club," formerly heard on radio. For each letter from a fan read on the air by announcer Pierre Andre and Myron Guss, the writer will receive a \$25 cash award. Contract runs through 1944.

### Guest Star Theater" Set

The new WMAQ program will be "Guest Star Theater" sponsored by Paramount Company (Beaumont Newhall Cold Tablets) through H. W. Kastor & Co. (New York). The program starts Dec. 6 and will be aired Mondays, Wednesdays and Fridays (10:45 to 11:00 p.m., CWT). It features 11 weeks with each broadcast transcribed repertoires of a single star.

# ★ WORDS AND MUSIC ★

By BEN KAUFMAN

EVER since Pearl Harbor, songsmiths and publishers have been faced with the challenge of turning out an enduring war tune. A lot of people think they've failed. Opinion in the music business differs. The fact remains, though, that, after almost two years of war, we have only a handful of patriotic hits. Let's look at the record.



Standout today is "White Christmas," which is going strong in its second year. Balance includes "Praise the Lord and Pass the Ammunition," "The Army Air Corps," "Der Fuehrer's Face," "Comin' in on a Wing and a Prayer," "I Lost My Heart at the Stage Door Canteen," "Johnny Doughboy Found a Rose in Ireland" and "This Is the Army, Mr. Jones." Compare these with the last war's "Over There," "Good-by Broadway, Hello France," "Keep the Home Fires Burning," "Pack Up Your Troubles in Your Old Kit Bag," "Oh, How I Hate to Get Up in the Morning," "Hinky Dinky Parlay-Voo?" "Tipperary," "Just a Baby's Prayer at Twilight" and about a dozen other smash songs, many of them now being heard over the air.

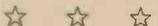


Is radio to blame for the smaller quantity of World War II tunes? There are plenty of music men who say so. They claim that a song is played to death in a few weeks by constant repetition. Still, many of the last war's hits have retained enough sustaining power to be heard in current airings. Does the trouble lie in dance tempo, then? Feeling exists in some quarters that this is an important factor. In World War I the one-step provided a natural outlet for stirring marching songs like "Over There."

Pace of life has been stepped up, too. People don't gather as often at rallies and listen to morale-building songs as they once did. They work hard, live hard. Their favorite melodies are also used up fast. War has changed from a static to mobile quality. The fighting man is serious about his grim task—and his tastes have changed along with the public's. Although there are soldier songs of relief like "Dirty Gertie From Bizerte," servicemen for the most part enjoy the same tunes as civilians. Where does the trouble lie, then? A few opinions from seasoned music men may clear it up a bit.



"Maybe we've already had an 'Over There' and don't know it," said Paul Whiteman, now director of music at the Blue Network and acknowledged dean of modern American music. "I expect that at this phase of the last war," he continued, "we didn't know what the big hit was either. After all, time is what determines a hit. If it wears, it's great music." Merritt E. Tompkins, vice-president and general manager of BMI, stated: "The quality of war songs, from the professional and performing musicians' standpoint, has been equal to what came out of the first World War. Smaller number published today stems from the public's disinclination to buy a wide variety of war tunes. Difference, in my belief, is a matter of psychology since our boys now go off to war without the glamorous parades of former days."



Search for hit war songs has become an organized war-effort activity through the organization of the American Theater Wing Music War Committee, headed by Oscar Hammerstein II. He declared: "If the number of great war songs produced by this war should happen to be less up to this time than the number produced by the last war, the reason for it can be based upon the present main medium of projection, namely radio. In radio, the dance bands only play arrangements that produce a dance tempo suitable to the mood of the times and to the peculiarities of each individual band. All war songs have a message which is primarily projected by the lyrics, consequently they are primarily vocal and a great many of them are not suitable for dancing. The result has been that a lot of good war songs written in this war, due to the lack of dancing quality, have been deprived of the opportunity to be heard by the public."



## Elaborate Premiere For New Web Show

(Continued from Page 1)

entertainment, will present a galaxy of stars including Bob Hope, Jimmy Durante, Hildegard, Quentin Reynolds, Maurice Rocco, Paul Whiteman's orchestra and Deems Taylor as master of ceremonies. In addition the show will feature highlights from the new Army Air Force show, "Winged Victory."

Approximately 500 guests of Philco will gather at the Plaza for dinner and entertainment following the premiere of the show and regional Philco parties are being held in key center cities throughout the nation. John Ballantyne, president of Philco Corporation; Larry E. Gubb, chairman of the board and James H. Carmine, vice-president in charge of merchandising, are among the Philco executives who will attend the radio premiere and dinner.

Abel Green, editor in chief of Variety, and associates have the responsibility of nominating the guest artists each week who will be honored on "Radio's Hall of Fame." De Vere Engelbach is the producer and George Faulkner is scripting the show. Show is produced under the supervision of the Blue and the William Morris agency.

## Davis Cable Asks British To 'Keep Reuters In Line'

(Continued from Page 1)

the release through Reuters of the announcement of the Cairo conference. This story had been given Washington correspondents for holding until Wednesday evening, and had been known to most here for some time earlier, but was printed or broadcast nowhere in this country.

Davis' message to Bracken, text of which he released yesterday, was couched in strong terms. This was not the first of such misunderstandings, Davis said, although it was the most flagrant. "Anglo-American understanding is seriously jeopardized by this sort of practice," he said, and closed with the statement: "For the sake of that understanding and for the sake of our joint propaganda campaign directed at the common enemy, I hope in all earnestness that you will take steps to make sure that British censorship from now on keeps Reuters in line."

## WBRC Elects New Officers

Birmingham, Ala.—The Birmingham Broadcasting Company Incorporated, radio station WBRC, announced the election of the following officers following a joint meeting of the board of directors and stockholders: John C. Bell, president and treasurer; Eloise H. Hanna, vice-president; Howell C. Cobb, secretary.

## Wedding Bells

Philadelphia—Fred Knight, WIBG, announcer, was married recently to Eleanor Osterberg of Yonkers.

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## — NEW JERSEY —

**ASBURY PARK**—WCAP is back in circulation again, fully recovered from last April's forest fire which demolished its transmitter building. With its reopening, WCAP announces some new staff additions. . . . Kendall W. MacKay, formerly of KSN, San Francisco, has taken up announcing chores for the outlet, and Wilton De Marco has joined as a news commentator. Sylvia Danzig has been named home economics director and Georgia Anne Roosa is the new program arranger. V. N. Scholes continues as general manager.

## — UTAH —

**SALT LAKE CITY**—Three quarter-hour programs a day are being sponsored on KDYL by the Salt Lake "Tribune-Telegram." As a result of their dispute with the typographical union, the papers suspended publication and called upon the outlet to arrange time for them on the air. Station fit the periods into their schedule and paper is broadcasting news and departmental features from scripts prepared by their editorial staffs.

## — TEXAS —

**FORT WORTH**—Boswell Dairies have placed a spot campaign for a year over KGKO through Rowland Broiles Co. . . . Morrison Milling Co. of Denton, have renewed their "Mirandy" program on KGKO, calling for six five-minute transcribed programs weekly for 52 weeks. . . . Mohr Chevrolet Co. is sponsoring a daily five minute transcribed show over KGKO titled "Today's War Hero" . . . Conro Mfg. Co., maker of work clothes, has bought "Cross Roads," hillbilly and cowboy talent show on KGKO which runs for 45 minutes once a week.

## — CONNECTICUT —

**HARTFORD**—Lecture by Charles Col. Lingwood, sponsored by WDRG, drew 2,000 people and last reports on bonds bought as admission fees totalled \$150,000

Esso Marketers started their sixth year of news sponsorship on WDRG December 1. . . . Robert's Furriers have started a new commercial on their daily early morning "Stratoliner" show. The cry of a wolf is heard, and gradually, from day to day, the wolf is taught to say "Robert's Furriers" and other things favorable to the fur business. Wolf is Franklin "Jimmy" Kiefer, WDRG's transmitter engineer.

## — NEW YORK —

**NEW YORK**—"Speaking of Books," conducted by Boris Todrin, editorial associate of the newspaper "PM," will start on WBNX December 12 at 4:45 p.m. Todrin will review latest publications, discuss news of books and authors, and will interview a guest on each program. . . . Another new show on WBNX is "Mistakes We Make," aired Monday, Wednesday and Friday at 1:15 p.m. Show is conducted by Jules Denes and presents dramatized case histories of marital mixups. Marie Corbett, Webster Cornelius and Adelaide Bernard make up the cast. . . . Luxor Baths Hotel and Sierra Madre Winery Inc. have signed for shows on WMCA. Luxor is sponsoring Danny Dee six days a week. Monday, Wednesday and Friday he is heard on "Do You Know," presenting little known facts, and he conducts "Tense Moments" on Tuesday, Thursday and Saturday. Latter is a five-minute spot, former a quarter-hour show. Sierra's weekly 15-minute program features the "Singing Host—Sid Gary" . . . Elias I. Godofsky, WLIB president, will present a "Report to Listeners" on December 12 at 1 p.m., based on info obtained from station's questionnaires recently sent to subscribers of its Master Program Booklet. Similar reports have been made periodically since the outlet went on the air in 1942. . . . Borden Milk Products has renewed its "Moments of Melody" over WLIB for another 13-week period.

## — VIRGINIA —

**ROANOKE**—Horace Kitzpatrick is the new sales manager at WSLS, succeeding Frank E. Koehler, now in the Army at Camp Walters, Texas. . . . Edward D. Skotch, former WSLS production manager, is joining KWY, Philadelphia, on December 8. . . . Francis Ballard, who has been in show business for nineteen years, is now associated with WSLS in the production and continuity departments. . . . J. Alton Hampton, WSLS chief announcer, has left for Washington, D. C., where he is joining the staff of WMAL. He has been replaced by Walter Harris, who was promoted to the post from the regular announcing corps. . . . Vacancy in the WSLS announcing staff has been filled by Lee Goeller. . . . Sam Macy, formerly with Bendix Radio Corp., is now with the WSLS engineering staff. . . . Virginia Krebs is back at WSLS as receptionist and secretary to the manager, after a 5 month leave of absence, during which time she visited her husband in San Bernardino, Cal.

## — NORTH CAROLINA —

**FAYETTEVILLE**—Raymond Boley, one-time announcer and drama director at WLEU, Erie, and later with George Heid Productions in Pittsburgh, is keeping his hand in radio while acting as battery clerk at Fort Bragg (He's a Sergeant.) Boley appears before the WFNC mikes at least three nights a week. He scripts and announces a weekly half-hour show from a local USO, produces and directs a Red Cross program once a week, and is producing a weekly 15-minute show for the Cumberland County Health Association during the drive for Christmas Seals.

## — TENNESSEE —

**KNOXVILLE**—Lowell Blanchard, program director of WNOX for the past eight years, has been elected to the City Council, becoming at 33 one of the youngest Councilmen in the city's history.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—WRC claims to be the city's first station to hire a woman engineer. She is Ermadean Netz, formerly of Indianapolis. She completed the defense radio training course at Purdue University and has had nine months' experience at master control desks. At WRC she will do studio work only. . . . WRC is losing one of its top producers, Fred Schweikher, who handles production on WRC-NBC dramatic and musical programs, has received his induction papers and reports December 6.

## — OHIO —

**CINCINNATI**—Potter Shoe Co. is again sponsoring the annual Santa Claus program on WKRC. . . . M. Werk Co., for Tag Soap, has scheduled the 15-minute "Quest Chest," featuring Nelson King, on WKRC. . . . Olive Kackley, WCKY woman's program director, has a full schedule to follow. In one month she made 43 broadcasts and spoke in person before 22 different organizations. . . . WLW's merchandising, sales and trade relations departments are holding a two-day meeting here today and tomorrow. Warren Jennings, manager of the station's New York office, and George Clark, Chicago manager, are in town for the conference. . . . Van Woodward, WLW-WSAI continuity man, is writing and producing the 30-minute show which will be aired this Sunday over a simultaneous Cincinnati network in the interest of the local War Chest campaign.

## — INDIANA —

**FORT WAYNE**—Latest additions to the WOWO-WGL staff are Evelyn Hockmeyer in the sales department and Eulalia Bowling in the program department.

## — MASSACHUSETTS —

**BOSTON**—Arrangements have been completed with city and suburban school committees for the WEEL to act as official agency for the announcement of "no school" signals during bad weather this winter. . . . Marion Elliott, talented young singing star who won the recent "Lily

Mars" contest held here by Loew's, is now singing romantic and tunes on the "Yankee House Party." Ruth Farwell, former Yankee newspaper librarian, has been promoted to the rank of Corporal in the Marine Women's Reserve. . . . WCOP has arranged with Yavonsonne of the Hotel Fensgate an early a.m. show directly from the Satire Room at the hotel. Show heard daily at 9:30 a.m. and known as "Breakfast at Arkie's." Tracy of WCOP will emcee and show feature guest stars. . . . Old Minty has bought 15 minutes across-the-board on WORL's "920 Club." Bob Perry has announcing chores.

## Lea Com. Summons FCC Members To Testify

(Continued from Page 1)

the latter was forced out because of his personal dislike for the Commission.

Commissioner T. A. M. Craven will be the witness again today, but the seeming exclusive franchise on the witness chair is expected to be broken next week, when Garey is to be replaced by Harold Graves, assistant director of the FBI until he went into the navy this fall, and one or two other witnesses. Craven was on yesterday's witness stand, but he was so intimidated by Garey's testimony that he was impeded and duplicated the radio intelligence work of the Army and Navy, repeating testimony brought out in public hearings last summer.

It is not known just what testimony the FCC will make as yet, but what witnesses it will produce, and whether there are sufficient charges against the Commission in the hearing, thus far to keep the Commission's fence quite verbal for many weeks, particularly if Garey is to have a hearing on his own.

When the investigation will be conducted in the broadcast field in earnest is anybody's guess, although it is known that the chairman expects to refer that aspect of Commission activity to the hearing room with him to the Interstate and Foreign Commerce Committee, of which he is also chairman, along with recommendations for legislation from the Select Committee conducting the investigation.

Further evidence that he intends to go into the broadcast phases of Commission activity is found in a statement yesterday that he does not expect to study the circumstances surrounding the NBC broadcast of November 21, by CIO vice-president, R. Thomas, which occurred on that date, which had been reserved for a day men's program. Lea said he does not expect to go into this matter separately, but along with the general question of broadcast operations, and that he sees no reason why his committee should not consider regulation of the radio industry along with legislation affecting the Commission alone.

**HAPPY BIRTHDAY TO YOU**

December 3

Connie Boswell Luceil Engel  
Rosaline Greene Kathleen Stewart  
Charles F. McCarthy

December 4

Charlie Basch Helen Baylis  
Deanna Durbin Elsie Mae Gordon  
Ann Morath Isabel Randolph  
Larry Rothman Bill Slater

December 5

Archer Gibson Grace Moore  
Lyn Murray Ned Tufts

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

15, NO. 43

NEW YORK, N. Y., MONDAY, DECEMBER 6, 1943

TEN CENTS

## Defends Action Of FCC

### Letter Re FCC Rad At Lea Session

Washington Bureau, RADIO DAILY  
Washington—Text of a letter sent President Roosevelt to Secretaries War and Navy Stimson and Knox December 5, turning down their reasons that functions of the Radio Intelligence Division be turned to the military, was made public Friday during the Lea committee hearing. It was inserted in the record read by Committee Council.

(Continued on Page 6)

### William E. Dodd Suit Is Filed: Legalities Of Pay Ban

Washington—Goodwin B. Watson and William E. Dodd, former members of the FCC, together with Dr. Albert Forss Lovett, formerly secretary of the Virgin Islands, filed suit in Federal Court of Claims here Friday to test the constitutionality of Congressional action which barred them from Government payrolls because of their communistic sympathies. They were taken off payroll since Nov. 15, and will not be paid until Nov. 21, for which they now seek reimbursement.

### AFRA Group Elects Officers For Coming Year

James was elected president of the New York local of AFRA following tabulation of a mail vote last week. Other officers elected were: Kee, first vice-president; Ben, second vice-president; Jay Jostyn, president; Evelyn MacGregor, secretary; and Milton J. Cross, 5th vice-president.

(Continued on Page 2)

### Private

"With or Consequences" moves to the 5,500-seat Capitol Theater in New York at Brookfield, Mo. this Saturday, where an audience of 12 million will be the entire biz out of the ground on the stage. School children won the contest for collecting scrap paper per capita than any other in the country and the prize, their reward, as promised, will bring their families.

### Phenomena

Dave Driscoll, recently returned Mutual correspondent who journeyed overseas for documentary recordings but decided they didn't have wars just so people could make records, was asked the other day how far he had progressed on his book. "Book"? parried Dave. "I'm the guy who went over and hasn't written a book and what's more, I never intend to".

### Twelve MBS Affiliates Sign New Contracts

Unofficial reports indicate that Mutual's new station contracts have now been signed by 12 affiliates, with additional contracts expected each week, possibly for the next year before all are signed up. Pointed out that the work is being done by men in the field and cannot be rushed.

Mutual stockholder stations are not signing this particular pact inasmuch as they have another form of con-

(Continued on Page 5)

### Barzin Becomes Conductor Of WQXR Orchestra, Jan. 1

Leon Barzin, musical director of the National Orchestral Association, has been named conductor of the WQXR orchestra, succeeding Eddy Brown, who has resigned to resume concert tours. John V. L. Hogan, president of the Interstate Broadcasting

(Continued on Page 5)

### Comm. Wakefield Testifies At Hearing On W-W Bill; Jansky, Jr., Optimistic Concerning The Future Of FM

### Standard Brands Buy More Net Time

Strong comeback of Standard Brands on CBS includes a 15-minute strip on the complete network of 120 stations, plus expansion of existing programs also to the full net. New program will be launched Jan. 3, Monday through Friday 3:15-3:30 p.m., EWT for the firm's vitamin products, coffee and desserts, the show being entitled "The Open Door," a philo-

(Continued on Page 5)

### Stokowski Returning Sun. To Conduct G. M. Concerts

Leopold Stokowski starts his third consecutive season with the NBC Symphony Orchestra this Sunday when he takes the podium for the General Motors concerts 5-6 p.m. EWT over NBC. Bach will highlight

(Continued on Page 6)

### Gunnison To Be Heard On New Mutual Net Series

Mutual has signed Royal Arch Gunnison for a new twice weekly series over the network beginning Dec. 22, Wed. and Sat. at 10 p.m., EWT. Gun-

(Continued on Page 4)

Washington Bureau, RADIO DAILY  
Washington—Closer cooperation and better understanding between the broadcasting industry and the FCC would go far to solve the various problems in the field today, Commissioner Ray C. Wakefield implied as he testified before the Senate Interstate Commerce Committee Friday and Saturday morning. The California Republican, appearing during hearings on the White Wheeler bill, followed C. M. Jansky, Jr., of the firm of

(Continued on Page 6)

### Recording Companies File Brief With WLB

Recording company petitioners before the National War Labor Board having filed their brief with the special tripartite panel which heard the case, it is expected that the AFM will file theirs early this week. Also that the AFM will shortly file their answer to the recording men's brief as submitted by attorneys Ralph Colin and

(Continued on Page 5)

### Brewery Using Net For New Variety Show

First network advertising by the Peter Fox Brewing Co. of Chicago, gets under way on the Blue, Tuesday, Dec. 21, 6:30-7 p.m., CWT. Program entitled "Fox Deluxe Variety

(Continued on Page 5)

## ★ THE WEEK IN RADIO ★

### Craven Held Spotlight

By PEGGY BYRNE

FCC COMMISSIONER T. A. M. CRAVEN had a double billing last week, appearing before the Senate Interstate Commerce Committee hearings on the White-Wheeler bill and the House Select Committee investigating the FCC. Other witnesses at the W-W hearings included Judge E. O. Sykes, former FCC chairman, Earl Glade, former chairman of the NAB code compliance committee, representatives of the AFL and CIO and A. Earl Cullum, engineer... Glade

explained the function, efforts and achievements of the code committee. Judge Sykes supported the bill's proposal to divide the Commission into two sections and suggested a yearly rotating chairmanship. Craven strongly urged clarification and limitation of the Commission's powers and opposed any legislation to insure equal airing of both sides of controversial issues, maintaining that broadcasters voluntarily take the responsibility for

(Continued on Page 2)

### Getting Impatient

Ottawa—A resolution by the National Staff Council of the CBC adopted late last week deplored the fact that no permanent head has yet been appointed to direct the corporation. Rev. J. S. Thomson, who was general manager of CBC for a year on a temporary basis, recently returned to his post as president of the University of Saskatchewan.

THE WEEK IN RADIO

Craven Held Spotlight

(Continued from Page 1)

fair treatment, that time limitations make equal access an impossibility, and that such a law would open the air to "crackpots." While he believes the FCC went beyond its jurisdiction in enforcing the net rules, Craven feels that Congress should prevent chain monopoly without putting restrictions on economic and program development. Cullum discussed present and post-war radio and television and suggested that a time limit be set for action by the FCC, complaining that delays on decisions have frequently slowed up work unnecessarily. AFL urged restrictions on government censorship and domination of radio and the CIO; after condemning the NAB broadcast code, presented the committee with the four major points previously submitted to the FCC at the Blue transfer hearings.

Lea Committee hearings continued last week, with Commissioner Craven as only witness. Executive session was held on the subject of the alleged reprisals by FCC Chairman James L. Fly against military officers who had opposed him in connection with the IRAC. Craven testified that although the FCC special committee's report had been unanimously in favor of the web rules in 1940, two members of the group were actually against them. The House granted the Lea committee \$50,000 last week to continue its investigation, cutting requested \$75,000 to that sum. School

Broadcast Conference, held in Chicago last week, presented its fourth annual "Award of Merit" to Maj. Harold W. Kent, War Department liaison to the U. S. Office of Education, and director (on leave) of the Radio Council, Chicago Public Schools. FCC approved the new affiliate contract drawn up by CBS after the network scrapped its former one, which the Commission had criticized as violating the chain regulations. NAB music committee met in New York last week and decided to take action on two proposals made at the conference: to send a letter to Ascop presenting the broadcasters' interpretation of the Consent Decree and asking for a reply stating the society's policy on the subject, and to authorize the NAB to assemble material on the use of music as a program builder to be made available to stations for the training of personnel.

Edward Klauber, former executive vice-president of CBS, became associate director of the OWI last week. Television was the subject of addresses by two network execs last week. Gilbert Selde, CBS tele program director, told the Dayton Kiwanis Club that the medium would replace second feature movies. Clarence Menser, NBC vice-president in charge of programs, discussed the prospects of television before the Public Relations Clinics of the U. S. Savings and Loan League in Chicago.

Local AFRA Group Elects Officers For Coming Year

(Continued from Page 1) vice-pres. Anne Seymour was named recording secretary and Neal Weaver treasurer. The officers, elected from AFRA's 21-member board, will serve until next November.

Judy Williams On James Show

Judy Williams will be the new vocalist with "Harry James and His Music Makers," heard over CBS Tuesday, Wednesday and Thursday from 7:15 to 7:30 p.m., EWT, with re-broadcast at 11:15 p.m. She'll make her debut with the orchestra on December 7. Helen Forrest, current vocalist with the band, is leaving to go on her own.

"Serenade to America" Debuts On NBC Tonight

Premiere of NBC's new musical sustainer, "Serenade to America" is scheduled for today 6:15 to 6:40 p.m., over WEA. Program will feature a 35-piece orchestra, guest conductors and artists and will be heard Mondays through Fridays with WEA carrying it daily except Tuesdays. Nan Merriman, mezzo-soprano, will be soloist on the opening program.

CBS Seeks War Songs

CBS is seeking war songs deserving of coast-to-coast presentation on "Report to the Nation," it was learned yesterday. Such a request has been received by the American Theater Wing's Music War Committee.

COMING and GOING

HARFIELD WEEDIN, general manager KTBC, CBS affiliate in Austin, Tex., New York after a few days of con at network offices.

HARRY L. STONE, station manager of Nashville, Tenn., in town on station Visited Friday with the local reps.

WILLAN C. ROUX, assistant manager NBC spot sales, who has been in on a unit of the industry's "Air Force Retailer" display, returns today from the Coast.

ARTHUR SIMON, general manager of Philadelphia, is in Chicago where he main until Saturday, after which he on to Detroit, returning to Philadelphia Monday.

W. L. COULSON, executive manager WHAS, Columbia network outlet in Louisville, Ky., is here on a short business trip.

ROBERT D. ENOCH, station manager KTOK, Oklahoma City left for the home last Saturday after having spent the major portion of the week in New York.

DALE ROBERTSON, manager of WTBO, Berkeley, Md. station recently affiliated NBC, paid a call Friday at the station department of NBC.

ERIC HOWLETT, production manager Columbia outlet in Detroit, is leaving Michigan after a brief business visit to work headquarters in New York.

CHARLES FIVERSON, commercial manager WHAM, Rochester, N. Y. station of paid a call Friday at Rockefeller Center.

PHIL SPITALNY and the members of girl orchestra, returning from a two-week engagement at the Chicago Theater, where they also made several service and hospital appearances.

CLARENCE WHEELER, vice-president of Columbia's affiliate in Rochester, N. Y. arrived Friday for a brief visit.

E. B. LYFORD, of NBC's station relations department, has left on a business trip which he will contact network outlets in Cleveland, Toledo, Detroit, Lima and Sag.

Over-subscribed!

Baltimore again goes over the top... this time, breaking its record in the National War Loan Fund drive. Baltimoreans have the heart and the purse to dig in and do a real job. Remember — W-I-T-H does a great sales job in Baltimore.

W-I-T-H



IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



Vol. 25, No. 43 Mon., Dec. 6, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(December 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156	155 1/2	156	+ 1/2
CBS A	23 1/2	23	23 1/2	+ 1/2
Farnsworth T. & R.	9 3/8	9 1/8	9 3/8	+ 1/2
Gen. Electric	36	35 3/8	35 5/8	- 1/2
Phico	21 1/2	21 1/4	21 1/2	+ 1/2
RCA Common	9	8 3/4	8 3/4	- 1/2
RCA First Pfd.	71	71	71	+ 1
Stewart-Warner	10 5/8	10 5/8	10 5/8	+ 1/2
Westinghouse	92 1/2	92 1/4	92 1/4	- 1/2
Zenith Radio	31 1/4	30 3/8	31	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	3	3	3
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20	23
WJR (Detroit)	29	

20 YEARS AGO TODAY

(December 6, 1923)

For the first time in radio history, a presidential message to Congress was broadcast to the American people... new Chief, Calvin Coolidge, was heard over WCAP, Washington; WEA, N. Y.; WJAR, Providence; KSD, St. Louis; WDAF, Kansas City; WFAA, Dallas... listeners gleefully reported such perfect reception that they could hear the President turn the pages of his script... Bell Laboratories equipment was installed in House Chamber.

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

WORLD'S MOST BEAUTIFUL GEMS

"Oh, yes, we'll tune WMBG To hear the best of Forty-Three! There's Richard Crooks with voice of gold, When Lowell Thomas news has told, And many others give us joy, Forgetting not the Aldrich Boy!"  
For the best in '43, stay tuned to WMBG

NBC Richmond, Va. NBC

# COVERAGE... *Yes*

... BUT LOOK

AT THAT FIT!



No... YOU wouldn't buy a coat that fits like this one!  
And so it is with radio... you don't buy a station that gives you coverage you don't need... and you don't buy a station that doesn't completely cover a market. You want a station with *coverage that fits!* Without paying for excess coverage that trickles over into other miscellaneous markets in which you are not

interested, or overlaps other radio stations on your list!

*Concentrated coverage, saturation of the nation's 6th largest market, is yours for the asking.*

In Baltimore, the station that does just that is WFBR, with a signal that is *strong* enough and *clear* enough to reach into the homes of over a million people that live in the city that is the six largest in the country.

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

# LOS ANGELES

By RALPH WILK

PROBABLY the biggest surprise for fans seeing the Amos 'n' Andy show for the first time is the discovery that Freeman F. Gosden and Charles J. Correll look like an ad for Esquire mag.

Gracie Allen does Dali-like pictures in her spare time but even Gracie was amazed at a surrealist scene she saw in front of the Hollywood Hotel. There on the lawn lay the hollow upper half of a hugh papier-mache Santa Claus (designed for street decoration) staring dismally into a gray rain-drenched sky.

Carlton E. Morse's new adventure thriller in his "I Love a Mystery" series gives him an opportunity to utter fundamental philosophies through the lips of the hermit Jeremiah in the story, "The Hermit of San Felipe Atabapo."

The NBC network was almost without a Jack Benny broadcast when this show originated from an Air Base in the Mojave Desert. Forest fires back in the mountains had burned the connecting telephone wires and contact was resumed 13 minutes before Jack was due to go on the air.

## Gunnison To Be Heard On New Mutual Net Series

(Continued from Page 1)

nison who was foreign correspondent for the network in Manila when the Japs invaded the city, returned here on the Gripsholm last week. Meanwhile Gunnison will get additional buildup, highlight of which will be a luncheon at the Ambassador Hotel, tomorrow, where he will give an off-the-record talk to agency and other advertising men, considered appropriate since it will be the anniversary of the Pearl Harbor attack.

Also Gunnison will be guest this Friday on the "Double or Nothing" program which will salute the Philippine Islands. Saturday night he was on the "Bond Wagon" program, where he made a speech and autographed mimeographed copies for bond buyers.



"If I tell the WFDF Flint News Reporter how I got my decorations, will you tell him how you got yours?"

# MAIN STREET

WITH *Ol' Scoops Daily*

## Memos of an Innocent Bystander. . . !

● ● ● Raymond Everett (Ray) Nelson, who recently resigned as Director of Daytime Programs and Television at WOR-Mutual, becomes the new Director of Radio at Charles M. Storm Co., Inc. . . . Many moons ago (if we may borrow the phrase from tin pan alley) we mentioned the fact that Ginny Simms was quite anxious to prove to all and sundry that she possessed histrionic ability as well as a fine singing voice. . . . on the 10th of this month, Ginny gets a chance to prove her contention, when the vehicle, scheduled for her to star in on the "CBS Playhouse" program was changed from the musical "Alexander's Ragtime Band," to the dramatic "In Old Chicago." . . . Chris Cross, Ass't. Publicity Director at MBS, sold to "Liberty," condensed version of "My Fighting Congregation," a story he co-authored with U. S. Army Chaplain William C. Taggart . . . For the past six weeks, Lester Lewis of the Ed Wolfe Office, had been looking forward to the luncheon party to be tossed in his honor the day before his induction into the Army. . . . after the luncheon when Lester still hadn't arrived, Ed Wolf phoned the office. . . . and who answered the phone? . . . none other than a "surprised and where is everybody?" Inductee, Lewis, who had completely forgotten about the party . . . Richard Marvin, formerly with J. Walter Thompson, succeeds Blaine Butcher as Radio Director of Ward-Wheelock. . . . Sam Wanamaker resigned from the NBC Directorial staff to await induction, Jan. 6. . . . When Fred Waring missed his Broadcast last Monday, it was the third time in Ten years that the Inventor-Maestro missed a program. . . . he went to cheer up his ailing mother (and succeeded) at a hospital in Phillipsburg, Pa.

★ ★ ★ Merle Pitt, rounds out his eighth year as Musical Director of WNEW. . . . Tommy Dorsey will start a "Seven Days a Week" series of broadcasts for Ford Motor Co., about the first of the year . . . Paul Baron, CBStaff maestro-arranger, will orchestrate the score of the "Vincent Youmans Show" which starts rehearsals about the middle of next month. . . . James Marion Waldrop of the NBC announcing staff, used the name of "Jim Marion" for three years so as not to be confused with Robert Waldrop, also an NBC announcers. . . . but now that Waldrop is with the Blue Network, Jim will start using his own name. . . . Chester Gierlach, producer of B B D & O's CBSquibb program, "To Your Good Health," has completed a composition, "Sonatina For String Orchestra," which will be premiered Sunday Dec. 12 at 11:15 p.m. over CBS by a symphonic orchestra directed by Nikolai Berezwosky. . . . Ralph Edwards' "T. Or C." program will originate, Dec. 11, from the tiny schoolhouse at Brookfield, Mo. which won the Waste Paper Derby. . . . from there the troupe goes to San Francisco for a three-week stop, doubling at the Golden Gate Theater. . . . Recently Jackson Beck sang a song (first vocal effort) on the "Cisco Kid" program and though he received several letters, none admitted having swooned . . . Carol Lee Sutton, Florida's beautiful gift to Radio starts a new Blue Net program every Saturday at 6 in addition to her regular Tuesday at noon show. . . . Joe Rines, in order to have more time to devote to the office of Co-ordinator of Inter-American Affairs, resigned as staff maestro at the Blue. . . . he'll continue on some of that net's programs as a free-lance conductor. . . .

★ ★ ★ Credit Bob Hawk with this clever ad lib. . . . when contestant private detective Raymond L. Barnes of Long Island said that he "often must trace missing husbands. . . . and that 'alimony' is the major cause of the disappearing men." Hawk replied "Alimony. . . . that's taxation without representation." . . . We say Dick Brown, heard regularly over WNEW is going places. . . . should be on the networks now. . . .

★ ★ ★  
— Remember Pearl Harbor —

## A Regular Visitor in 240,000

## RURAL HOMES



● His home, of course, is the perous Twin Cities Market K sells so effectively and economically. But he's a gadabout, KSTPete he likes to get around.

And get around he does — via continuing promotion campaign is bringing the story of KSTP's programming into the majority Minnesota's rural homes! Here's current campaign which is adding new listeners to KSTP's large audience.

1. Big ads in The Farmer (Minnesota circulation, 147,000)
2. Full-page ads in Land-O-Lake News, reaching 65,000 Minnesota farmers
3. Audience-building ads in 344 rural newspapers, 1,600,000 readers
4. "On the Minnesota Farm Front" (column by Harry Asplund, KSTP's Farm Service Director) carried by 81 rural papers
5. "Around Radio Row" (a news-and-gossip column published weekly by 70 country papers)
6. Personal appearances of KSTP Barn Dance group in Minnesota towns

Follow the lead of the leaders choose KSTP to sell the important Minnesota market. KSTP gives you a rich rural audience at no-cost plus to dollar-wise dominance of the Twin Cities area.

## 50,000 WATTS . . .

Clear Channel  
Exclusive NBC Affiliate for the Twin Cities

# KSTP

MINNEAPOLIS . . . ST. PAUL

Represented Nationally by Edward Peiry & Co.

# Recording Companies File Brief With WLB

(Continued from Page 1)  
Meyers representing Columbia Recording Corp.; RCA Victor and Radio Recording Division of NBC. Other developments beyond the scope of a few clarifying questions on the WLB panel, has taken place since the WLB group retired to continue the case two weeks ago. Panel, headed by Arthur S. Meyer, chairman, as 2,000 pages of evidence and numerous exhibits. It is expected that the Panel will make a decision shortly after the start of the New Year. Meanwhile with the aid of M officials James C. Petrillo, president, and his assistant Harry Craven, being out of town, no further action is present of either David Sarnoff of RCA or other radio officials who resumed talks with the union.

# Sarnoff Becomes Conductor of WQXR Orchestra, Jan. 1

(Continued from Page 1)  
Sarnoff, announced. Barzin takes over on January 1 and will conduct the "Treasury of Music" heard each week on Wednesday and Friday from 8:00 to 8:30 p.m., and a new series of symphonic concerts to be presented on Wednesday evenings from 7 to 8 o'clock.

# Agency Using Net for New Variety Show

(Continued from Page 1)  
The show will originate in Cincinnati and be heard on 17 stations. Schwimmer, Scott, Chicago, is the agency handling the account. According to the agency, the account also considering the addition of Blue outlets, some on the Coast and others in the East. The Blue show now is in the Middle West.

**WBAL**  
means business  
in Baltimore

Petry & Co., National Representative

# Washington Front

By ANDREW H. OLDER

THERE'S always been a certain distinction about being a constant minority in any group. Tam Craven, at the FCC, has enjoyed such distinction for years, invariably opposing the Commission majority on policy matters. He's not always been alone, but you're always certain to find him on the losing side. After his experience last week, we'd bet he'd be glad to vote with the majority and take himself out of the limelight if he had the chance. Congress can be a hard taskmaster when it wants, and Craven found that out for himself. Tuesday and Wednesday mornings he appeared before the Senate committee, Tuesday and Wednesday afternoons he appeared before the House committee. And anyone who thinks appearing before Congressional committees is simple, just ask anyone who's done it—except James Lawrence Fly. Or, better yet, ask J. Frank Burke, out in Pasadena.

OWI has had a good deal of trouble with domestic broadcasters blaming it when they turn down time requests from local groups who might have war messages of one type or another. Blaming the refusal on the OWI allocation plans, etc., has not been uncommon, nor was it unexpected a year ago when these plans were laid out. It's a new wrinkle when a Canadian station blames OWI for its failure to carry a program, though. And that's what happened last month. The station, just over border from Detroit, received complaints from listeners because it failed to carry Upton Close. It wrote that the OWI was responsible for that omission, whereas actually the broadcaster had simply failed to get Canadian government approval for the newscaster's broadcast. Just one more reason why it's a good idea to stick to private industry.

Earl Glade of KSL, Salt Lake City, who is, by the way, mayor-elect of that city, received some glowing praise for his station from Senator Wheeler during his appearance before the Senate committee Monday. On a couple of occasions, the Montanan went out of his way to compliment Glade on the excellence of KSL service. Tam Craven told the Senate group Wednesday that he looks for a Commission decision on the newspaper-ownership question soon. While it's true that the Commission has been studying the matter closely in recent weeks, we don't look for an announcement on it right away. My prediction is that the Commission will reach a decision, submitting either proposed order or recommendation to Congress, rather than issuing order outright, and that the Commission vote will be to ban newspapers from radio. Bringing out of the Commission's order on multiple ownership last week may have been a very smart move, but bringing out an

order on newspaper ownership at this time would not be.

At Wednesday's hearing before the Senate committee one reporter wandered in and spent half an hour scratching his head, without taking a single note. When the session ended, he wanted to know what all the talk had to do with the Canol oil project, hearing on which he had been assigned to cover. Which reminded us of the poor aircraft engineer who came on a train from Chicago last month to produce some blue prints at a hearing in the Post Office building, which is connected with the Interstate Commerce Commission offices. He wandered into a hearing and sat down, wondering after a while why nobody wanted to look at his blueprints. There was a good reason, of course. He had wandered into the hearing on mailing privileges for the magazine Esquire, and who wants to see aircraft blue prints when there are pictures of the Varga girl to be seen?

They're shooting to close off the Senate hearings within another ten days or so, although it's by no means certain that they will succeed. Among those still to be heard are FCC Commissioner Wakefield, Niles Trammell, Fred Weber, now with WDSU, New Orleans, and formerly with Mutual, and engineers Major Armstrong, John Hogan of WQXR, C. M. Jansky, Earl Cullum and E. K. Jett. These and a few others are definitely scheduled, but rest assured that there'll be plenty more seeking to appear. It looks as if Wheeler would be pleased to go into his bill now and not hear anyone else except the engineers, but he's apparently determined to let anyone who wants to talk have his say.

Earl Gammons, CBS head here, has finished cutting his firewood, but unfortunately had to turn down Peggy Denny, wife of the FCC general counsel, when, in searching for a cord of wood she called him. He just didn't have enough. Scoop Russell has left the hospital after his siege of pneumonia, and his friends are hoping he'll take a good long vacation. The NBC vice-president has been in ill health for a year or more, and it's reported that not many months ago he stuck to his desk through a siege of bronchial pneumonia. We hear he'll take a month or two to recuperate this time.

Just about everybody down here is wondering where to find some money to buy a radio station. The commission's order re multiple ownership has given a lot of people the idea that now is the time to buy. The market ought to be good for those forced to sell. Although we imagine that order will be discussed in the Senate hearings, it doesn't appear that the committee is too worked up about the matter.

# Standard Brands Buy More Net Time

(Continued from Page 1)  
sophical serials by Sandra Michael. This account was placed by Ted Bates, Inc. This show is the second campaign launched by the client on CBS within the past few months. Before this, Standard Brands, which went on CBS in 1928, had not been on the network since 1932.

Now broadcasting on a 35 station hook-up, Standard Brands' "Mary Marlin" will be heard on 67 Columbia outlets effective Jan. 3. Beginning Feb. 28, its network increases again and the program will be carried by the full network. This eight-year-old daytime serial, heard from 3:00 to 3:15 p.m., EWT Monday through Friday, is broadcast for the client's Tender Leaf Tea. J. Walter Thompson Co. is the agency for this account.

# Twelve MBS Affiliates Sign New Contracts

(Continued from Page 1)  
tract as stockholders and underwriters of the network. These stations include the Yankee net, Don Lee chain, WGN, as well as outlets in Pittsburgh, Baltimore and other centers.

Denver—Understood that station KFEL, through its president Gene O'Fallon, has finally decided to sign a two-year contract with Mutual network. O'Fallon originally stated he did not like the contract and doubted if he would sign; in fact it was believed that he was about to break away from the network.

**NO COOK  
NO MAID  
NO POINTS  
NO WONDER** New York  
women listen gratefully to  
Charlotte Adams' helpful program  
**"RUN OF THE HOUSE"**  
Tues., Wed., Thurs., 10:00 - 10:15 A.M.

MRS. ADAMS is always ready to save the day with a tasty recipe for "point-less" mock steak or a bright new idea for running the house more efficiently, with less waste of time and money. No wonder the program is so popular that advertisers participating in it (inexpensively) are getting such satisfying results! Inquire about it, now!

**WQXR** 730 Fifth Avenue  
New York 19, N.Y.  
Circle 5-5566

## FDR Letter Re FCC Read At Lea Session

(Continued from Page 1)

sel Eugene L. Garey, and later read aloud by him under instruction by the acting chairman, Edward J. Hart, New Jersey Democrat. The President wrote:

### Text of Letter

"After full consideration, I have determined that the transfer should not be made.

"The work of the Radio Intelligence Division of the Commission was founded upon the long existing radio monitoring functions carried on by the Commission as a part of its essential peace-time work. The need for the expansion of these functions was brought to my attention prior to our entry into the war and I approve the general set-up. Expansion has been made to meet the war-time needs of the Commission itself and of other agencies of the government.

"The Radio Intelligence Division serves important war-time needs of several of the civilian government agencies in the radio intelligence field, including the State Department, the Federal Bureau of Investigation, the Office of Censorship, the Bureau of Economic Warfare, the Weather Bureau, the Co-ordinator of Inter-American Affairs, and others.

"In addition, I understand that the Commission stands ready to perform for the Army and Navy such services as are expressly requested by them. The Commission and its chairman have expressed to me their desire to cooperate with the Army and Navy in every possible way.

"It is my desire that matters of the kind presented by the present proposal be dealt with at the outset by conferences between the interested agencies. If differences should occur, the matter should be reviewed by the Board of War Communications, which is the responsible inter-departmental body I have charged with the responsibility in the field of war-time communications."

As he concluded the reading, Garey then asked Commissioner T. A. M. Craven if it were not true that what the President was suggesting was that if the War and Navy departments "can't get along with Mr. Fly as FCC chairman they should take the matter up with Mr. Fly as chairman of the BWC?"

### Craven Won't Criticize FDR

Craven refused to criticize the President's action, he declared, and Hart closed the matter by declaring that the committee could draw its own conclusions.

As the hearing opened, Craven stated for the record that he did not think the FCC was responsible for the Pearl Harbor disaster, as implied Thursday by Garey, and that he did not consider operation of the RID and FBIS illegal.

Discussing the Commission's intelligence activities with Rep. Warren G. Magnuson, Democrat Wash., Craven admitted that his point is not that the Commission's activities in the field are bad, but simply that they could be improved. The FCC, he said, has in some instances been more of a hindrance to the military than a help, but he considers it sincere in its efforts to do the best job possible at the present time.

### Cites FCC-Navy "Tip"

Garey also brought up an instance where the Navy is reported to have asked time and materials in tracking down what he alleges to have been a false tip from the FCC on location of enemy forces in the Alaskan waters. When FCC General Counsel Charles R. Denny asked for specific informa-

## WHO'S WHO IN RADIO CECIL L. SLY

AS A young man with a horn, Cecil L. Sly, vice-president, treasurer and sales chief of Universal Microphone Co., worked his way through college playing the saxophone, which eventually led him into radio as a top handman. Muting his music for a while were posts as auditor and oil man.

Sly was born shortly after the turn of the century in Portsmouth, O., left his home town to attend Miami University in neighboring Oxford, where he acquired a degree in business administration and a Phi Beta Kappa key besides. But his sax-playing talent kept him out of the business world for a while, guided him instead to a place with a lot of name bands—Meyer Davis, Mason Dixon, Bernie Cummings—and a great number of radio engagements.

When business beckoned again, music lost out. Cecil Sly went to Detroit, became a traveling auditor for General Motors and passed his C.P.A. examinations. In the automobile capital he met and married the former Miss Rose Barodie. They have two youngsters: Billy, six, and Carol, nine.

Forsaking the auto industry, he stepped up to the post of treasurer of an oil-refining and marketing combine in the Midwest. Five or six years back, the Sly household packed up and moved to Hollywood, where the former music man set himself up as a consulting public accountant. About two years ago, he became controller of Universal Microphone in nearby Inglewood, and last year he was promoted to the spots he now fills.

The old music has crept into his background again. For Cecil Sly now makes mikes of every kind for better listening, although his organization is presently engaged in war production. He believes that post-war microphones will be manufactured in many styles, will be hung in studios on display racks next to the fire extinguishers, ready for instant use.

A neighborly man, Sly belongs to Kiwanis, the Elks and Masons. He finds relaxation as a devotee of outdoor photography, shortwave radio, hunting and fishing.



"Microphone Stylist"

## Stokowski Returning Sun. Murrow Flew Over Berlin; To Conduct G. M. Concerts Describes Inferno Below

(Continued from Page 1)

the first program. Stokowski will conduct the concerts each Sunday through Feb. 27. The following Sunday—March 5—Arturo Toscanini will return for his final six-week Winter series.

tion on this incident in order that he could find out the facts, Garey said he had heard the story from Navy officials, but that the "Commission has been successful in silencing the Navy officers who know the story."

Craven also indicated that he has heard the story, but would not disclose his source in open hearing. He would in executive session, he said. Magnuson, at this point, speculated as to whether the Navy had not itself been at fault in failing to substantiate the alleged tip from the FCC.

### Coolness Noted

The hearing was marked by considerable coolness among Garey, Craven and Magnuson. This was the last appearance on the stand at this time of Craven, who was released after two weeks of constant "testimony." (Actually, most of the testimony is given by Garey, with Craven called upon mainly to say "yes" or "no"). The hearings were adjourned at the call of the chair.

It is believed that Chairman Clarence F. Lea, who was not on hand Friday, would call the next session for today or tomorrow.

First eye witness account of the new Berlin bombings of the past week was related to listeners over CBS by Edward R. Murrow, who was one of five reporters on one of the bombing missions by British planes. Murrow was heard Friday at 5:30 to 5:50 p.m., EWT, the latter part cutting into five minutes of the "American Woman" program.

Murrow who described the inferno in part as "... an orchestral hell," was put on again from London Friday evening at 6:45 p.m. on the "World Today" program. Murrow revealed that five correspondents went on the bombing missions and that three did not return. They were: Lowell Bennett of INS and Norman Stockton, of they Sydney, Australia "Sun," also a third, not officially identified.

### Producing Tele Shorts

Los Angeles—Patrick Michael Cunningham Television Prods., is producing a "War Effort" series in co-operation with the American Red Cross and the Red Cross Blood Bank. Osa Massen and Marjorie Gaton are among the filmites who have appeared in the subjects. The Cunningham organization has already made three serials, "Tom Sawyer," 75 episodes; "Huckleberry Finn," 75 episodes; "Sagebrush And Oley," Western musical in 50 episodes. It is also producing "A Living Newspaper-Television Today," spot

## Wakefield Defends Policies Of The I

(Continued from Page 1)

Jansky & Bailey, consulting radio engineers here and licensee of an experimental FM station.

Two more engineers will be heard this morning—Major Armstrong, Columbia University, FM pioneer, John V. L. Hogan of WQXR, New York, also active in FM. NBC Niles Trammell will be heard tomorrow.

### Denies Politics In Commission

Wakefield, making one his very public appearances, went down line for the Commission, pointing that it is a Democratic organization and that "a study of the record votes in the Commission will show that no single Commissioner has a monopoly on independence of action and that where there have been differences in the Commission, those and against any given proposition usually not the same as those for against another."

He declared also that partisan politics are not a part of the Commission's motivation in its actions, and personally, "it has never been thought that since the Commission a bi-partisan Commission and I appointed as a Republican member was my sole duty to attempt to barrass the Administration or to support or oppose measures on grounds that they might be favored by or opposed by the Administration."

This statement followed assertions by Commission Chairman B. K. Wheeler that knows of instances where the FCC has questioned stations about programs, his implication being that these were anti-Administration programs and that the intent of the Commission was to arouse fear in the hearts of the broadcaster. There has been too much of that thing since radio started, said Wakefield pointed out that such fear on part of broadcasters is not justified by the Commission's record.

Jansky spoke in great detail of the advantage of FM broadcasting over AM, explaining the advantages claimed from FM reception and declaring that development of FM will make possible far more competition on the air. Without going into detail, Jansky remarked that "FM will make a very noticeable impact upon AM."

The present competition in radio, he said, is for facilities and license, not for the business to support the stations. With development of the FM bands, he implied, the reverse will be true. Broadcasting will be much freer field.

The FM band should stay where it is, Jansky declared, adding that he is not looking to any change. The FCC has treated FM very well, he said, recognizing its value and making proper provision for it. He sees no reason, he answered Wheeler, why it should be necessary to write the location of the FM band into law. He has confidence in the FCC to continue to provide adequate channels.

He pointed out that there are now before the Commission only 17 applications for new AM stations, while there are 61 applications for new FM licenses.

### CBS Changes Program Title

Title of Columbia's new program of popular music, announced as "Broadway Calling" in the calendar of Dec. 10, has been changed to "Friday on Broadway."

news dramatization and has completed "Album Of Memories," a nostalgic serial with music, in 50 chapters.

**TELE TOPICS •**

TY of dissent is being voiced in sight-and-sound circles to Seldes' Dayton speech last Friday in which he said that "it is between five and 15 years long the war until television can get into every home." Opposition to CBS tele program director's assertions that there has been progress made to date, that it is merely a matter of months—months at the latest—in the post-war period to co-ordinate existing improvements.

Comments to Seldes' long-range view that only equipment combined with a few high-ranking military officials, the FCC and little else could know the status of present developments. Changes are being, it is believed, due to the devices discovered in Radar and the devices of modern warfare. How quickly our armed forces can combat magnetic mines and acoustic torpedoes, runs the argument. Even under present tele conditions, it is reliably reported, it's possible to improve image transmission by minor adjustments—contrast circuits and the like. In fact, disclosed, transmitters are now on better-quality telecasts than present, pre-war televisers can see.

• • •  
 Are we merely seeing things, or hearing them, or did NBC's specially televised film of Harvey Keystone, Jr., and Niles Trammell suddenly drop its sound in the middle on the premiere telecast of "The Voice of Firestone Revues?" Musician's union ban melodic accompaniment for NBC's televised "Ice Follies" from the Madison Square Garden resulted in a noiseless spectacle through which the announcer's voice echoed occasionally. Here is ample proof that radio and television must be a harmonious partnership to be effective.

• • •  
 Television demonstration at WRGB, Connecticut, Jan. 19 for the convention of the New York State Publishers Association has been confirmed by General Electric. Format of the program undecided, but it's likely that performance will be similar to the telecast of a special ten-page issue of the Albany "Times-Union" a month ago before a jury of newspapermen.

• • •  
 What's this about "Look" magazine going in for sight-and-sound coverage? The semi-monthly picture publication, it was learned, has asked GE for a monthly summary of engineering and commercial news of television.

• • •  
 Major Edwin H. Armstrong, radio pioneer, seems to have gotten his dander up the other night during a discussion of reception problems in the New York area at the joint meeting of the Institute of Radio Engineers and

★ **AGENCY NEWSCAST** ★

**JAMES P. DUFFY**, formerly advertising and sales promotion manager of the Jacob Ruppert Brewery, has become associated with Blackett-Sample-Hummert in executive capacity. After the agency dissolves on Jan. 1, he will continue with the new organization to be formed: Dancer-Fitzgerald-Sample.

**AL PAUL LEFTON COMPANY, INC.**, advertising agency, announces the appointment of Edwin G. Foreman, Jr. as vice-president in charge of the Chicago office. Foreman during the past 10 years has been engaged in the advertising agency and radio business.

**CHARLES C. GREEN**, managing director of the Advertising Club of New York, has been appointed chairman of the public relations committee of the Queens Council, Boy Scouts of America, according to an announcement by Supreme Court Justice Charles W. Froessel, president of the Queens Boy Scout Council.

**JAMES S. NORRIS**, formerly with Young & Rubicam, has been appointed copy director of the New York office of The Joseph Katz Company.

**RICHARD MARVIN**, effective Dec. 1, succeeds Blaine Butcher who has resigned as Radio Editor of the Ward Wheelock Company. Marvin formerly was with J. Walter Thompson and was for four years radio director of William Esty & Co.

**LEONARD ROMM** has joined the William Morris Agency and will be affiliated with the theater department. He formerly was associated with his brother Harry Romm at General Amusement Corporation for many years.

**TERENCE F. MacGRATH**, has joined Cecil & Presbrey, Inc., as a vice-president. He formerly was associated with Kelly, Nason, Inc.

• • •  
 the Radio Club of America. After Allen B. Du Mont and his chief engineer, Dr. Thomas T. Goldsmith, Jr., presented analyses of multi-path reception problems in the course of which, it was pointed out, under some circumstances AM was better for sound than FM, Armstrong suggested ways in which this might be corrected. He closed by saying, in effect, that if all the money that had been spent on lawyers trying to hold Channel One had been put into research, it would have been much better.

• • •  
 Programming is the subject of the next forum-meeting of the American Television Society Thursday at 8:45 p.m. in the Capitol Hotel, New York. Scheduled speakers are Paul Knight, Philco program manager in Philadelphia, and C. Worthington Miner, CBS tele program manager. Meeting is open to all interested in television.

**MAX F. SCHMITT** has joined the staff of the J. Walter Thompson Company as an account representative. He formerly was director of advertising and sales promotion for Collins & Aikman Corporation. **MARY KATHERINE WIGGINS** also has joined the staff of J. Walter Thompson Company and is associated with the art department in an advisory capacity.

**HERBERT S. CHASON**, former advertising director of WHN has been appointed president of The Surety Advertising Company, New York.

**FRANK J. BRUGUIERE**, assistant editor of Shell Oil Company's publication, "Shell Progress," has joined A. E. Nelson Company, San Francisco, as account executive and copy chief. Bruguiere was born in Charlotte, N. C., but has been a resident of San Francisco since he was one year old.

**LESTER VAIL** has been added to the production staff of Young & Rubicam to direct the "March of Time" broadcasts. Adrian Samish continues as editor and supervisor of this program.

**DOZIER GRAHAM EASTMAN**, Los Angeles, has been elected to membership in the American Association of Advertising Agencies.

**PROGRAM REVIEWS**

**"A SONG AND A SMILE WITH SANDRA STUART"**

WOV, sustaining show  
 Sandra Stuart and records.

**VERSATILE GIRL PLATTER SPINNER.**

Offering something different than the run of the mill girl platter-chatter personalities, Sandra Stuart, blends her voice in song and cross-talk with pop recording names in her series of WOV sustainers. When heard Miss Stuart shared vocals with the voice of Eddie Stone singing on the Freddie Martin record of "I Get the Neck of the Chicken" and also synchronized her own vocals with the Carmen Cavallaro's platter of "Cocktails For Two" and another Martin record titled, "Easy to Love." Finished performance indicates artist spends considerable time rehearsing her voice with recordings and also used good judgment in pacing of her shows.

**I. Kaufman Joins WSYR; To Become "Timekeeper"**

Syracuse, N. Y.—Irving Kaufman, known to radio as "Lazy Dan," has taken over the "Timekeeper" duties on WSYR. As WSYR "Timekeeper" he will be heard from 6:30 every morning until 9 a.m., in the role of "Lazy Dan" which he made nationally famous on NBC and Mutual for the Old English Wax Company. More recently Kaufman has been heard on the "Gloom Dodgers" over WHN and a half-hour participating show on WOR, New York.

If You Value  
 The Opinion of—

**Robert S. Stephan**

Radio Editor  
 Plain-Dealer  
 Cleveland, Ohio

Watch for Results of  
 Radio Daily's 7th  
 Annual Radio Editor's  
 Poll.

★ ★ ★ COAST-TO-COAST ★ ★ ★

-DISTRICT OF COLUMBIA-

WASHINGTON—"Faith Cameron's Children" is the title of a new day-time serial on WTOP for local audiences. Aired across-the-board in the morning, series is a factual story of Christmas and will continue through the holiday season. Show, scripted by Ruth Hagel, is about four generations of Faith Camerons, all of whom lived during a time when America was at war. Tale is narrated by "Mr. Ticket," a grandfather clock. Bailey Axton is producer-director. "Top Tune Time" made its bow on WTOP last Saturday. Weekly quarter-hour show features a 20-piece orchestra under the direction of Harold Walters, who does the arranging, and vocalists Ada Jane Clemens and Bailey Axton. Mary Mason, director of the WRC "Home Forum," celebrated the completion of her eighth year with the Capital City outlet last week.

-FLORIDA-

DAYTONA BEACH—WVJ catches them as they come and go, and it isn't a case of shifting population. Station recently received an order from a Coast Guard Ensign for some tumbling blocks to be sent to his kids in Rhode Island. Officer caught the broadcast while conveying a fleet of merchantmen up the Atlantic Coast and mailed his order while on the sea.

-MISSOURI-

ST. LOUIS—Thomas R. Rooney, formerly director of promotion for KMOX and now in the Maritime Service, has been named Regional Public Relations Officer, War Shipping Administration, Training Organization for the 9th WSA Area, which services the states of Missouri, Kansas, Oklahoma and Arkansas.

-NORTH CAROLINA-

GOLDSBORO—Tiny Turner, last with WCBT, Roanoke Rapids, N. C. has joined the production staff of WBGR. He will be heard on the Coca-Cola "Sports Revue" and his own piano-vocal show, "Tiny Turner's Tune Time".... Charles Thompson, WGBR engineer, has left the station for a naval career.... New to WGBR listeners is Kenneth Clow, formerly relief announcer with WRAL, Raleigh.

-PENNSYLVANIA-

PHILADELPHIA—Newest addition to the staff of WPEN is Rhoda Otis, publicity and promotion director. She comes from WCOA, Pensacola, Florida, where she held the same job.... Joe Novetsky has left the WCAU news room to join the editorial staff of the "Catholic Standard".... Elizabeth Hill, soprano discovery of Stan Lee Broza's WCAU "Children's Hour," has been signed for pictures by Hunt Stromberg.... Public Finance Service has bought "America's Most Beloved Music" on WFIL, Monday through Friday at 10:45 p.m.... Brooks Brothers is sponsoring the quarter-hour ET series "Those Were the Days" across-the-board on WFIL.

-CANADA-

TRAIL, B.C.—Crown Point Hotel, local hostelry, is sponsoring a weekly half-hour broadcast over CJAT. Format of the program includes light opera and classical music, alternating weekly. "News Is Made at the Crown Point," a coverage of all banquets and social functions at the hotel by the station's local news editor, and "The Crown Point Raconteur," short feature of anecdotes.... CJAT is airing daily "Trail Topic" bulletins. Conducted by Sybil Smiley, newscasts are made up of items submitted by the City Hall, Police Station, Fire Hall, hotels, etc.

-OKLAHOMA-

OKLAHOMA CITY—New show on WKY, scheduled to run through the winter months features 30 staff artists. Aired Saturdays at 11:30 p.m. and emceed by Eddie Lee, show originates from the stage of the Criterion Theater. Initial broadcast got off to a red hot start when a number of cellophane costumes caught fire 10 minutes before curtain time. Conflagration was under control in time for the broadcast, but some of the performers looked slightly singed.

-INDIANA-

VINCENNES—Arrangements have been completed by WAOV with George Field, local Army Air Base, for the broadcast of a special Christmas show from the field. Half-hour program will feature music of the George Field band and a chorus of carolers. In addition, station will air the highlights of the presentation of a Christmas gift to every soldier at the base. Many of the presents are being contributed by residents of Vincennes.... Special show being planned on WAOV will be titled "So There Is Nothing New in the News," and will be a 30-minute dramatization of developments since the start of the war, including some of the better war songs of World War II.

-CALIFORNIA-

SAN FRANCISCO—Arrangements have been completed with the Navy, and KYA is now originating its daily "1260 Club" in the big auditorium on Treasure Island, where the Navy has a training base. Servicemen are guests at the show, aired each afternoon from 2:30 to 4, and Dolly Dawn is featured on the show, which is mainly discs. Lester Malloy emcees.... New feature on KYA is Bob Sweeney's daily "People in the News" commentary.

-COLORADO-

DENVER—Adolph Coors Co. has renewed its contract for time on KOA for a third consecutive year, and will continue its current program "Songs of the Saddle".... Recent address by Wendell Willkie to the Denver Chamber of Commerce was aired by KOA. Speech was delivered at a special meeting in Willkie's honor.

-NEW JERSEY-

NEWARK—"Orange on the Air," sponsored by the Orange Merchants' Association over WAAT, has increased its schedule to five days a week. Show, aired at 11:30 a.m., is emceed by Norman Benson and is composed of recorded music, news and personals of the Oranges. Gift from the Association is awarded each day to person whose name is drawn from the "gift box," shoppers having previously filled out name slips at members' stores.

-TEXAS-

SAN ANTONIO—Three quarters of an hour daily are being devoted to Christmas songs and stories on KMAC.... Betty Henry is another of the femmes taking over duties in the KABC control room.... Harold Shumate is miking for KTSA, having come there from KRGV, Weslaco.... Albert F. La Coste, radio newcomer, has joined the announcing staff of KONO.

-MASSACHUSETTS-

WORCESTER—William Filene's Sons Co. here has renewed its "Did You Know" series on WTAG for 52 weeks. Show, which has been a five-minute stint for the past few years, will take a 15-minute block across-the-board from 8:45 to 9 a.m. New format, in addition to "Did You Know" curiosities, will include features titled "Freedom's Hero," daily story of American heroism, and "Today in History," summary of important events of the day in past years. A martial, memory and current hit tune round out the show, with Eileen McGorty and Phil Brook, WTAG chief announcer, in the principal roles.... Sears, Roebuck & Co. is sponsoring "Know Your Stuff" on WTAG until Christmas. Show features Lorette Charron, organist, and Roy Hendrickson, pianist, playing hits. Commercials are done by WTAG announcer Bob Dixon from the store. Dixon questions customers on merchandise they're buying, and then presents them with a gift, compliments of Sears.

-OHIO-

DAYTON—Henry Lange, WHIO music director, is handling the Santa Claus impersonating the old boy himself. His local department store, is sponsoring daily broadcasts.... WHIO special engineers and announcers do not lack work. Within the last few days listeners have heard the director of the Don sack chorus, inauguration of the "Mill Dimes" campaign, a combat flyer saw action in Africa, Sicily and inauguration of an honorary mayor of Negro people on the west side of Dayton and a special Civilian Defense show.

-CONNECTICUT-

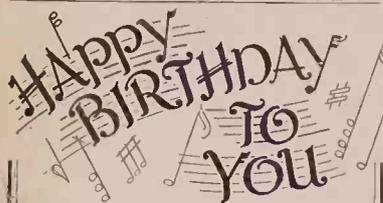
HARTFORD—Marilyn Raff and Mrs. Perry B. Woodall are alternate at the WDRC reception desk.... sign Elliott P. Miller, former WD announcer, recently won his National wings and was named an honor student of his class when he was graduated from the U. S. Naval Air Station, college for primary flight instructors, in New Orleans.

Showalter, Bolter Elected By Controllers Institute

Earl W. Bolter, secretary treasurer of Don Lee, Inc., and Don Lee Broadcasting System, Los Angeles, Cal., and Russell L. Showalter, division comptroller of the Delcon Radio Division of General Motors Corp., Kokomo, Ind., have been elected to membership in the Controllers Institute of America. The Institute is a technical and professional organization of controllers devoted to improvement of controllership procedure.

"Kid Wizards" Sponsored

"Kid Wizards," popular WHN sponsor for three years, became a sponsored program on its last Friday broadcast. The Unicorn Press, printers of the Funk & Wagnalls Encyclopedia, signed a 13-week contract with Lewis Wolf, city school teacher, as master of ceremonies of the show, which features two teams of school children competing each Friday night for the "New York City Champion ship."



December 6

Robert Elfrs Ira Gershwin
Jeannette Land Agnes Moorhead
John Ravencroft Eric Sagerquist
Gertrude Gordon Sachs

BEST RADIO BUY IN BALTIMORE!

WCBM

BAILE & PETERS John Elmer, President
Exclusive National Rep. Geo. H. Beader, Gen. Manager

Advertisement for WEVD radio station, featuring '5000 WATTS 1330 KILOCYCLES', 'NEW YORK'S STATION OF DISTINCTIVE FEATURES', and 'ENGLISH • JEWISH • ITALIAN'. It lists the station's address as 117 W. 46th Street, New York, N.Y., and mentions the managing director, Henry Greenfield.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



5, NO. 44

NEW YORK, N. Y., TUESDAY, DECEMBER 7, 1943

TEN CENTS

## Niles Trammell To Testify

### "Fear Of FCC" Niles 'Manufactured'

Washington Bureau, RADIO DAILY  
Washington—Fear of the FCC—  
appropriate both for the Commis-  
sion for the industry"—is in large  
"manufactured," Commissioner  
Wakefield, Republican, has  
Senate Interstate Commerce  
Committee.

plementing his testimony as re-  
ported in yesterday's RADIO DAILY,  
Trammell spoke at some length on  
subject of fear. "I don't want to  
talk about the subject," he said, "without  
(Continued on Page 6)

### Dunninger Gets Sponsor For Blue Net In January

Dunninger, showman-mentalist, who  
has had a sustaining feature on the  
Blue net for the past 13 weeks, gets a  
new national sponsor on a web of 162  
stations on January 5, it was reported  
yesterday. Sponsor is said to be Sher-  
man-Williams paint company and as-  
sociated organizations who are inter-  
ested in the promotion of "Kentone"  
paint. Sale of Dunninger  
was the first time that a mentalist  
has created a commercial network

### War Disc Shows Available To Sponsors

Treasury's two new series of  
discs for the Fourth War Loan  
drive are being made available to  
local sponsors, it was  
announced yesterday by the depart-  
ment's Finance Division in New  
York. Both platter programs—15 and  
(Continued on Page 2)

### Sinatra Status

—Matter of one Frank  
Sinatra being in or out of the Selec-  
tion Service tentacles, was settled  
yesterday by Frank himself who  
stated that he reports for prelimi-  
nary physical examination before  
the Jersey City Board this Satur-  
day. It had been reported in the  
past that he had been reclassified  
from 1A to 4F which the singer  
promptly, and futilely, denied.

### New Sponsor

Dinah Shore is reported playing  
the honeymoon time with Corporal  
George Montgomery, ex-cowboy  
film actor who broke with Hedy  
Lamarr and gave up his movie  
career a month later in June, 1942,  
to join the Army Signal Corps.  
The knot was tied in Las Vegas  
early Sunday in a two-ring wed-  
ding. The bride said she was 26;  
the groom, 27. Last heard they  
were on their way to Hollywood.

### WNRC To Make Survey Of 'Delinquency' Shows

Women's National Radio Commit-  
tee, will have as its chief concern for  
the winter season (1943-44) the study  
of radio programs dealing with the  
juvenile delinquency problem, accord-  
ing to a vote of the membership  
taken at WNRC headquarters, in New  
York. A committee was suggested to  
list and review entertainment pro-  
grams bearing on juvenile delin-  
(Continued on Page 6)

### "Times" Using Highlights In Place Of Weekly List

New York "Times" radio section  
on Sunday eliminated its Monday  
through Saturday listing of major  
network and other programs and in  
its place an extensive listing of high-  
lights for the week was used. Sun-  
day listings of course were in and  
each daily "Times" carries the list-  
(Continued on Page 2)

## Crosby Joins 'Listening Post' As Peabody Award 'Reporter'

### Special Network Pickups Cover 3-Power News Break

Networks yesterday covered the  
official release of results of the three-  
power conference in Teheran, with  
both NBC and CBS going on at 1 p.m.  
the pre-arranged time for the story to  
break. CBS special program opened  
with Bob Trout in New York, and  
then switched to Cairo to pick up  
(Continued on Page 6)

## NBC Head On Stand Today At Hearing On W-W Bill; Major E. H. Armstrong Supports FM At Monday Session

### New England Group Seeks FCC Changes

Washington Bureau, RADIO DAILY  
Washington—Representative Rich-  
ard B. Wigglesworth, Bay State Re-  
publican, was called upon last week  
by E. E. Hill, of WTAG, Worcester,  
Mass. to press for new legislation de-  
fining the extent of FCC power. The  
call came as the result of a meeting  
of New England-broadcasters in Bos-  
ton early in October.

Declaring that the May decision of  
(Continued on Page 7)

### Blue's Weekly War Journal Expands To Full Half Hour

Blue net's "Weekly War Journal"  
heard Sundays noon as a quarter-  
hour show, expanded an additional 15  
minutes effective on Sunday and in-  
cluded as a regular policy, last minute  
(Continued on Page 4)

### Nathanson Estate Probated In Canada

Toronto—Nathan L. Nathanson,  
former Vice-Chairman of the Board  
of Governors of the Canadian Broad-  
casting Company, left an estate of  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Niles Trammell, NBC  
head, will take the stand this morn-  
ing to present the second session of  
network comment on the White-  
Wheeler bill. Trammell, returned last  
month from Europe and Africa, was  
preceeded early in the series of hear-  
ings before the Senate Interstate  
Commerce Committee by William S.  
Paley, CBS, head, who went on at  
that time in order that he might be  
free to leave for Europe and Africa.

Major Edward H. Armstrong, in-  
ventor of FM, was heard yesterday  
(Continued on Page 6)

## Omaha Insurance Co. Buys Mutual Net Time

Omaha—Mutual Benefit Health and  
Accident Association will sponsor a  
nationwide show over Mutual net-  
work weekly starting in January, ac-  
cording to P. G. Hinchey of the com-  
pany's radio committee here.

The show, to be presented in con-  
junction with the United States  
Junior Chamber of Commerce, will  
(Continued on Page 2)

## WLW Official Will Guest On NBC's 'Modern Farmer'

An eye-witness account of farm and  
food conditions in England will be  
made by George C. Biggar, assistant  
to the manager of NBC's Cincinnati  
(Continued on Page 2)

### Definitions

Sunday night's "Take It Or  
Leave It" found a 16-year-old boy  
contestant in front of Phil Baker,  
said contestant selecting Naval  
terminology or slang. Starting off  
with the one dollar question, the  
kid did okay until the \$16 ques-  
tion—"What is 'noise' "? The right  
answer is "celery," but the kid said  
"beans." They gave him the \$64  
and hustled him off fast.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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**FINANCIAL**

(Monday, December 6, 1943)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/2	155 3/8	156 1/4	+ 1/8
CBS A	23	23	23	- 1/8
CBS B	23	23	23	- 1/8
Crosley Corp.	15 3/4	15 1/2	15 3/4	+ 1/4
Farnsworth T. & R.	9 5/8	9 1/4	9 1/2	+ 3/8
Gen. Electric	36 3/8	36 3/8	35 7/8	+ 1/2
Philco	22 1/2	22	22 1/4	+ 1/8
RCA Common	9 1/8	8 3/4	9	+ 1/4
RCA First Pfd	70 1/2	70 1/2	70 1/2	- 1/4
Stewart-Warner	11 3/8	10 3/4	10 3/4	+ 3/4
Westinghouse	93	92 1/4	93	+ 1
Zenith Radio	32	31 1/2	32	+ 1

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	25 1/4	25 1/4	25 1/4	- 3/4
Nat. Union Radio	3	3	3	

**OVER THE COUNTER**

	Bid	Asked
Stromberg-Carlson	9 1/8	10 1/8
WCAO (Baltimore)	20	23
WJR (Detroit)	29	

**20 YEARS AGO TODAY**

(December 7, 1923)

WOR opens up at 4 a.m. in a series of tests for Japanese radio fans... the McMillan expedition to the Arctic reports that it hears stations in the U. S. and keeps in touch with the world by listening to news reports... C. Frances Jenkins transmits pictures by radio... results appeared as shadowy, indistinct figures.

**Gag Writer**

Available part-time basis; formerly with network comic on coast; fresh, topical stuff. Now in New York.

Write: RADIO DAILY, Box 778  
New York, 18, N. Y.

**Omaha Insurance Co. Buys Mutual Net Time**

(Continued from Page 1)

be called the "Freedom of Opportunity" program and will dramatize outstanding young men of the country. Chosen will be those who are candidates for the chamber's award as the outstanding young man of 1943. Selection of the candidates will be made by a board of ten members, including Mrs. Dwight Eisenhower and J. Edgar Hoover, FBI chief. One of the judges will be on the air for each program, giving the citation for the individual whose career is presented. The half-hour long program will be carried by 125 to 150 stations and will originate in Chicago. Twenty-six programs for each Friday at 7:30 p.m. have been contracted for.

It will be second national hookup to be sponsored by an Omaha firm, the Union Pacific having announced last week it would also begin a weekly series in January.

**WLW Official Will Guest On NBC's 'Modern Farmer'**

(Continued from Page 1)

outlet, station WLW, when he appears on Mert Emmert's "Modern Farmer" program over station WEAJ Tuesday, Dec. 14.

Biggar went to England by bomber and spent a month in the British Isles observing actual conditions on farms and in villages.

**Nathanson Estate Probated In Canada**

(Continued from Page 1)

\$3,536,207, according to the probate of his will here Saturday by the Montreal Trust Co. Bulk of the estate being classed as personal. Insurance and real estate each totalled approximately \$159,000 and cash in bank \$50,000.

**"Times" Using Highlights In Place Of Weekly List**

(Continued from Page 1)

ings for the day. About four columns of space is saved this way by the "Times" and, according to John Hutchens, radio editor of the paper, it will be more or less an experiment and replacement of the weekly listings depends upon how subscribers take to the new setup.

**Treasury Disc Shows Available To Sponsors**

(Continued from Page 1)

five minutes each—are for 26 airings from Jan. 18 to Feb. 15.

Understood that the commercial transcriptions have been worked out on a deal with the NAB to enable the Treasury to get better time due to the resultant tightening of local schedules. In the last drive, radio bond pitches remained unsponsored while billboards and newspaper ads were at the disposal of advertisers. Making the presentation possible is the cooperation of AFRA and AFM, with artists and musicians paid at minimum transcribed rates.

Sample kits are now being processed for offer to stations, should all be mailed by Dec. 15. The 15-minute show, titled "Treasury Salute," will greet various industries contributing to the war effort—mining, farming, steel, lumbering. Featured will be David Broekman's music and narration by Peter Donald in addition to a list of guest artists, including Ray Heatherton, Brad Reynolds, Betty Mulliner, Aubrey Marsh, Jimmy Carroll and Karen Kemple.

The five-minute platter show, "Treasury Song for Today," replaces "Treasury Song Parade," three-minute war-bond sustainer. Song selection will be made by a wounded serviceman from tunes popular with his outfit overseas. Format will consist of soloist, orchestra and pitch made by the convalescent veteran.

**Sevareid On CBS From Washington**

Eric Sevareid, CBS correspondent recently returned from China and Burma, began a week's substitution last night from Washington over Columbia's "Meaning of the News," while the program's regular analyst, Joseph C. Harsch, is on vacation. Sevareid's familiarity with the Far Eastern situation is expected to throw some additional light on the late Roosevelt-Churchill-Chiang Kai-Shek conference in Cairo.

**Gen. Smith On Mutual**

Maj. Gen. Ralph C. Smith, commander of the Twenty-seventh Division and conqueror of Makin Island, will be interviewed over Mutual tomorrow at 6:15 p.m., EWT. Broadcast will originate in Honolulu.

**COMING and GOING**

H. V. KALTENBORN, news comment NBC, has left on an inspection trip Pacific fighting fronts under the auspices of the U. S. Navy. He will visit Hawaii, Hebrides, the Solomons and Australia.

PIERCE E. LACKEY, president of WHOP, Kinsville, Ky., affiliate of CBS, also general manager of WPAD, Paducah, for conferences at network headquarters, accompanied by ERNEST LACKEY, general manager of WHOP.

TOM SLATER, Mutual's director of features and sports, is expected back from Camp McCall, N. C., where he is observing demonstrations by air-borne troops in night and day maneuvers.

ED BROWNE, publicity director of popular division, is back in New York on a short out-of-town trip.

H. H. HOLTSHOUSE, sales manager of Columbia's outlet in Birmingham, Ala., spent the major portion of last week in New York, has returned to the home offices.

JOHN MCKAY, head of the press department of NBC, is in Washington, D. C.

PHIL KEENAN, vice-president and manager in charge of advertising for the man periodicals, has returned from Rochester and Buffalo, where he set up radio and film promotion.

**Katz District Men In N. Y.**

Regional executives of The Agency, Inc., converged on New York over the week-end and are now working at the organization's local headquarters. From Chicago came C. Gunst, S. L. Katz, Lowell E. Jahn, Stanley Ruelman and D. H. DeR. L. Bateman arrived from Detroit. Gordon Gray from Kansas City, Bell from Atlanta and F. D. Bell from Dallas. Los Angeles is represented by T. M. Ray and San Francisco by R. S. Railton. Confabs consume the major portion of week.

**"Pennies" do it!**

You don't need a whopping budget to conquer the Baltimore boom market. W-I-T-H does a great sales job in Baltimore, and you'd be amazed at what you can buy, how you can dominate a nice share of radio-set-owners here, for very little money. Investigate! A few good "buys" still open.



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

**WISE MANAGEMENT BEST GUARANTEE**

"If you'd hear a commentator,  
Or a band or a narrator,  
The best in forty-three  
Are on WMBG—  
And I'm no prevaricator!"

For the best in '43, stay tuned to **WMBG**

**NBC Richmond, Va. NBC**

**MORE**

ADVERTISERS SPEND

**MORE**

MONEY TO SELL

**MORE**

MERCHANDISE TO

**MORE**

PEOPLE ON

**WLW**

THAN ON ANY

OTHER RADIO STATION

IN THE WORLD    /    /    /

**WLW**

DIVISION OF THE CROSLY CORPORATION

**THE NATION'S MOST MERCHANDISE-ABLE STATION**

LOS ANGELES

By RALPH WILK

"PILLARS OF TIME," salute to U. S. Forest Service, aired from CBS-KNX Saturday November 6th, is still getting letters of appreciation from listeners. The broadcast, a feature of Columbia's extensive wartime Special Events program under the direction of Fox Case, news bureau and public relations chief, covered an area of 170 miles, required the services of 16 men and over 1,500 pounds of equipment in order to tell the step-by-step story of the Forestry Service and the importance of our National forests to war efforts. Narration was handled by Chet Huntley, Bob Greene, Harry W. Flannery, Jack Slattery and Bob Anderson of the KNX-CBS news staff.

Bop Hope, who's been doing plenty for the boys at the front, is going to do something about the boys in the street. The NBC comedian is undertaking the sponsorship of a home community plan in North Hollywood, for the prevention of delinquency of boys whose parents can't provide them with proper recreation because they are helping win the war in defense plants. Hope's plan is to open a regular boys camp in the North Hollywood Park and playground where each Saturday the kids can be kept off the streets by organized recreation under YMCA leaders. Hope, a heavy 'Y' backer and a former prize fighter, personally will assist with the supervision of the camp and took time out from his killing camp schedule to attend the opening. Paramount newsreel filmed the opening for national release to help other communities throughout the nation get the idea of how Hope's "hometown" is meeting the war child problem.

The car of writer-comedian Jack Douglas disappeared from a Vine Street parking lot the other night, and Douglas through Hollywood police offered a reward of a \$50 War Bond for its return within an hour. Car was found in 50 minutes by Traffic Officers Guy Salerno and R. N. Drummond. Reward goes to son of Salerno, born recently.

Blue's Weekly War Journal Expands To Full Half Hour

(Continued from Page 1)

news reports from, Algiers, Naples, Chungking and Cairo. Seasoned war correspondents, four of them new to Blue Network will take the listeners around the world on a news tour of all important centers.

An editor-of-ceremonies will also summarize the late news on the home front, in the person of Paul Neilson, replacing Roy Porter. Home front reporter will be William Hillman from Washington and Francis Drake from New York. Foreign contributors will include, George Hicks from Naples; Arthur Feldman from London; Fred Oppen, Chungking; Donald Coe, Algiers and H. T. Correll, Cairo.

MAIN STREET



Radio Vitamins for Tuesday !!!

● ● ● Cocktail parties, luncheons and dinners have been discussed pro and con... are they good or bad... do they serve any particular purpose apart from the obvious... yet, the average reaction always seems to be better in retrospect than, before or during the affair in question... as, for instance, yesterday noon Ginny Simms was guest of honor at a luncheon in the White and Gold Room of the Hotel Plaza... the hosts being the Philip Morris cigarette company along with the Biow agency and NBC... and if you had never met Miss Simms before... the chances are you came there looking for a super-glamorous, "spoiled" child who graciously condescended to attend the party since the sponsor was concerned... and then you meet an attractive young woman... serious-minded... a friendly smile... a radio gal who just didn't go Hollywood even if she was out there for months and months... so, in this case a "party" proves an agreeable surprise... and usually they tend to prove that the guys on the other side of the tracks, as it were... are real people like yourself... or at least as you like to imagine yourself to be...

☆ ☆ ☆ At her party Ginny conversed seriously with Clarence Menser, program manager of NBC, on one side and President Chalkey of Philip Morris on the other... another unassuming person present was Mrs. Davies... Ginny's mother... who was seated next to Dr. James Rowland Angell, also of NBC (but who, for goodness sake was that hot number at Dr. Angell's left?) it bothered many people, heh, heh... that is, her identity... others present included Roy Witmer, NBC sales head... Clay Morgan, who's never associated with anything but a good party... Milton Biow, head of the (Philip Morris) agency bearing his name... Chick Sherman... Bertha Brainard... Wynn Wright, Phil Porterfield, Arch Robb, Myron Dutton... also George Fraser of Life magazine... Sonia Bigman of Time... Ben Gross, Daily News... Al Goldman of the St. Louis Post Dispatch... and many others.

☆ ☆ ☆ On a larger scale, a la carriage trade with reserved seats for the broadcast... was the auspicious debut of Radio Hall of Fame, sponsored by Philco over the Blue, Sunday evening... dinner and dance later in the Grand Ballroom of the Plaza (again?) was really something what with the celebrities mingling with the common people (also known as newspapermen)... Jimmy Durante danced with all comers... George Price also danced, with a table card No. 26 pinned on his coat unknown to himself... there certainly was a lovely crowd all told, including Mr. and Mrs. Paul Whiteman, Mark Woods, Ed Kobak, Bert Lytell, Moss Hart, Milton Berle, Earl Mullin, Tom Fizdale, Mr. and Mrs. Abel Green, Ann Nichols, Jack Alicoate, Mr. and Mrs. Quentin Reynolds, Hildergarde, Dick Hubbell, Frank Burke, Bill Lengel, Marge Kerr, Wynn Nathanson, Ben Kaplan, Harriette Van Horn, Ilka Chase and hubby Bill Murray... Lou Frankel, Len Traube, Art Donegan, Paul McMahon, Charles Rynd, Mike Wear, George Rosen, Bob Swezey, James Carmine and many others.

☆ ☆ ☆ It was a colorful gathering, Josef Stopak, staff conductor of the Blue wielding the baton over the dance orchestra, which held many Whiteman alumni as well as members of the band... old standby Mike Pingatore, was there with the banjo... Roy Bargy once again on hand as assistant conductor and piano player... and George Wetlund at the drums... and so, one gets the impression that mebbe Philco, the Blue et al are not people with horns but folks as you and I... building good will as they go along... something which never hurts anybody, no matter what side of the fence you're on.

Remember Pearl Harbor

CHICAGO

By BILL IRVIN

THE National Safety Council's weekly Blue Network program has undergone a change in format. The time remaining same—9:15 to 9:30 p.m. The title has been changed "Men, Machines and Victory" to "Men, Machines and Victory" based on industrial accidents the show is devoted to dramatizations built on actual incidents underground fight for freedom conquered countries of Europe and Asia. The program, however, retains the "Safety Ace" feature "Men, Machines and Victory."

Initial meeting of District 9 NAB Association of Women was held in Chicago last week. Pearl Bennett Broxam, program director of WSUI, Iowa City, and Virginia Schwartz, Chicago, radio director of OWI, addressed gathering. Mrs. Broxam described WSUI programs aimed toward women while the OWI spokeswoman had an informal discussion on government programs and campaigns. Dorothy Lewis, coordinator of listener activities for the NAB, reported on recent tour of stations. In attendance were Elizabeth Hart, WMAQ; Betty Karney and Frances Dixon, WJLA; June Merrill and Helen Joyce, WJLA; Jean Krause and Clara Walsh, WJLA; Peoria, and Florence Lovejoy, WJLA; WROC, Rockford, chairman of District 9, Assn. of Women Directors. "Victory Matinee," WBBM variety show, featuring stars of radio, screen, as a selling agency for Treasury Department, has sold more than four millions dollars in War Bonds to date. "Lonely Women," daytime serial sponsored by Genl Mills, Inc., will be heard as "Today Children," beginning with the 11:13 broadcast. Change in name made by scripter Irna Phillips, who felt that new title more nearly fit the show. Blackett-Sample-Humm is the agency.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

RETAIL SALES UP Again in December

A predicted increase, according to Sales Management, of 12.2% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market. Basic CBS for Connecticut.



Connect in Connecticut!

PROGRAM REVIEWS

THE RADIO HALL OF FAME

Network, 6 to 7 p.m., EWT.  
 Sunday, Dec. 5, 1943  
 Sponsor: Philco Corporation  
 General: Fayre Ramsdell, Inc., Philadelphia  
 Comment Artists: Paul Whiteman and  
 Chorus and Deems Taylor, master of  
 ceremonies  
 Guest Artists: Hildegard, Bob Hope,  
 Quentin Reynolds, Jimmy Durante, Chorus  
 and Principals of "Winged Victory" and  
 Maurice Rocco.  
 Producer: De Vere Engelbach  
 Writer: George Faulkner  
 Announcer: Glenn Riggs  
 Associate producers from staff of Blue  
 Network, William Morris Agency and  
 Variety

THE GREATEST VARIETY SHOW.

Deems Taylor, master of ceremonies,  
 would take "General Eisenhower,  
 Lind and Buffalo Bill" to follow  
 any of talent on the first of Philco's  
 "Hall of Fame" shows he figuratively was  
 the truth, for Sunday night's per-  
 formance on the Blue was a super variety  
 offering 60 minutes of star-studded  
 entertainment.  
 From the opening fanfare of Paul White-  
 man's 10-piece orchestra to the closing an-  
 nouncement the show, reminiscent of Palace  
 variety at its best, was superb radio variety  
 entertainment and reflected with credit on  
 the Blue Net, William Morris agency, Variety  
 and the stars who executed the pattern of mas-  
 terful showmanship.

The line-up on the show included Hilde-  
 gard, Paul Whiteman, Bob Hope, Quentin  
 Reynolds, Maurice Rocco, Jimmy Durante,  
 and the chorus and featured principals from  
 the movie "Winged Victory."

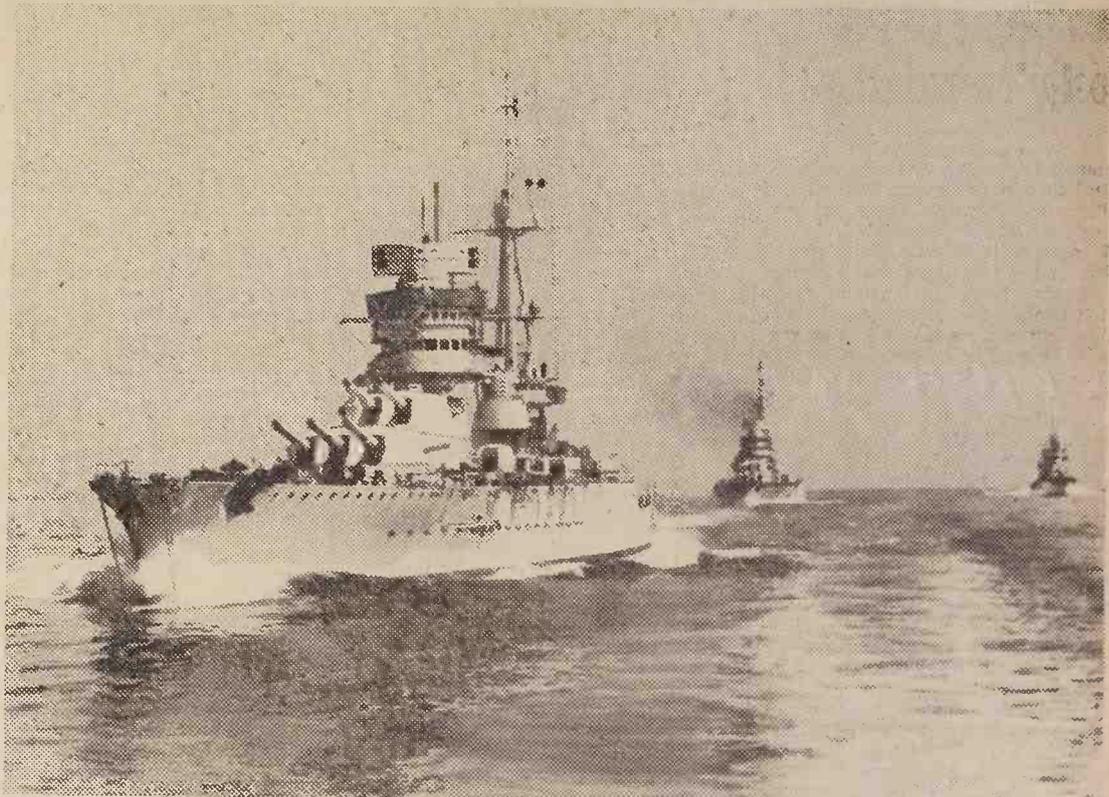
Paul Whiteman was in excellent form as  
 conductor and likewise finished in handling  
 the pattern of the script.

Hildegard, gracious personality of the in-  
 dian upper clubs, was heard singing a  
 number, "I'll Be Seeing You Again" with  
 her own piano accompaniment.

Bob Hope breezing along with a smart  
 timing of gags based on his trip to the  
 theater of war was in fine fettle  
 he appeared before a Philco audience at  
 the Ambassador Hotel in Los Angeles. Bob's  
 story of the show was picked up from  
 the Church-Welch conference which was held to  
 keep Eleanor out of battle-  
 zone fire was the highlight of an  
 10 minutes of Hope nifties.

Jimmy Durante's skilled radio technique that  
 with his artistry as a stage, movie  
 club entertainer, Jimmy (Schnozzo-  
 Dante proved to be a first rate laugh  
 with his nifty song patter, piano  
 and assault on the English language.  
 In a semi-serious mood, Quentin Reynolds,  
 made tribute to Bob Hope, Frances  
 and all the artists of Hollywood  
 midway who have contributed their  
 to the off-shore assignments of USO.  
 He particularly commended Hope for his  
 building among our forces in Algiers.  
 The male chorus and some of  
 the principals of "Winged Victory" on the show  
 of the highlights of full hour variety  
 program. The chorus was excellent and  
 dramatic skit, based on the climax of  
 "Winged Victory" was a moving preachment  
 on the character and philosophies of our  
 forces. At one point during the per-  
 formance a check for \$25,000 was presented  
 to the "Winged Victory" by Philco to  
 go to the Army Emergency Relief Fund.  
 Maurice Rocco, boogie-woogie pianist from  
 the clubs, with his mugging and freak-  
 ish playing while in a standing posi-  
 tion, entered solidly.

Deems Taylor's responsibility for selecting the talent who  
 have niches in radio's "Hall of Fame"  
 was commended by Abel Green, editor of Variety and  
 associate editor. Green's initial efforts were  
 commendable and he and his associates have set  
 a precedent that will be  
 followed. Next Sunday, according to  
 some of the stars who will receive  
 the "Hall of Fame" fanfare are Red Skel-  
 ton, Fay, and principals of Billy  
 Rose production, "Carmen Jones."



Surrendered...to an old radio transmitter

Italy was tottering . . . collapse of Mussolini's  
 regime seemed imminent. But what of the Italian  
 fleet at sea? Could something be done to bring  
 it into an Allied harbor?

Naval commanders of the Allied forces hoped so;  
 turned to R. Morris Pierce, chief engineer of  
 WGAR, on leave to the OWI and stationed in  
 the Mediterranean area. "Could terms of sur-  
 render be broadcast so all the Italian fleet would  
 hear?" they asked.

There could be no guarantee the Italians would  
 hear such broadcasts, Pierce advised, unless  
 unless terms might be flashed on the international  
 distress frequency to which all ships constantly  
 listen.

No suitable transmitter was available, but Pierce  
 volunteered to retune an old one to a frequency  
 on which it had never been designed to operate  
 . . . a difficult task, even under the most favor-  
 able conditions. A few hours later, the terms of  
 surrender were on the air!

The rest of the story is history. And, as Admiral  
 Sir Andrew Browne Cunningham of the British  
 navy watched the Italian fleet peacefully steam  
 into Malta harbor, he paid tribute to Americans

and to American Radio. "They've accomplished  
 in one day," he said, "what I've been trying to  
 do for three years."

We of WGAR are proud that our fellow worker  
 played such an important role in the surrender  
 of the Italian fleet. We are proud, too, of our  
 other men and women in the service . . . of our  
 engineers who are working as instructors and  
 technicians, our writers, announcers, production  
 men, stenographers and salesmen who serve Uncle  
 Sam . . . for these are the kind of folks who will  
 help Radio play its part in winning the peace  
 as it now is helping to win the war.



BASIC STATION  
 COLUMBIA BROADCASTING  
 SYSTEM

G. A. Richards, Pres. . . John F. Patt, Vice Pres. & Gen. Mgr.  
 Edward Petry & Company, Inc., National Representative

## Sees "Fear Of FCC" Mostly 'Manufactured'

(Continued from Page 1)  
commenting on the fact that a great part of this fear is manufactured and possibly manufactured for a purpose. Not all of it is so created, but a great part of it is. Some of it is inherent in the fact that Washington is a long way from most parts of the United States, and possibly the office of the Commission seems a long way from the small broadcaster who may be located close by, physically. Some of this fear can be removed by building up within the industry better acquaintance with the Commission and its procedures, and the holding of frequent hearings in the field, particularly in the community affected, would be a long step in this direction.

"Limited appropriations and a feeling that no hearings should be held in the field since all cannot be, to a large extent, have been responsible for this situation. I suggest it here not as a matter for legislation, but as a means of removing a part of the fear which exists.

### Calls Fear "Subtle Thing"

"The manufactured fear is a more subtle thing and perhaps depends largely on the inherent type for much of its growth. I have reluctantly arrived at the conclusion that there are large interests in the industry and large, but by no means all, elements in the industry press, which deliberately promote this fear for the purpose of creating distrust between the FCC and the working broadcaster."

NAB also, Wakefield continued, "has not been free from this influence. I deplore the antagonism which has developed between the Commission and the NAB. Some fault may lie on both sides in that controversy. Wherever it lies, it should be corrected. A strong industry organization can be one of the most useful organizations in developing confidence in government rather than in promoting distrust of it, and the NAB may well better serve the interests of its members by taking that position."

"Pointing out that independents in the telephone industry have overcome their dislike of the Commission and today realize that the Commission is one of their best friends, Wakefield declared that "such mutual confidence will be in the interest of the broadcasting industry. I think it will come, and many problems which seem large today will disappear when the regulatory group and the industry reach a better understanding."

### New Blue Commercial

Omar, Inc. makers of Ranch House pancake flour has bought a quarter-hour program on the Blue, using 22 stations effective Jan. 3, Monday, Wednesday and Friday 3:45-4 p.m., EWT. Talent is Curley Bradley, baritone and Reggie Cross, harmonic quartet. Client whose offices are in Omaha, Neb. is represented by MacFarland Aveyard & Co., Chicago.

Program will be called "Ranch House Jim."

## Hear Armstrong Re W-W Bill; Schedule Trammell For Today

(Continued from Page 1)  
in a detailed discussion of the history of and future for FM. He predicted that "FM will be the major development in the radio art after the war." Television, he said, will come later, although he is not certain how much later it will be before television has achieved the present status of FM.

In 1940, said Major Armstrong, backers of television were trying to strangle FM by selling sets designed for tele reception on the 21 television band, thereby blocking that band,

### Compliments

*During yesterday's discussion of the part played by the FCC in the development of FM, E. K. Jett, chief engineer of the FCC, came in for some lavish bouquets from Major Armstrong and Senator Wallace K. White, Jr., Maine Republican. "I don't know where the Commission or the industry could find a better engineer than the present chief engineer of the Commission," said White of the successor to Commissioner T. A. M. Craven, former chief engineer. "He has knowledge, ability and character," to all of which Major Armstrong heartily agreed.*

which he termed "the logical expansion area" for FM. Had they succeeded, he said, FM would have been "hamstrung."

The whole dispute over frequency bands arose, he said, because of resistance to FM on the part of the AM industry leaders, said Armstrong. It would not have occurred, he added, if RCA had admitted, during the 1936 hearings, that FM was a practical method of broadcasting. Had RCA made such an admission, he said, the FCC would have given FM more consideration and there would have been no difficulty on bands later.

Although FCC Chairman James Lawrence Fly has been accused of holding up the development of FM, Major Armstrong said, he certainly did not do so in 1940. Another chairman might have, said the FM inventor, while Fly "gave it its greatest boost." He added that since then Commission regulations have curbed FM development, referring to the failure of the FCC to set aside an area of the spectrum for FM relay stations;

### AMP's New Catalogue

Of interest to musical directors is AMP's release of its "Catalog of Orchestra Music." The 103-page booklet of symphonic library rentals is said to have been three years in preparation, lists about 3,000 compositions.

### Druggist Show On WMCA

Fair Trade Merchandising Associates, which includes about 1,200 independent druggists in the Metropolitan area, will sponsor WMCA's "Youthopia" program for a full year beginning January 1, 1944. Nick Kenny will continue to emcee the show on Saturdays from 11:03 to 12 a.m.

such a move is now under consideration, he hastened to add, and might have been announced before now but for the war situation.

More space on the spectrum is required for FM now, said Major Armstrong, declaring that FM should have the present 21 television band. Television's "natural habitat" is in the higher frequencies, he said, where there is plenty of space. In reply to Senator Hawkes, Republican New Jersey, he admitted that loss of the 21 band would mean changes in tele transmitters, but declared that it would make little difference to television whether it started at 50 or 60 megacycles and then ran on into the hundreds of megacycles.

But for the war, said Major Armstrong, FM would today be in general use throughout the world—particularly in tropical areas where atmospheric disturbances are most frequent. As it is, he added, Canada, just entering the field, is probably second to us in the development of FM. The British were interested, he said, but the possibilities of FM were "talked down" to British engineers when they came here to study the system. German technical publications indicated an appreciation for the system before the war, he said, but he has no knowledge that it has been widely used there.

### John Hogan Fails to Appear

The quality of FM transmission, said Armstrong, exceeds the possibilities for improvement of AM quality. If net shows from the present webs were wired to FM transmitters, reception over FM would be noise free and somewhat better in quality than the best reception of the same show over AM, but the fact that the program came over wire would prevent utilization of the full FM quality range; transcriptions over FM are better than live broadcast over AM, he said, predicting that transcriptions will become infinitely better than today within a short time after the war.

The FCC, said Major Armstrong, "at the present time is doing everything in its power to help the FM system get under way." John V. L. Hogan of WQXR, New York, was scheduled to follow Major Armstrong to the stand, but he did not show up at the hearing.

### Pen Co. Adds CBS Stations

The Parker Pen Company today announced the addition of 11 CBS stations to the network of its "Ned Calmer and the News" program. This brings the total number of stations carrying the two-day-a-week news broadcasts to 128 for the Saturday program, and 129 for the Sunday broadcast. Stations added are: WHOP-Hopkinsville, and WPAD-Paducah, Kentucky; WJLS-Beckley, W. Va.; WDWS-Champaign; WDAN-Danville, WSOY-Decatur; WTAX-Springfield, Illinois; WFMD-Frederick, Md.; WLBC-Muncie, Ind.; WWNY-Watertown, KTBC, Austin.

## WNRC To Make Survey Of 'Delinquency' Shows

(Continued from Page 1)  
quency with a view to commission those which meet their approval suggesting improvements in the which do not measure up.

Many of the national women organizations connected with the committee will present radio series dealing with this topic. Also, several circularize their local clubs and recommended lists of programs suggesting to correct the evil, and all groups will be on the lookout for programs which will be effective in combatting the spirit of unrest in youth which is held to be a natural consequence of the war.

A radio series directly sponsored by the committee, which has among its affiliates 25 national women organizations with an aggregate membership of many million women, is held to be a distinct possibility.

Mme. Yolanda-Mero Irion, chairman of the WNRC, said yesterday that "in adopting this focus for work, we are not departing from original purpose of the WNRC. The committee was organized to improve radio standards generally, but with special emphasis upon children's programs."

Although she did not officially so, it is believed that the WNRC annual survey will lay importance upon programs of the above mentioned type and that the use of radio in the campaign against juvenile delinquency may be the theme of annual luncheon.

## Special Network Pickups Cover 3-Power News Broadcast

(Continued from Page 1)  
James Fleming, who gave the tele and sidelights. Bill Shirer and Quincy Howe were then heard from New York, followed by Bill Henry in Washington, also three Congressmen and one Senator. These were Congressman Sol Bloom, of New York; Charles Eaton, of New Jersey; Andrew J. May, chairman of the House Military Affairs Committee, and Senator Lister Hill of Alabama.

NBC which won the toss in Chicago started at 1 p.m. from there with Grant Parr and then to Washington for Robert McCormick. In New York, Robert Magidoff, former Moscow correspondent was heard and then Washington for Morgan Beatty. At 1:30 p.m. Chester Morrison was picked up at Cairo, giving background a color. At 1:45 p.m. Carey Longmire devoted his entire 15 minutes to a discussion of the entire situation.

Other networks and stations gave listeners coverage of the news around the same time.

### Beasley's Own Firm

Songstress Irene Beasley has organized the Radio Production Service, New York, to represent her as a performer and to build package shows for ad agencies.

## Crosby A "Reporter" Peabody Awards

(Continued from Page 1)  
office, with the aid of the National Association of Broadcasters, awards are made.  
reports of these listening-post committees will be consolidated and along to the Peabody Advisory Board headed by Edward Weeks, Atlantic Monthly, which will make the final selections of the winners. This group will meet in New York in January for a preliminary review of the 1943 entries.

**Time a Contribution**  
Crosby is contributing his services to the Peabody awards without fanfare. His name appeared along with others of the Los Angeles list provided by Mrs. Mary Lewis, New York, who as coordinator of listener activity of the National Association of Broadcasters quietly but effectively gone about the selection of these listening-post committees in some 200 principal cities in most of the 48 states. Similar committees have been established in Dean Drewry's office in most state universities having accredited schools or departments of jour-

Although December 10 is the close date for 1943, entries have been coming in Athens for some weeks, says Drewry reports.

## WJJD To Air Game

Chicago—Continuing its policy of 1943 Chicago Bears professional football games station WJJD will broadcast championship playoff between Bears and Washington Redskins from Wrigley Field, Sunday, Dec. 19.

## Boyer Co. Show On KDKA

Pittsburgh—Latrobe (Pa.) Brewing Company is sponsoring a new variety program which started on KDKA. Included is news of movies and other fields of entertainment to listeners plan week-end pleasure. Same company sponsored Boyer's "Pigskin Preview" on the past football season.

## Chaplin's Book Popular

"Twenty Thousand Miles of War," by W. W. Chaplin, NBC news commentator, already holds promise of becoming a best seller. The book, an interest story on Chaplin's life through war-torn Europe dramatically covers events preceding and during World War II.

## Mutual Renewals

52-week renewals of five-a-week shows over Mutual go into effect in 1944. They are "Superman" more than 200 outlets, and "Jack and His Boys" over a 24-station outlet. Kenyon & Eckhardt handles accounts for Kellogg's cereals. Reports of contracts scotches rumors of programs switching to the Blue network.

# NEW BUSINESS

WAPI, Birmingham, Ala.: American Bakeries, Birmingham (Merita Bread and Cake) six quarter hours weekly, 52 weeks, through Tucker Wayne Company, Atlanta; Chattanooga Medicine Co., Chattanooga (Zyrone and Black Draught) three quarter hours weekly, 13 weeks, through Nelson Chesman Co., Chattanooga; McKesson & Robbins, Inc., Bridgeport (Bexel and Calox) six quarter-hour news weekly, 52 weeks, through J. D. Tarcher & Co., Inc., New York; Bond Stores, Inc., New York (Bond Clothes) 12 quarter-hour news weekly, 39 weeks, through Neff-Rogow, Inc., New York; Consolidated Drug Trade Products, Inc., Chicago (Kolor Bak and Peruna) 24 quarter hours weekly, 26 weeks, through Benson & Dall, Inc., Chicago; P. Duff & Sons, Inc., Pittsburgh (Duff's Mixes) participation WAPI Model Electric Kitchen, 17 weeks, through W. Earl Bothwell Advertising Agency, Pittsburgh; Grove Laboratories, Inc., St. Louis (B-Complex Vitamins) three quarter hours weekly, 21 weeks, through Donahue & Coe, Inc., New York; Grove Laboratories, Inc., St. Louis (Cold Tablets, Vitamins & Chill Tonic) seven quarter-hour news weekly, 29 weeks, through Russel M. Seeds Co., Chicago.

Dr. L. D. Legear Medicine Co., St. Louis (Livestock & Poultry Remedies) two quarter hours weekly, 26 weeks, through Simmonds & Simmonds, Inc., Chicago; Morgan Jones Co., Elgin (Federal Life & Casualty Co. of Detroit, insurance) five quarter hours weekly, 52 weeks, through J. L. Stewart Agency, Chicago; Noxzema Chemical Company, Baltimore (Noxzema) two quarter hours weekly, 39 weeks, through Ruthrauff & Ryan, Inc., New York; Seck & Kade, Inc., New York (Pertussin Cough Remedy) three quarter hours weekly, 26 weeks, through Erwin, Wasey & Co., Inc., New York.

## Sam Taub's New Show

Sam Taub, noted sports commentator and writer, is heading a new quarter-hour series on WMCA Mondays, Wednesdays and Fridays from 9:15 to 9:30 p.m. beginning Monday, December 6th. Litt-Chinitz, Inc., clothiers, will sponsor the show for 13 weeks with Bach Bernstein & Associates handling the account. Programs will not only give up-to-the-minute sports news, but will feature a guest spot. Lt. Commander Jack Dempsey headed the list of guest stars when he appeared on the first program, broadcast yesterday.

## "Lower Basin's" New Home

The "Chamber Music Society of Lower Basin Street," sponsored by Andrew Jergens Company on the Blue, will originate from the Ritz Theater, 219 W. 48th St., recently leased by the Blue. With the increasing demand for tickets to the "Basin Street" broadcasts, the seating capacity of the studios in the RCA Bldg. was found to be inadequate.

KABC, San Antonio: Frost's (Ready-to-Wear) three announcements per day for 20 days; Alamo Jewelry Co., one ann. daily; Earl Abel's (Cafe) one ann., five days per week; Aviation Coffee Co., one ann., per day for one year; Joske's (Retail Store) additional two spot announcements each Saturday and Sunday; Mangle's Dress Shop, two anns., per day for five weeks; Pinex Co., five-minute newscast daily through Texas State Network; 666 Cold Tablets, spot announcements daily on TSN; Sommer's Drug Stores, one announcement per day; Sea Foam Laundry, announcements as selected for six weeks; Turk Hotel, one ann. per day; Walker Furniture Co., one announcement per day.

WABY, Albany: Gillette Safety Razor Company, through Maxon, Inc., Friday night fight periods; Chef Boy-Ar-Due Quality Foods, Inc., through McJunkin Advertising Co., Chicago, 156 15-minute periods, three times weekly; First Reformed Church of Albany, 26-hour periods, Sundays; H. Z. Kudon, daily announcements, week days, 13 weeks; New York Power & Light Corp., three daily announcements, week days; Phillips Furniture Company, five minute news periods, 13 weeks.

## New England Group Seeks FCC Changes

(Continued from Page 1)  
the Supreme Court "placed in the hands" of the FCC "practically unlimited regulatory powers," over the broadcasting industry and that the group believes such powers were "neither authorized nor intended," the group agreed upon the following resolution, which was inserted in the Congressional record by Wigglesworth over the week-end.

"That the undersigned stations, severally and collectively, communicate with their representatives in Congress urging the enactment of new legislation clearly defining the duties and powers of the FCC." Signers were E. J. Frey, WBRY, C. P. Hasbrook, WCAX, Franklin M. Doolittle, WDRC, David Carpenter, WKNE, Warren Greenwood, WMAS, W. I. Bush, WPRO and Hill.

## George Hicks Dines With General Clark

George Hicks, Blue correspondent with the Fifth Army somewhere in Italy, dined Sunday with Lieut. Gen. Mark Clark and played ping-pong with the Fifth Army commander, according to a cable received yesterday by G. W. "Johnny" Johnstone, the Blue's director of news and special features. Didn't say who won but Hicks used to be the web champ.

If You Value  
The Opinion of—

# Robert Conly

Radio Editor,  
Newsweek,  
New York, N. Y.

Watch for Results of  
Radio Daily's 7th  
Annual Radio Editor's  
Poll.

★ ★ ★ COAST - TO - COAST ★ ★ ★

—INDIANA—

FORT WAYNE—Magnavox Co. of this city is sponsoring a new show from Bunker Hill Naval Air Station in Peru, Ind. Weekly 30-minute airing is designed to illustrate the interdependence of industry and the armed forces in the war effort. Show features music by the Bunker Hill concert band, popular orchestra and soloists, and a narrative by a fictitious Air Cadet, speaking for his fellow cadets. Additionally, a guest officer is presented on each program.

—MISSOURI—

ST. LOUIS—"Country Journal," sponsored by Charley Stookey, now has a Sunday morning edition on KMOX. Hour and a half show, which starts at 6 a.m., includes ETs, news, market summaries, farm talks by Congressmen, and Al Bland as emcee. Program has been running Mondays through Saturdays... KMOX paid tribute to Paul Tietjens, composer of the original "Wizard Of Oz" score, following his death last month. Special show, scripted by Ellen Lee Brashear, featured comments on the composer's life by Leo C. Miller, local music instructor. Marian Sexton emceed, and Venida Jones and Seth Greiner provided music on the organ and piano.

—OHIO—

FINDLAY—Clergymen seem to be getting around quite a bit these days. WFIN claims a lead over WCBI, Columbus, Miss., whose minister-news-caster John Brinn does a daily two hour stint on the controls and announcing. WFIN's pastor, Charles H. Lipker, acts as control operator and announcer for six hours a day and gives seven commercially sponsored newscasts six days a week, in addition to emceeing two commercial programs. Mr. Lipker is also the minister of a local church.

—MISSISSIPPI—

GULFPORT—"Homemakers Guild" is the newest addition to the WGCM program schedule. Conducted by Shirley Davis, thrice weekly quarter-hour show is divided into four parts, "Magic in Your Meals," "That Personal Touch," "Let's Talk About You," and "The Catch-All," as well as frequent airings of the "Swap Shop," recipe exchange... First contin-

ent of WAVEs to arrive at the Gulfport Naval Base were feted by WGCM recently. Station gave a dinner in their honor... Brand new Gates Model 35 Console is now residing resplendently on chief engineer Don Murphy's specially designed control desk at WGCM.

—KENTUCKY—

LOUISVILLE—Mrs. George Fielding Eliot, the former June Hynd who was NBC assistant director of women's programs, was interviewed last week by Kate Egan in the station's studio auditorium. Occasion was Mrs. Eliot's talk to the Louisville Radio Council and leading club women in behalf of the Women's Action Committee for Victory and Lasting Peace, of which she is radio chairman... Alleen Christen, receptionist, has left WAVE for the WAVEs, having been sworn in on the outlet's show "Navy Blue," which is scripted and conducted by Yeoman Graeme Gilmore, former WAVE (station) continuity writer, thrice weekly.

—MONTANA—

MISSOULA—Montgomery Ward is sponsoring Santa on KGVO this year in a daily show... KGVO gave round-the-clock promotion last Sunday to the Victory Service League's drive for Christmas funds to take care of this war's hospitalized veterans.

—ILLINOIS—

SPRINGFIELD—WCBS has literally broken into song. Station is now using musical station breaks with words and music by Roger Patrick, WCBS chief announcer and news editor. Several are used to plug different shows, but the one most frequently used concerns the outlet itself—"For any program that's a nifty, Tune your dial to fourteen-fifty, For news, comedy, and musical joy, It's WCBS, Springfield, Illinois." Tunes have been transcribed by the Tritones Trio.

—WISCONSIN—

MILWAUKEE—Paul Skinner, WTMJ-WMFM staff announcer, has taken over WTMJ's "Today's Events," nightly news summary. Aside from miking duties, Skinner is featured vocalist on several of the stations' musical shows. He recently returned to the outlets after an absence of some years when he was announcer for KDTH, Dubuque, Iowa.

—LOUISIANA—

NEW ORLEANS—Albert Gordon Loudon has been named director of agriculture at WWL. He was formerly program director of KALB, Alexandria, Va., and more recently assistant extension editor in radio, Louisiana Agricultural Extension Service, Louisiana State College.

—KANSAS—

SALINA—"Streamlined Fairy Tales" has begun on KSAL under the sponsorship of Stiefel's Department Store. Christmas program includes popular fairy stories portrayed by exaggerated characterizations and performed by a narrating chord group.

—NORTH DAKOTA—

VALLEY CITY—Heavy Christmas schedule is under way at KOVC, with participating sponsors airing shows twice daily, the Eagles Lodge backing two quarter hours across-the-board as well as several other shows and various other local organizations pitching in with the station to make the season's airwaves lively. Outlet has set up a system of loudspeakers so that Yuletide programs can be heard throughout the downtown streets.

—CONNECTICUT—

NEW HAVEN—Staffers at WELI are jubilant over what they claim is a scoop on all local papers and possibly a scoop on the entire Atlantic Coast. Station's newly created special events department decided to work fast on the landing of the Gripsholm. Bill Larner, department head, sped to New York on the day the ship arrived and got in touch with Dr. James M. Henry, New Havener who had been interned for eight months by the Japanese. Larner made arrangements with a New York station, and a 15-minute interview was transcribed. He hopped the next train to Connecticut and had the ET on the air at 10:15, scooping the papers, which didn't carry an interview till the next a.m.—and outlet says the writeups sounded

very familiar. So far, station reports interview seems to be the first and localized one broadcast by a local station with a local man who had been the Gripsholm. WELI thanks the local N. Y. Red Cross chapters for making interview possible.

—NORTH CAROLINA—

ASHEVILLE—Zeno Wall, WWNC salesman, has resigned the staff to become a safety engineer with Fairchild Aircraft Corporation in Burlington, N. C. No successor yet been named... Roland Wing, WWNC announcer, is back at mike, following a two-week absence... Five year contract with Sesac been signed by WWNC. Station retains BMI, Ascaph and AMP.

—MARYLAND—

BALTIMORE—WITH staff announcer John French, and Sara Twigg, continuity writer at another local outlet, miked last week, consummating a romance which began in Birmingham, Ala. They met as members of the station staff in Birmingham, and Sara switched to Baltimore. John tumbling after... "Night Owls" is name of a new organization recently started at WITH. Listeners just write and they receive a membership... All-night show is conducted by disc jockey Paul Miles.

LEADS IN NEWS SERVICE! Only WSAI, among all local Cincinnati Stations, has an exclusively different form of news service... TIME-CLOCKED NEWS ... only WSAI receives news direct by fast trunk wires from 5 international news services... A.P., U.P., Reuters, International News Service, Blue Network News. WSAI 5000 WATTS - DAY AND NIGHT BASIC BLUE NETWORK STATION CROSLY OWNED AND OPERATED NATIONAL REPRESENTATIVES: SPOT SALES, INC. NEW YORK • CHICAGO SAN FRANCISCO

HAPPY BIRTHDAY TO YOU December 7 Bob Brown Ginger Jones James Joseph McCann Viola Philo Oleta Ratto Al Schenkeim

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

25, NO. 45

NEW YORK, N. Y., WEDNESDAY, DECEMBER 8, 1943

TEN CENTS

## Freedom, Trammell Plea

### Business On Blue Accls. Expanding

business signed by the Blue Network and its New York key outlets include a new program series R. G. Dun Cigars; Northwest Coast Co. increasing its network to 37 stations; Adam Hats re-launching its 15-minute program with a new show and John David stores adding additional time over WJZ.

Adam Hat Stores, Inc., will expand advertising on the Blue Network, when the company will substitute a new half-hour weekly program "Star For a Night," for its current 15-minute show, "That's A Good"

(Continued on Page 5)

### Wells Joins M-G-M's Television Department

Hollywood—George Wells, former writer on the "Lux" radio show, has been engaged by Nat Wolff, head of M-G-M's television department and will join the Culver City writing staff Jan. 1. Norman Wells, radio writer, is already at the studio.

Wells points out that M-G-M's television department

(Continued on Page 2)

### Wells Returns To Air On CBS Net Sunday

After a long rest in Hollywood, Fred Wells returns to the air for the Texas New York Sunday, 9:30 to 10:00 EWT, over a 122-station CBS network as a hookup of 15 outlets of the American Broadcasting Corp., replacing James Melton program for the sponsor. Familiar format of

(Continued on Page 2)

### Telephonic Telepathy

Proit—When Blue Net's "Dunlop" was missing from WXYZ, irate listeners swamped the switchboard with calls asking the mentalist wasn't on. One listener just plugged in saying "He'll be on tomorrow night." A listener wanted to know how he'd find the answer to her unasked question. Said he: "It's easy—I've been taking lessons from the guy!"

### On The Ball

George Moorad kinda got his signals mixed while interviewing an RAF pilot in London Sunday for "We The People," causing CBS N. Y. studios some terrible moments. After an introduction from N. Y. Moorad was supposed to return the "air" to New York, but he kept right on with the interview. Meanwhile the producer, emcee and conductor went into a huddle and revised the production in 2½ minutes!

### "Pearl Harbor" 1941 Found Radio Ready

Broadcasting industry, once beset with wild rumors and speculation as to what would happen to radio in the event of war, finds itself two years after Pearl Harbor, taking the war in its stride and meanwhile exerting every effort toward the successful prosecution of the conflict. Contrary to all expectations, the government of course did not "take over" radio; no serious restrictions were placed

(Continued on Page 7)

### Lea Committee Schedules Former FBIS Men Today

Washington Bureau, RADIO DAILY  
Washington—Former FBIS employees, Jaques Downs, erstwhile administrative assistant to Director Robert E. Leigh, and Harold Graves, former assistant director, are expected to testify this morning before the Lea committee investigating the FCC;

(Continued on Page 2)

## Newest Radio Success Story— Pure Music—No Commercials

### Program Supervision Changes At CBS

Delegating added authority to heads of program supervision departments, Douglas Coulter, CBS vice-president in charge of programs, yesterday announced a new system with the network.

In announcing the new system, (Continued on Page 2)

## NBC Head Urges 'No Straight Jackets' In New Laws At W-W Bill Hearing; Outlines Tele Plans Of Network

Washington Bureau, RADIO DAILY

Washington—Radio must be assured ideological freedom and sound economic basis to enable the industry to continue to provide this country with the world's finest service both in standard broadcasting as we now know it and in the new services which will flower after the war, NBC head Niles Trammell told the Senate Interstate Commerce Committee yesterday.



NILES TRAMMELL

The two primary objectives which must be achieved in forthcoming radio legislation, he said, are "first, to guarantee broadcasting in all its forms as a free and unfettered medium of mass communication, secure from government censorship and bureaucratic domination; second, to guarantee a sound economic system of broadcasting so that private enterprise may give to the American public television, frequency modulation, facsimile, and all the other developments which science and the war research have made available, and thus continue to provide the radio audience with the world's finest radio service."

Pledging support for any (Continued on Page 6)

## RKO Studies Reaction To Film For Tele Use

RKO Corp. is interested in television film production, it was indicated in an interview with Ralph B. Austrian, the company's radio and tele consultant. According to a survey he is currently conducting among ad agencies and advertisers in order

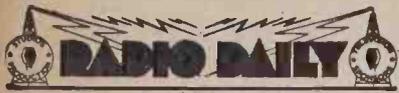
(Continued on Page 7)

## NAB Prexy Heads "March Of Dimes"

Neville Miller, president of the National Association of Broadcasters, has been appointed Chairman of the 1944 "March of Dimes" National Radio Division, it is announced by Basil O'Connor, president, of the National (Continued on Page 5)

### Synthetic

"Bright Horizons" bright Walter McDonough, sound effects man for show claims distinction for season's first snowfall effect on the network. McDonough with several pounds of starch and a pair of heavy brogans had a character walking through snow during a net broadcast yesterday, giving a reasonably good imitation of the familiar crunching.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

Tuesday, December 7, 1943

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	157	156 3/4	156 7/8	+ 3/8
CBS A	23	23	23	
Crosley Corp.	16	15 3/4	16	+ 1/4
Farnsworth T. & R.	9 3/4	9 1/4	9 5/8	+ 1/8
Gen. Electric	36 1/2	35 3/8	36 1/2	+ 3/8
Philco	22 1/2	21 1/8	22 1/2	+ 1/4
RCA Common	9 1/4	8 7/8	9 1/8	+ 1/8
RCA First Pfd.	71	71	71	
Stewart-Warner	11	10 3/4	11	+ 1/4
Westinghouse	93 3/4	93	93 3/4	+ 3/4
Zenith Radio	32 1/4	31 3/4	32 1/4	+ 1/4

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	9 1/4	10 1/4

# 20 YEARS AGO TODAY

(December 8, 1923)

Wanamakers is offering the first combination radio-phonograph set to be put out... Price is \$305, complete with batteries... WOR has scheduled Ida M. Tarbell to tell of her "Experiences as a Magazine Writer"... Engineers predict (wrongly) that broadcasts will soon be on shortwaves where "six times as many channels are available for all our broadcasting."

## Allen Returns To Air On CBS Net Sunday

(Continued from Page 1)

Allen's Alley, guest star, sketch and vocals will continue except for company changes. "Opening show will be a little unique," said director Howard Reilly, "but I can't say anything about it."

Only remaining member of the Alley cast will be Alan Reed, who plays Falstaff Openshaw. Additions are Betty Walker, Everett Sloane and Jack Smart in roles different from their predecessors. Staying on the Coast are Minerva Pious and John Brown, who continue with Jack Benny, and Charlie Cantor, with Ed Gardner. Held over, in addition to mainstay Portland Hoffa, are announcer Jimmy Wallington; Hi, Lo, Jack and the Dame, and Al Goodman's orchestra. Lauritz Melchior, Met singer, will be the first guest. Agency is still Buchanan & Co.

Chief scribe is Allen, with a battery of writers still not chosen. Understood at press time that the opening program, which is scheduled to go into rehearsal Friday, has not yet been written. During Allen's stay in Hollywood, he worked on a story for filming by Leo Spitz and Jack Skirball at United Artists.

## Lea Committee Schedules Former FBIS Men Today

(Continued from Page 1)

T. A. Moore, another former administrative officer of the Foreign Broadcast Intelligence Service, also may be heard. The session will be devoted to a discussion of the work of the FBIS which committee Counsel Eugene L. Garey has charged is unnecessary and duplicative.

### Wedding Bells

Joan Howard, actress in the cast of the CBS program, "Crime Doctor," is giving up her career for marriage. On Saturday, at City Hall, she'll marry William Jennings Kersner, executive of the Bulova Watch Company.

### Stark Quits P&G Serials

Richard Stark, free-lance announcer, has resigned mike jobs on the daytime serials "Life Can Be Beautiful" and "Right to Happiness" (Procter & Gamble) to concentrate on the work of his own company, G-S Radio Productions.

## Program Supervision Changes At CBS

(Continued from Page 1)

Coulter, said: "We propose to bring programs in various categories within the review of our principal program executives. Under this arrangement, all programs of an educational and a public service character will come under the executive review of Dr. Lyman Bryson, Director of the Division of Education, in addition to those educational programs which he personally directs. Programs primarily of a story-telling nature will be under the general supervision of Robert J. Landry, our Director of Program Writing."

The new system of program supervision, as announced by Coulter, continues news programs under Paul White, Director of News Broadcasts; and musical programs under James Fasset, Director of the Music Division. The heads of the major divisions will have individually expanded authority and constitute a general staff which will confer frequently with Coulter and his immediate aide, W. H. Fineshriver.

## Writer Joins M-G-M's Tele Department

(Continued from Page 1)

vision plans at this stage are highly experimental, but he believes that directors and writers who have joint knowledge of radio and pictures will be able to create the best entertainment and technique for television productions. Corwin and Wells will both work on motion picture scripts before writing television subjects.

## Ken Jones Will Manage Cincy Office For Agency

Ken Jones has resigned from Young & Rubicam to join Roy S. Durstine, Inc. as manager of this advertising agency's Cincinnati office. In his five years at Young & Rubicam as an Account Executive, Jones has been located in New York and Detroit.

## WOR 52-Week Renewals

Steady volume at WOR, New York, is reflected in a trio of 52-week renewals. Bulova Watch Company has inked another contract for ten daily time signals through The Biow Co., Inc., beginning Sunday, Jan. 2. A day later, the Kellogg Co. begins its 1944 series for Pep with a five-a-week broadcast of "Superman" over the Bamberger subsidiary and MBS, as previously announced; agency is Kenyon & Eckhardt.

Commentator John Stanley commenced another 52 weeks with "Tonight's World News" for the W. L. Douglas Shoe Company via WOR and Mutual Sunday at a new time, 11:45 a.m. to noon.

## Driscoll To Speak

Dave Driscoll, director of war services and news for WOR-Mutual, will be guest-speaker at the luncheon of the Advertising club today.

# COMING and GOING

HAROLD FELLOWS, station manager, KINGSLEY HORTON, asst. manager, of the CBS-owned outlet in Boston, are on a trip to New York.

ROBERT BURNS, director of BBC monitoring services, has arrived in New York from London. While here he will visit Washington D. C. and the West Coast. GERALD COOPER, Pacific Coast representative of BBC, is town from San Francisco and will leave Saturday for London.

HAROLD WADDELL, commercial manager WJW, Cleveland, and EDWARD PALEN, gram director of the station, are in New York for conferences with the local reps.

HORACE LOHNES, attorney for WTOP, Columbia's O & O station in Washington, D. C., is returning to the home offices after having been hospitalized here during the past week with a slight case of pneumonia.

DAVID CARPENTER, station manager WKNE, Keene, N. H., is spending a few days in New York on station business.

HOWARD J. LONDON, director of the national radio division for the National Foundation of Infantile Paralysis, off to Washington to make March of Dimes recordings. He will return Monday.

CARROLL D. ALCOTT, Far East observer and news commentator for WCKY, Cincinnati, New York last week-end with friends in the Gripsholm, repatriation liner.

WILLIAM McBRIDE, general manager, J. E. YARBOROUGH, chief engineer, of WFLA, Orlando, Fla., an affiliate of CBS, visiting briefly in New York.

PHIL KING and the members of his Caparra Harmonica Band, are here to make so-called transcriptions for NBC's Thesaurus. Then on to Chicago's Latin Quarter, where they have a WBBM wire.

## IRE Plans Meeting

Institute of Radio Engineers will hold their annual winter technical meeting at the Hotel Commodore, New York City, on Friday and Saturday, Jan. 28th and 29th.

## Charles Street Knows!

Marketers who know, know that Charles Street is the Rue De La Paix of Baltimore. Let them know, then, that Charles Street merchants have discovered that W-I-T-H can sell silver as well as soap, antiques as well as cough medicine. Interested in Baltimore? Remember, W-I-T-H does a great sales job in this booming market.



## 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



## One Part Hollywood—One Part New York — Mix Well in Chicago

UT in a California training camp, a couple of thousand soldiers are howling their heads off at a gag... the band plays a short fanfare... applause... the announcer comes in with his commercial.

A neat, smooth operation—yet the comedian and announcer are 3,000 miles apart, and probably have never met each other. They're "mixed" in a studio in Chicago.

When there's to be a pick-up from any out-of-the-studio spot, NBC sends equipment and engineers to the scene two or three days ahead of time. They set up a circuit between that pick-up point and the "mixing" center. If the commercial or other announcements on the program are to come from New York, they will go over a special NBC circuit direct to the same "mixing" point.

The mixing engineer gets his cues and his timing by telegraph. Then he sits down before an NBC mixer—and with a flick of the wrist performs the miracle of blending together a comedian on the coast with an announcer from the east—so subtly that it sounds as if they were both sitting in the same room!

NBC engineers helped develop this miraculous mixer—which *automatically* fades out a voice from one source and fades in a voice from another source.

Perfecting devices and operations such as this, working out every new means for making broadcasting more effective, increasing the scope and richness of radio through every resource at its disposal—*these are some of the things that make NBC "The Network Most People Listen to Most."*



—The **National Broadcasting Company**

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

LOS ANGELES

By RALPH WILK

VINCENT W. ELLIOTT has been added to the news staff of NBC. He was formerly with KFI, Los Angeles, and KARM, Fresno. He has just been honorably discharged from the U. S. Army.

Sterling Peacock, vice-president of N. W. Ayer & Son, Inc., who was in Hollywood to attend the launching of the new United Airlines show, "In Time To Come," has returned to Chicago.

"Pot Luck Party," KNX afternoon show which has created its own listeners-in during the 2:15 to 2:40 p.m., PWT funfest, gave in to their continuous requests to attend and watch the comic antics of master-of-ceremonies Jack Bailey. Dave Titus produces the program for CBS.

The cast of "Those We Love" was well repaid for the tremendous send-off they staged for announcer Dick Joy when he left for Naval Training at Quonset Point, L. I. Joy, to show his appreciation, called the studio from across the United States and expressed his thanks to each actor separately.

Gracie Allen has just completed her role in the M-G-M film, "Two Sisters and a Sailor" and handed down to posterity her "Concerto For Index Finger." Jose Iturbi played "second fiddle" when Gracie rendered her great composition accompanied by a 100-piece symphony orchestra under the baton of Alfred Coates.

Iida Lupino deserves a medal of some sort from servicemen. She will not make a guest appearance on a radio program unless the other participants on the show, go immediately to the Hollywood Canteen, following the air program, and put on the same show for the servicemen. Last week, she had Ed "Archie" Gardner go to the Canteen following his "Duffy Tavern" spot and also after the Bob Burns program, Gardner having substituted for Burns, who was ill. Spike Jones and his music makers, heard regularly on the Burns show, also played for the men in uniform.

J. Donald Wilson, writer-producer of "The Whistler," Columbia Pacific Network program is currently supervising two motion pictures at Columbia Pictures studios based on two of his radio chillers.

SPECIALIST

SERVING ADV. AGENCIES & STATIONS

RADIO PRODUCERS  
PROGRAM DIRECTORS  
ANNOUNCERS  
SCRIPT WRITERS  
WRITERS OF "COM'LS"  
PROMOTION—PUBLICITY  
LICENSED OPERATORS  
TIME SALESMEN

FRANK McGRANN

POSITIONSECURINGBUREAU, INC.  
(Agency)

331 Madison Ave., New York, MU. 2-6494

MAIN STREET



Notes From A Ringside Seat. . . !

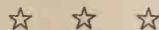
● ● ● Ben Grauer is a fortunate individual and especially so in regard to being close by when important news is announced or discussed. . . . for instance, he announces the Walter Winchell program Sundays and he will preside at the "special arm chair strategists" discussion, featuring George Fielding Eliot, William Shirer and Paul Schubert, which takes place Friday at the National Association of Manufacturers' luncheon at the Waldorf-Astoria. . . . George Putnam, dynamic young news reporter of NBC has been honored with being chosen to give his "up to the minute" news direct to this body of men at each of the three day-meetings. . . . Enoch Light and his Orch. broke the opening night record, when he bowed into the La Conga in Gotham, Monday. . . . Sid (The News) Shalit is battling the Flu and so is Ed Fitzgerald. . . . Kellogg has renewed the Jack Berch Show for another 13 weeks on the WOR-Yankee Network. . . . Twisting the dials Monday night, we became interested, in fact we might venture to say Absorbed, in the WAAT mystery thriller "Manhunt" . . . . Beatrice Kay will guest Friday on "Double Or Nothing" following which she'll entrain for Philly where she'll be featured in Leonard Keller's C. I. O.-G. I. Okay musical, "Marching With Johnny" which opens Monday at the Erlanger Theater.



● ● ● The producers of the NBCComedy, "Abie's Irish Rose," were suddenly confronted with a problem of substitution when Louis Sorin, who portrays "Solomon Levy" in the Anne Nichols program came down with pneumonia. . . . every dialectician in town was called to audition the part. . . . the race finally narrowed down to the co-stars of the Blue Network program, "Cohen The Detective," Jack Rubin and Patsy Flick, with the latter, getting the nod. . . . Vicky Vickee, former Blue Network thrush, opens at the Copley, Plaza in Beantown, Thursday, the 16th. . . . Roma Wine's first program of its "Suspense" series, last Thursday over CBS, with Cary Grant starred, should serve as the pattern for the succeeding chapters. . . . Dan Tuthill of NCAC, rates a bow for having discovered "something new for radio," namely Joseph Dunninger the mental telepathist wizard. . . . The Blue Net has signed Edwin C. Hill to again feature his original "portrayal of Christ," on its own coast-to-coast program which will take place Christmas Eve. . . .



● ● ● The rushes on Jerry Cooper's just-completed musical for Monogram Pictures, so pleased Prexy W. Ray Johnston, that the "Keep Ahead"liner producer, Charlie Furey, was asked to grant his star bari-tone another six-week leave of absence to star in another musical. . . . Starting Monday, the NBCComedy, "Mirth & Madness," formerly KPOri-ginated, will be coast-to-coasted from Gotham. . . . The Ross (Diamond Horseshoe) Sisters, have been signed by M-G-M. . . . Bea Wain, who is adding to her list of admirers during her p.a. at the Capitol Theater, has been renewed for another 13 weeks on the "All-time Hit Parade," NBCGig-gie. . . . Maurice Hart, conductor of the WNEW "Music Hall," recorded program, unwittingly brought a touch of nostalgia to this chronicler when he informed us (and showed letters proving his claim), that listeners request recordings by the late Russ Columbo almost as often as those of Crosby or Sinatra. . . . the last time we saw Russ, who was un-doubtedly one of the squarest shooters in Tin Pan Alley, was at the Metropolitan Theater in Brooklyn, when he, the vaude trio of Mills, Kirk & Martin and your Ol' Scoops, passed the time between shows with a friendly game of penny ante. . . . Larry Stevens, BBC publicity chief in New York, who has been laid up for a week with a siege of the current "walkie-talkie" pneumonia, has returned to his desk. . . .



Remember Pearl Harbor

PROGRAM REVIEW

"ABE LINCOLN'S STORY"

National Small Business Men's Associa-tion  
WGN-MBS, Sun. 4:30-5 p.m., EWT

Schwimmer & Scott

NEW LINCOLN SAGA RECEIVES INSPIRED PRESENTATION AS VEHIC-LE FOR SMALL-BUSINESS PROPAGAND.

Dial-twisters with staying powers man-able to fight off the resistance offered Mutual's ambitious, new weekly Lin-coln saga. But it takes a hardy listener to stand the dull production, which bows Sunday afternoon with a series of re-backs as told by the "Great Emancipa-tion" on the eve of his assassination, son Tad on the eve of his assassination. sation was under the auspices of the tional Small Business Men's Associa-tion which strained in its institutional plan-ning draw a parallel between Lincoln's un-derstand-ing beliefs and the organization's axi-omatic freedom of enterprise.

Pattern of complete dramatized inclu-sion from the selfless life of "Honest Abe" seemed disjointed and lacked dramatic unity. mula may have seemed sure-fire in form, but the writing and direction, as served in the premiere performance, singularly uninspired. McKay Morris' in-terpretation of the martyred President, even tonal range of his voice, sounded too much like a routine echo of Raymond Massey his familiar Lincoln role.

Closing interval was devoted to a spot by De Witt Emery, president of the NSBMA who touched on constitutional govern-ment freedom of enterprise and the need today Lincoln's kind of "uncompromising hon-esty." In poor taste was Emery's recital of meeting of his father, a Civil War veter-an with President Lincoln followed by a plug for the NSBMA. Information about the pro-gram's activities, it was indicated, could be had by writing to the NSBMA at Akron. If this of sponsored propaganda is allowed to open over the air, shouldn't the ether be then open to all organizations seeking common programs?

Buckeye Co.—Akron Plea Set For Hearing By FC

Washington Bureau, RADIO DAILY

Washington—A motion will be heard here for dismissal of the applica-tion of the Buckeye Broadcast-ing Company, Akron, Ohio, for permis-sion to operate on 1,240 kilocycle 250 watts unlimited. Approval of the applicant's petition for dismissal will pave the way for approval of the application of WJW, Akron, to retain its license to operate on that assign-ment.

WJW was granted permission early this year to move to Cleveland, and to broadcast on the 850 band, but as soon as that move was approved, the Buckeye Company sought the old WJW spot in Akron. WJW then filed for permission to remain in Akron and build anew in Cleveland. A joint hearing was set for consideration of the Buckeye application and that of WJW for continued facilities in Akron.

New ATS Constitution Drawn

Agreement on a revised constitu-tion for the American Television Society has been reached by the board of directors, it was learned yesterday. Submission of the new charter for ratification by the membership will take place at a special business meeting to be called early in Janu-ary.

**Business On Blue Accs. Expanding**

(Continued from Page 1)  
The new program will be broadcast Wednesday from 10:30 to 11 p.m., on approximately 138 stations, the same line-up used for "A Good One," which was broadcast for the last time Dec. 5. Century Advertising Company and the Adam Hats Company ac-

cepted "For a Night," Adam Hats broadcasted a program which can attract a large audience of incipient stars and at the same time provide entertainment for those who are unable to let others hold the stage. Immediately following each broadcast, members of the listening audience will be given auditions and a group of semi-finalists will be selected to appear on the next broadcast. From this group of semi-finalists three or more "actors" will be selected for auditions to be held at the close of the broadcast.

**Pro-Amateur Combo**  
Give a professional "lift" to the amateur, a different guest star will be featured for each performance and will appear with the amateurs in a musical sketch written especially for the broadcast. One thousand one-dollar bills will be poured from an urn into the lap of the paragon whose efforts draw the most applause from the studio audience, and there will also be minor awards. Douglas will be "paymaster of the show."

**Western Yeast Company, Chicago** will shift "Songs of a Dreamer" from the Blue Network to a new time slot and increase the network to 37 stations. Northwestern sponsored the program on the Blue Network Oct. 5, 1942. Beginning Dec. 8, "Songs of a Dreamer" will be broadcast on Thursday from 10 to 10:15 a.m., instead of Monday, Wednesday and Friday at the same time. MacFarland Aveyard & Co., Chicago, is the agency.

**Diesel Show Set**  
The Wemmer-Gilbert Company, Chicago, has launched a new program, "The Diesel Rings," in behalf of R. G. Diesel on 28 stations of the Blue Network. Originating at WXYZ, Detroit, the musical program, featuring a grand orchestra, is heard Wed-

**Nobel Prize Dinner To Be Broadcast On WMCA**

For the third consecutive year, the American Nobel Prize Anniversary dinner honoring the memory of the founder of the Nobel Awards, will be heard over WMCA in an exclusive broadcast on Friday, December 10, from 9:30 to 10 p.m. Discussing the theme of this event, "The World of Tomorrow," speakers will be introduced by Harry W. Chase, chancellor of New York University. Among those to be heard are Nelson A. Rockefeller, Coordinator of Inter-American Affairs, and Sir Owen Dixon, Australian Minister to the United States, with 10 award winners now living in the U. S. as guests of honor.

**WABC Acct. Exec. Lt. in Navy**

Jerome Bowen Harrison, for the past four years a senior account executive for WABC and director of the Knickerbocker Savings and Loan Association, was commissioned a Lieutenant junior grade in the United States Navy yesterday. He reports for duty at Princeton University on December 15.

Wednesday and Friday from 9:45 to 10 p.m., EWT. Century Advertising Agency, Detroit, handles the account.

**John David Scheduled**

John David, Inc., men's clothing store chain, will substitute a weekly 15-minute program for its current twice-weekly five-minute show on WJZ beginning Jan. 7. This expansion in John David radio advertising will become effective with the renewal for a second 13-week period. The new show, under the same title, "Letter to Your Serviceman," will be heard Friday from 10:30 to 10:45 p.m., EWT, and will continue to feature Bert Bacharach, writer for Esquire and Apparel Arts, reading a hypothetical letter. Bacharach has made a hobby of writing to servicemen and some 600 are currently receiving his letters weekly. A new angle to the show will be the appearance with Bacharach of a guest celebrity.

The current WJZ program sponsored by John David, one of the newest representatives of the retail field to launch a radio advertising campaign, is heard Wednesday and Friday from 10:45 to 10:50 p.m., EWT. Gussow-Kahn, Inc., handles advertising of the five-store chain.

**RCA Elects F. M. Folsom Vice-Pres.-Director**

Frank M. Folsom, who until the first of this month, served as chief of the Navy's procurement branch, has been elected a vice-president and director of RCA, according to an announcement by David Sarnoff, president. Folsom will be in charge of RCA-Victor, the company's manufacturing division, with principal plants in six cities and headquarters at Camden, N. J. Folsom, who is 49 years of age, will take over Jan. 1.

Resignation of George K. Throckmorton, present head of RCA-Victor, as an RCA vice-president and director was announced with regret by Sarnoff. Throckmorton, retiring for reasons of health, will continue as consultant to the company.

Expressions of appreciation for the value of Folsom's services to the Navy were received by David Sarnoff in personal messages from Secretary of the Navy Frank Knox, Under-Secretary of the Navy James Forrestal and WPB Chairman Donald M. Nelson.

**NAB Prexy Heads "March Of Dimes"**

(Continued from Page 1)

Foundation For Infantile Paralysis. Serving with Mr. Miller as Co-Chairmen are Mark Woods, president of the Blue Network Company, Inc.; William S. Paley, president of the Columbia Broadcasting System; Dr. Miller McClintock, president of the Mutual Broadcasting System; and Niles Trammell, president of the National Broadcasting Company.

**KGKO News Chief Abroad**

Fort Worth—Ken McClure, veteran news chief of KGKO will leave this week on an unannounced series of visits to the battle fronts of the world where he will observe and report to his listeners from time to time, first hand accounts of World War II. McClure is expected to be gone from his post here for about three months.



**Thank you, Grover Whalen...**

and the New York CDVO for awarding WMCA and Lilian Okun's "Civilian Defense News" program your coveted Certificate of Merit. \*

Thanks, too, for this opportunity to serve your vital cause—and to prove once more that the New York audience of responsive action keeps tuned to First on New York's Dial—WMCA!

**wmca** AMERICA'S LEADING INDEPENDENT STATION

\* Highest civilian defense award for "patriotically and generously promoting participation in all phases of Home Front activity."

**WISE MANAGEMENT BEST GUARANTEE**

"If you'd hear a commentator,  
Or a band or a narrator,  
The best in forty-three  
Are on WMBG—  
And I'm no prevaricator!"

For the best in '43, stay tuned to **WMBG**

**NBC Richmond, Va. NBC**

# 'Freedom,' Trammell Ple

## NBC Head's Views Impress A Large Senate Group

(Continued from Page 1)

changes in the present radio act to accomplish these objectives, Trammell warned against writing restrictions which appear to be expedient now but might eventually prove binding.

The NBC head, with ready wit and forceful delivery, was at once one of the most entertaining and most effective witnesses yet to be heard in the lengthy series of hearings on the White-Wheeler bill. Although he ran into opposition on many points, that opposition, except in one instance, did not develop into antipathy; on the other hand, Trammell did not back down at any point.

### At Odds With Wheeler

Early in his testimony Trammell ran into difficulty with Committee Chairman Burton K. Wheeler, who again made it plain that he does not intend to try to keep the FCC from any authority over broadcasters business practices. The Commission must be free to continue regulation in the public interest, said Wheeler. As for the Supreme Court decision declaring that the FCC has responsibility for determining the "composition of the traffic" Wheeler said he is certain that the court did not mean that the FCC should be permitted to control programs. "Composition of the traffic," said Trammell, "means programs to us. I consider it of prime importance that your committee and the Congress write a clear and definite declaration that the Commission has no such power to control the composition of the traffic directly or indirectly either by the regulation of program policies or business practices."

Trammell had perhaps the largest senatorial audience of any of the witnesses thus far, with Hawkes, McFarland, Moore, Wheeler, Austin, Gurney, Tunnell, Smith, Clark, Shipstead, Bone and Truman all on hand, and nearly all of them sitting through the entire session.

The NBC head pointed out that the need for regulation in radio was, in the beginning, recognized as a physical matter—one of directing the traffic over the airwaves. He added, however, that there is no justification for extending the control over the radio waves to business or program aspects of broadcasting, pointing out that it is easier to get into the radio industry today than it is to buy or start a daily newspaper.

### Sees No Monopoly

Further development of the radio spectrum, opening up additional wave-lengths, he said, should lay to rest finally any fears of monopoly in broadcasting.

Trammell then turned to the future developments in electronics, pleading

that legislation be designed to encourage their development rather than to curb them. He referred to facsimile and television particularly, with hardly any reference to FM, and predicted that present broadcasting facilities must, in time, be scrapped in favor of television.

"Television, of course, offers the greatest challenge to our ingenuity and enterprise," said Trammell. "Here the scientist has provided eyes for a blind radio. While we have erected a great broadcasting service utilizing sound alone, we are today where the motion picture industry was twenty years ago when voice came to the silent screen. A technical revolution is imminent, awaiting only the conclusion of the war. The broadcast industry in time must scrap its entire plant and build a new one, thus providing employment for men and money. This new service . . . will affect every field of education, information, entertainment, advertising and selling, mass production and distribution."

He then described a recent demonstration of transmission of a television newspaper, describing it as the blueprint of a new publishing technic. He then asked, "what would be the effect of radio legislation with regard to fairness, criticism and controversy, when the final radio product is a newspaper, specifically protected by the free press clause in the constitution?"

### "Network Responsibility"

Trammell declared that "the burden of transforming present day sound broadcasting into a national service of television, will fall in the first instance on the present day network companies, with newcomers adding to the competition for public favor and approval. Ownership and operation of key stations by networks will be as important in this new service as they are now in standard broadcasting. These key stations will be needed to create the network program service and to provide the economic basis to meet the tremendous development costs. It is clear that such an enterprise can not be self-sustaining until millions of television receivers have been sold.

"The questions that arise in these respects bear upon the fundamental philosophy of radio legislation in determining whether radio will be made to creep or will be allowed to walk in post-war development. For example, present FCC regulations have already imposed a straightjacket on the creation of television networks by prohibiting the ownership of more than three television stations by any one company.

"Freedom to advance in the radio

art demands that those who have developed broadcasting, who gave established transmitters, studios and services, be given the opportunity to modernize their facilities to keep pace with scientific and technical progress. The broadcast station or network which is not permitted to transform itself into a sight and sound service will go the way of the silent film or the horse and buggy."

### Outlines Tele Plans

Trammell then outlined NBC plans for television development in the post-war period. The intention is, he said, to begin network operation in the East, with stations in Boston, New York, Philadelphia, Baltimore and Washington, then open a similar net in the Chicago area, another on the Pacific coast and others centering around Denver and Cleveland and other large cities. In order to carry out this plan, however, it will be necessary for NBC to own more than three television stations, since he feels it is essential that the network own the key station in each of these projected networks.

The limit to three stations constitutes a straightjacket imposed on development of television, said Trammell, pointing out that the sight broadcasts will be vastly more expensive to develop than sound broadcasting and declaring that binding regulation removes the incentive for such development. "We want encouragement rather than a straightjacket," he said. Although the government should properly encourage the industry pioneering, he continued, "we must depend primarily on private enterprise to carry on the research and development and to construct the facilities whereby these services become possible."

### Questioned At Length

Trammell was hardly able to read a single paragraph of his statement without some form of interruption—not necessarily a questioning of his statement, but frequently requests for development of a particular thought. He told Senator Wheeler that he is strongly opposed to licensing of networks, on the ground that program control by the licensing body would inevitably result. When Wheeler read a statement made in 1941 by CBS Head William S. Paley, in which Paley suggested the licensing of webs, Trammell pointed out that he disagreed and that Paley had since made it plain that he no longer believes licensing of networks is proper. Paley tried to write an amendment to the radio law to provide for the licensing of networks, said Trammell, but found that it couldn't be done without giving the FCC power to control programs. The Commission he added, already has adequate control over networks in that it does have licensing power over the key network stations.

Here Wheeler questioned Trammell

## Electronics Growth Called Challenge To Enterprise

as to why the network had stations, implying that the main reason was financial. Trammell denied, but when Wheeler referred to an earlier statement of Trammell that if the FCC revoked licenses of the six NBC-owned stations the web would go into liquidation, Trammell quipped that the question of where network profit comes from—actual network operation or operated station—"depends on how you keep your books." Trammell's remark did not sit well with Wheeler, who demanded that Trammell withdraw from the committee a complete report on the NBC network profits and origins.

### Queried By Wheeler

Wheeler asked also if Trammell thought it desirable to have in the law on the number of television stations which may be licensed single individual, to which Trammell replied that he thought any such restriction law might become a "straightjacket." A few minutes later Wheeler said with a grin, "what is the regulation you want which Trammell agreed."

Early in the session, while discussing the matter of program control, Wheeler declared that he was in agreement with some of the remarks made Friday and Saturday by Commissioner Ray A. Wakefield, but was not plain just what point Wakefield's testimony Wheeler liked.

### Senator Incensed

Wheeler did become angry during a discussion of the matter of all-time for discussion of controversial issues again charging the networks with unfair handling of the Supreme Court fight issue in 1937. Eventually Trammell yielded in part, declaring he opposes simultaneous four-broadcasts for anyone but the president (Attorney General Homer Cummings had had time on all four during the Supreme Court session). Wheeler and other opponents of Cummings had had far inferior time less coverage to present their case to the Senator charged.)

### Testifies Again Today

Trammell maintained unshakable position to any law calling for more time for discussion of controversial issues, pointing out numerous difficulties which would arise and declaring that such a law would have to be so flexible as to be unworkable and would mean either that the law would have to give a disproportionate amount of time to discussion or would cut down on the volume of public discussion. Wheeler, on the other hand, insisted that the problem can be worked out, meaning that a workable law can be drafted.

Trammell will continue his testimony on the White-Wheeler bill again today.

# "Pearl Harbor" 1941 and Radio Ready

# Newest Radio Success Story— Pure Music—No Commercials

# RKO Studies Reaction To Film For Tele Use

*(Continued from Page 1)*

Normal operations and the that beset the industry are those of all industry as radio. On Dec. 8, 1941, RADIO DAILY read: Breaks War News . . . again came to the front after 2 p.m. yesterday on (Sunday) giving the its first intimation of the on U. S. territorial pos- Major networks and throughout the country on a 24-hour basis and have presenting a full round of ever since. Web officials ately offered all facilities ident Roosevelt and all at key stations and trans- were on the alert. Micro- will be installed at the of Congress at 12:30 p.m. Only restrictions imposed have come from FCC an Fly who ordered all licenses off the air un- led for emergency service. cent radio news in RADIO reveal such headlines as: ers the War—All web pro- board to bring public first- information. Treasury Dept. ick Change of Copy For dio. . . No Immediate Cen- cted By the FCC. . . Major Outlets Go Limit In War Unions in Radio Field Align Co-Op. . . Air Clents Op- No serious budgets changes say leading agency execu- Advertising's Role Stressed et. . . FCC Assigns Liaison. hole Industry Mobilized ent the first several days the sneak attack on Pearl By Dec. 12, five days later, nes said: Industry Settling tmost Care in Handling om there on radio's role in s history, history of the sort ws unselfish motives and ds good today. o two years since Pearl Har- branched out to all parts e world with its own staffs of dents; has given of its time t in the hundreds of mil- dollars each year and has

*(Continued from Page 1)*

Month Club, through its president, Harry Scherman, goes on record as being highly gratified with over 30,000 letters of requests for the program booklet, each request with no exception, being part of a letter of thanks and appreciation for the fine program and method of presentation.

Program which got under way over WQXR last month drew tremendous mail from the start, reaching over 30,000 in about three weeks, is a seasonal series of concerts given under the auspices of the New Friends of Music, of which I. A. Hirschmann, is president. These concerts are given each Sunday evening at Town Hall, New York. Patrons are subscribers who buy out the house for each cycle without ado. Purpose of the organization which is in its eighth year, is to present pure chamber music, playing up the music and not the soloists or instrumentalists, although these are always famed artists. It does not operate for profit.

In past sessions the Blue Network picked up a half-hour of the New Friends of Music, as a sustaining show, and had scheduled it around 6 p.m. Sunday evenings.

In making the agreement for the Book of the Month Club to sponsor the New Friends of Music concerts, four basic points were put into effect by mutual consent. Two others were also agreed upon. These items were:

1. No books sold over the air.
2. Concerts to be broadcast in their entirety.
3. Under no condition is there to be interruption for commercial or other announcements.
4. Limited reference to the Book of the Month Club.
5. No musical annotation on the air; Beethoven for instance, stands on its own.
6. Discussions during intermission pertain only to literature.

Time used on WQXR is Sunday evening 5:30-7 p.m., EWT and short intermission is devoted to discussion of books in general, with no specific reference to Book of the Month Club offerings. Only offer is that of the New Friends of Music current publication with program notes and listing of the current Beethoven cycle which is gratis. Only reference in this

book to the sponsor is a few lines in the foreword by Ira Hirschmann which reads: ". . . Now through the radio, this audience will be even larger. The Book of the Month Club, largely through the interest of its president, Harry Scherman, has undertaken the sponsorship of this Beethoven Cycle over WQXR in a manner that befits the music and the auspices. The Club has agreed to broadcast the concerts in their entirety without interruption to the music for commercial announcements—as nearly as possible in the spirit of the concerts themselves in Town Hall.

"We are honored to have so worthy a colleague in the effort to present the best of music and literature to more people." Messrs. Hirschmann and Scherman appear to have the same idea about the program. The former merely says he is highly gratified that the Book of the Month Club is "doing a superlative job of maintaining the level and spirit of music" and being offered on that basis—sans advertising. Scherman, modestly says in effect that such a program of music possibly has no commercial value and that it would be "bad advertising" at any rate to sell subscriptions or anything else on such a show. However, he feels that considerable good will has accrued to his organization as a result of the program.

*(Continued from Page 1)*

to get the viewpoint of prospective sponsors, he found: "There are some national advertisers who would be willing to make appropriations right now to reduce programs to film, if they could find a formula whereby the material could be usable once telecasting starts."

Filming of entertainment for future tele use has been in the wind lately. Austrian's opinion is that a feasible project would be a serial picture, "which would eventually be shown in weekly or semi-weekly installments of one reel."

**Much Client-Money Ready**

Reaction to tele among agencies and advertisers contacted so far in the RKO survey has elicited no negative replies as to the suitability of sight and sound as an advertising medium, it was learned. A number of clients are ready to spend some money at present, Austrian disclosed, if they can be told how.

"Some agencies have not given any time to the study of television as a supplementary advertising medium," said the RKO tele consultant.

When questioned about RKO's interest in theater television, Austrian stated: "Successful theater television will depend on the availability of wire hookups and satisfactory and economical television equipment."

**EVER DELIVERS FOOD**  
**EVER DELIVERS SALES**  
*KLZ Delivers*  
**The DENVER MARKET**



**KLZ-DENVER**

been instrumental in selling billions of dollars in war bonds. All of which is apart from the cooperation with the many government agencies on allocation of educational programs such as nutrition, morale, scrap drives, civilian defense and a strict administration of a voluntary code of censorship, and the hundred and one other items closely connected with the Drive to Victory.

Two years after Pearl Harbor, radio finds itself in an enviable position of wholehearted accord with all agencies prosecuting the war, a monumental record of achievement equalled by no other industry not engaged directly in war material production.

**If You Value  
The Opinion of—**

**Dorothy Doran**

**Radio Editor,  
Beacon-Journal,  
Akron, Ohio**

Watch for Results of  
Radio Daily's 7th  
Annual Radio Editor's  
Poll.

★ ★ ★ COAST-TO-COAST ★ ★

— ARIZONA —

PHOENIX—Latest addition to the KOY continuity staff is Daisy Johnson, radio newcomer, whose first two assignments are the writing of KOY's "An Open Letter to a Man in Service" and a new series of dramatic features based on the history of local communities...

— CONNECTICUT —

HARTFORD—Sweetheart Soap has renewed its sponsorship of WTIC's 8 to 8:15 a.m. news for the fourth consecutive year. Company has again scheduled the Monday, Wednesday and Friday newscasts through the Franklin Bruck Advertising Corp...

— NORTH CAROLINA —

CHARLOTTE—A. D. Willard, Jr., WBT general manager, has taken on the job of organizing Christmas entertainment for the three to six thousand servicemen and women who will be wined and dined by citizens of Charlotte at a tremendous Christmas Canteen party...

— WASHINGTON —

YAKIMA—Six different sponsors are behind KIT's "Mrs. Santa Claus Broadcasts" this year. The simulated shopping service features Mrs. C. W. Cash, veteran broadcaster from KFAR, Fairbanks, Alaska, who conducted the "Woman's Radio Journal" on that station for two and a half years...

— TEXAS —

SAN ANTONIO—"Rental Service" is the title of a new series on KABC, aired Tuesday through Saturday at 11:45 a.m. Program lists items that listeners may want to buy, sell or rent, as well as items wanted. John W. Scott, KABC news editor, is being sponsored in a quarter hour series Monday through Saturday by the San Antonio "Express" and "Evening News" local a.m. and p.m. dailies.

— WISCONSIN —

MILWAUKEE—Russ Winnie, WTMJ-WMFM assistant manager and sports announcer, inaugurates his sixteenth consecutive year of miking for the same sponsor when he starts airing the University of Wisconsin basketball games this year.

— NEW YORK —

BROOKLYN — Roger Wayne, WLIB's production director has reported to the Navy... Murray Jordan has been selected by the Meyers "1890" Beverage Co. to emcee their "Tunes of the '90s" on WLIB...

— MASSACHUSETTS —

BOSTON — WBZ and WBZA (Springfield) are inaugurating a new Army show this Saturday dedicated to the New England Sector. Idea is to depict life in a typical New England camp, and show will revolve around activities of four soldiers from different parts of the country...

— PENNSYLVANIA —

PHILADELPHIA — George Steinhardt, WFIL engineer, reports to Uncle Sam on December 18... Don Martin, WFIL production manager, has been named a member of the Advisory Board of the American Theater Wing War Service...

— TENNESSEE —

MEMPHIS—Airline Insulating Co. is backing "Let's Have A Laugh," new show on WMPS featuring unusual stories in the news, at 9:15 a.m. across the board. Bob Neal narrates...

— GEORGIA —

ATLANTA—"Your Rendezvous Loveliness" is being aired twice over WGST under the sponsorship of Haley-Stewart Electrical Company. Quarter-hour show consists of classical and light salon selections...

— UTAH —

SALT LAKE CITY—New idea conceived by KSL radio editor Barratt Chadwick was recently to the Dinwoodey Film Co. Titled "Stars in Your Window" weekly show tells the story of one of the service stars found in windows of so many American homes...

W QUESTION

X Why do so many New York listeners prefer WQXR's Estelle Sternberger for inside news of Washington?

ANSWER: Because she's everything: a traveled, cosmopolitan background, a keenly analytical mind, a fine mike style, and a remarkable understanding of the people and events which make news the "WASHINGTON FRONT."

Catch her program — 10 min. Mon. through Fri., 5:15 P.M. Then inquire about inexpensive sponsorship now open!

730 Fifth Ave., New York 19, N.Y. Circle 5-5566

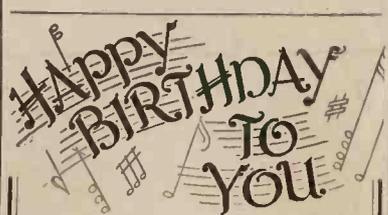
BORDEN'S MILK

(through Young & Rubicam), after a 13-weeks' test of Radio Station WLIB, has renewed contract. There MUST be a reason... we reach a market that none of our contemporaries consistently serve.

We'll be glad to quote you rates. NEW YORK'S



RKO Bldg., N. Y. C. Buckminster 7-5900



December 8

John Babb Frankie Basch Howard Meighan Elaine Melchior Mary Patton



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



25, NO. 46

NEW YORK, N. Y., THURSDAY, DECEMBER 9, 1943

TEN CENTS

# Points For Lawmakers

## Broadcasters Confer In Chicago

Chicago—Submission of a comprehensive engineering report on frequency modulation broadcasting highlighted a meeting of members of Broadcasters, Inc., yesterday at the Drake Hotel. Approximately 60 members of FMBI heard the report, which was referred to the FM panel for radio technical planning board further action.

The FMBI membership also approved a motion to hold a two-day meeting in New York on or about (Continued on Page 7)

## Cosby WINS Manager; Sales Post To Adams, Jr.

Frederic G. Cosby, well known radio west radio official has been appointed general manager of WINS, East Radio outlet in New York, effective Dec. 13. Cosby for many years was an executive in St. Louis at various circles, coming to New York from KXOK. He was formerly manager of KWK, also in St. Louis. WINS has been more or less under supervision of E. M. Stoer, general manager for Hearst Radio, Inc. since (Continued on Page 2)

## Lonely Women' Changing To 'Today's Children'

"Lonely Women," sponsored by General Mills over the full NBC network 2:15-2:30 p.m., EWT will have its name changed to "Today's Children" effective Dec. 13. Serial is written by Irna Phillips and it was felt (Continued on Page 2)

## Yuletide

Yuletide will be ushered in by the Blue Network with a Christmas message shortwaved from the Archbishop of Canterbury at 8:15 p.m., EWT. Two hours later a service show, "Christmas With the Armed Forces," will include a broadcast from Italy and hookup between servicemen in London and their families here, and pickups from U. S. camps and hospitals.

**It Dood It!**  
Reports yesterday told of a Soviet warplane ranging over the sea and knocking off two vessels of the Nazi navy. The most interesting part of the communique, however, was the news that the plane had been bought, paid for and donated to the Soviet Government some time ago by none other than Red Skelton, comedian whose programs are heard over the NBC network.

## FCC's Spokesmen Heard By Lea Com.

Washington Bureau, RADIO DAILY  
Washington—The staff of the House Select Committee investigating the FCC was charged yesterday with distorting testimony given in its private session by Jacques Downs, librarian for the FCC's Foreign Broadcast Intelligence Service. Downs, appearing before the committee yesterday morning denied portions of a resume of the interview held between him and (Continued on Page 5)

## Westinghouse Party To Celebrate KDKA Sales

Pittsburgh—A new sales record will be celebrated and the station-office personnel and entertainers who have participated in mammoth bond-selling activities will be feted when Lee Wailes, manager of Westinghouse Radio Stations, Inc., tosses a party at KDKA tonight. The record was set (Continued on Page 2)

## RCA Against AFM-Decca Pact; Will Not Sign New Contract

## KGNF Will Be KODY To Honor 'Buffalo Bill'

Omaha, Nebr.—The spirit of "Buffalo Bill" Cody will hover over the Nebraska plains again when WOW takes over KGNF, North Platte. The FCC has granted John J. Gillin, Jr., and WOW, Inc., permission to call the new outlet "KODY" in honor of (Continued on Page 2)

## Niles Trammell, NBC's Prexy, Details Suggestions To ICC For New Laws; Asks Relief From The FCC Now

### TRAMMELL'S NINE POINTS

Washington Bureau, RADIO DAILY  
Washington—Niles Trammell, president of NBC, detailed the following nine points for consideration in drafting radio legislation:

1. Guarantee, by definite declaration, that radio broadcasting has full rights under the 1st amendment to the constitution.
  2. Prohibit the licensing authority from exercising any business or program control of broadcast station operation.
  3. Provide for long term or permanent licenses, subject only to revocation for specified causes.
  4. Provide that the license for a broadcasting station may be revoked only by government suit in the Federal court where the station is located, with trial of the facts by jury; with the government authorized to prosecute such complaints only for specified causes such as those now provided in the Communications Act. (Trial to be held in licensee's own state).
  5. Eliminate any right of the Commission to administer the
- (Continued on Page 7)

Washington Bureau, RADIO DAILY  
Washington—Nine specific suggestions for new radio legislation were presented the Senate Interstate Commerce Committee yesterday by NBC President Niles Trammell, concluding his testimony on the White-Wheeler bill after two appearances. Illness of Senator Wheeler, committee chairman, prevented some of the objections to portions of Trammell's statements which the Montanan would almost certainly have raised, but there was a good deal of questioning (Continued on Page 6)

## Blue Will Preview Boston Symphony

Prior to assuming sponsorship of the Boston Symphony on the Blue starting Sat. Dec. 25, at 8:30-9:30 p.m., EWT the Allis-Chalmers Mfg. Co. will hold a closed circuit program on Tues. Dec. 21, for the benefit of its branch managers and tractor dealers throughout the country. Closed circuit meeting will run 15 minutes (Continued on Page 5)

## Plan Class Room Tele For Chicago Schools

Chicago—The Radio Council of the Chicago Public Schools is planning a weekly schedule of experimental programs for class room use over (Continued on Page 2)

**Service!**  
Ethel Kirsner of CBS press information and Helen Bratrud, the web's Woman's editor, have gone into "business"—a personal shopping bureau—just for the boys "so busy seeing that Columbia Broadcasting System is spelled right," that they don't have time to get the little woman that Santa Claus package. P. S. No commission charges, no black market, no nylons.



Vol. 25, No. 46 Thurs., Dec 9, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Wednesday, Dec. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157	156 7/8	156 7/8	.....
CBS A	23 1/2	24	23 1/2	.....
CBS B	23 1/2	23 3/4	23 1/2	.....
Crosley Corp.	16 1/2	16 3/4	16 1/2	.....
Farnsworth T. & R.	10 1/4	9 3/4	10 1/4	.....
Gen. Electric	37 1/4	36 3/8	37 1/4	+ 3/4
Philco	23 3/4	22 1/2	22 3/4	+ 1/4
RCA Common	9 3/4	9 3/4	9 3/4	+ 7/8
RCA First Pfd.	71 1/4	71 1/4	71 1/4	+ 1/2
Stewart-Warner	11 1/2	11 1/8	11 1/2	+ 1/2
Westinghouse	93 7/8	93	93	- 3/4
Zenith Radio	33 3/4	32 5/8	33 3/4	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	3	3	3	
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OVER THE COUNTER

WCAO (Baltimore)	Bid	Asked
	20 1/2	24
WJR (Detroit)	30	

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"Radio At War" is the title of a new film which RCA will make available for release to schools, colleges and civic organizations shortly after Jan. 1. Picture depicts radio's role in World War No. 2.

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Coincidental with the appointment of Cosby, the station announces the re-organization of the sales department, with J. Trevor Adams, Jr., as sales manager. Adams has been with the station for several years. Jerome M. Layton, formerly advertising manager of Crawford Clothes and W. H. Losee, formerly with the Branham Company, have been appointed to the WINS sales staff.

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(Continued from Page 1)  
that the new title will fit wartime and post-war conditions better than the original name. Blackett-Sample-Hummert is the agency.

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Press Association editors' views will feature tonight's broadcast of the "Commentators' Round Table" over WHN, New York, at 8 p.m. Discussion of "Are We Getting Enough News?" will be conducted by Sid Walton, the Loew outlet's news director, with guests Walton A. Cole, joint news manager of Reuter's (London); Charles Honce, AP general news editor; Phil Newson, UP radio news manager, and John C. Oestreicher, INS foreign editor, in addition to an augmented panel of WHN analysts Paul Sullivan and George Hamilton Combs, Jr. A press dinner at the Astor Hotel will precede the airing.

## Samuels Gets WHN Post

Hartley L. Samuels has been appointed director of advertising and sales promotion of WHN, New York, according to an announcement by Herbert L. Pettey, director of the Loew station. Samuels succeeds Herbert Chason, resigned, who has formed the Surety Advertising Company. Formerly in the CBS promotion department, Samuels has been director of promotion for the Atlantic Coast Network and WOV, New York, during the past 14 months. He begins his new duties Monday.

## COMING and GOING

ARCH SHAWD, general manager of WPT Blue Network outlet in Toledo, who has been in town on business for the past few days leaves today for the home offices.

CARL BURKLAND, station manager of WTO CBS-owned outlet in Washington, D. C., visitor yesterday at the headquarters of the network.

SEYMOUR KORMAN, who has covered the African and Italian campaigns for Mutual, returning to the States for a short vacation. JACK THOMPSON will replace him.

NORMAN E. BROWN, commercial manager and sales promotion director of WSUN, affiliate in St. Petersburg, has arrived from Florida for a few days on station and network business.

WALLY ARMOUR, musical director of CFMT Toronto, is visiting briefly in New York. The Canadian station is an outlet of CBS.

RALPH EDWARDS will broadcast "Truth Consequences," his NBC network program, from Brookfield, Mo., on Saturday.

HAROLD R. KRELSTEIN, commercial manager of WMP, Memphis, Tenn., is conferring with the week at the offices of the Blue Network.

RHODA MAGID, of BBC's traffic department leaves for Chicago tomorrow, where she will visit the Windy City office and BBC and will consult with officials of WLS.

MRS. WILLIAM BROEG, who plays "Mother Parker" on the "Food Fair" local program heard over WEEI, Columbia's O & O outlet in Boston, is spending some time in New York. She is accompanied by GORDON NORRIS, account executive of the station.

WALLACE A. WALKER, station manager of WJHP, Jacksonville outlet of the Blue, leaves Saturday afternoon for Florida following a few days in New York.

MAURICE ROCCO, pianist heard on the "Hall of Fame" program last Sunday, is scheduled to arrive next Monday in Hollywood to play a role in Paramount's forthcoming "Incendiary Blonde."

NATHAN FRANK, commercial manager and sales promotion director of WCBT, the Blue Network's affiliate in Roanoke Rapids, N. C., is in New York on station and network business.

## NEWS ALL AROUND THE CLOCK

Some good five minute AP News periods available on Station W-I-T-H... cost is very low, results very good. Subject to prior sale, so better wire collect today.



IN BALTIMORE  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

WISE MANAGEMENT BEST GUARANTEE

"If you'd hear a commentator,  
Or a band or a narrator,  
The best in forty-three  
Are on WMBG—  
And I'm no prevaricator!"  
For the best in '43, stay tuned to WMBG

NBC Richmond, Va. NBC

## 20 YEARS AGO TODAY

(December 9, 1923)  
Vincent Lopez is winner of New York survey as "the undisputed champion of all radio orchestra leaders"... others following in order are Lucky Strike, Paul Specht, Astor Hotel Orchestra... WHN is carrying "Harry Richman in His Own Songs"... S. P. McMinn, progressive amateur, (now a magazine editor) suggests a squeal-less week... noises from regenerative sets, he claims, are giving listeners a headache.



## 1 MINUTE OPENED IT 7900\* TIMES!

One minute on *WOV*...

The Ronzoni Macaroni Company are the sponsors of *The Second Wife*...broadcast, like all *WOV*'s daytime programs, in Italian. Recently they offered listeners a ration-book holder during an incidental 30-second announcement on their half-hour program. The following day another announcement was made. Again casual. Again 30-seconds. That's all. Two announcements . . . 1 minute.

Four weeks later 7900\* replies had come in! More were arriving every day.

Ronzoni, for all their 593 consecutive weeks on *WOV*, were the happiest sponsors you ever saw. We were happy too. But unsurprised. For *WOV*'s dominance of the New

York Italo-American market is an old, old story. One that has opened many mail-boxes (and cash registers) for our 41 Italian-language clients.

*WOV* can open them for you too!

*\*There's no sense fibbing...it was really 7920*

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLVRA, NAT'L. REP.

# WOV

NEW YORK



Vol. 25, No. 46 Thurs., Dec 9, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

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## Press Round Table On WHN Tonight

Press Association editors' views will feature tonight's broadcast of the "Commentators' Round Table" over WHN, New York, at 8 p.m. Discussion of "Are We Getting Enough News?" will be conducted by Sid Walton, the Loew outlet's news director, with guests Walton A. Cole, joint news manager of Reuter's (London); Charles Honce, AP general news editor; Phil Newson, UP radio news manager, and John C. Oestreicher, INS foreign editor, in addition to an augmented panel of WHN analysts Paul Sullivan and George Hamilton Combs, Jr. A press dinner at the Astor Hotel will precede the airing.

## Samuels Gets WHN Post

Hartley L. Samuels has been appointed director of advertising and sales promotion of WHN, New York, according to an announcement by Herbert L. Pettey, director of the Loew station. Samuels succeeds Herbert Chason, resigned, who has formed the Surety Advertising Company. Formerly in the CBS promotion department, Samuels has been director of promotion for the Atlantic Coast Network and WOV, New York, during the past 14 months. He begins his new duties Monday.

## 20 YEARS AGO TODAY

(December 9, 1923)

Vincent Lopez is winner of New York survey as "the undisputed champion of all radio orchestra leaders"... others following in order are Lucky Strike, Paul Snecht, Astor Hotel Orchestra... WHN is carrying "Harry Richman in His Own Songs"... S. P. McMinn, progressive amateur, (now a magazine editor) suggests a squeal-less week... noises from regenerative sets, he claims, are giving listeners a headache.

## COMING and GOING

ARCH SHAWD, general manager of WTC Blue Network outlet in Toledo, who has been in town on business for the past few days leaves today for the home offices.

CARL BURKLAND, station manager of WTC CBS-owned outlet in Washington, D. C., visitor yesterday at the headquarters of network.

SEYMOUR KORMAN, who has covered African and Italian campaigns for Mutual, returning to the States for a short vacation, JACK THOMPSON will replace him.

NORMAN E. BROWN, commercial manager and sales promotion director of WSUN, B affiliate in St. Petersburg, has arrived for Florida for a few days on station and network business.

WALLY ARMOUR, musical director of CFF Toronto, is visiting briefly in New York. T Canadian station is an outlet of CBS.

RALPH EDWARDS will broadcast "Truth Consequences," his NBC network program, from Brookfield, Mo., on Saturday.

HAROLD R. KRELSTEIN, commercial manager of WMPG, Memphis, Tenn., is conferring this week at the offices of the Blue Network.

RHODA MACID, of BBC's traffic department, leaves for Chicago tomorrow, where she will visit the Windy City office and BBC and will consult with officials of WLS.

MRS. WILLIAM BROEG, who plays "Mott Parker" on the "Food Fair" local program heard over WEEL, Columbia's O & O outlet in Boston, is spending some time in New York. She is accompanied by GORDON NORRIS, a count executive of the station.

WALLACE A. WALKER, station manager of WJHP, Jacksonville outlet of the Blue Network, is in New York for Florida following a few days in New York.

MAURICE ROCCO, pianist heard on the "Hall of Fame" program last Sunday, is scheduled to arrive next Monday in Hollywood to play a role in Paramount's forthcoming "Incendia Blonde."

NATHAN FRANK, commercial manager and sales promotion director of WCBT, the Blue Network's affiliate in Roanoke Rapids, N. C., is in New York on station and network business.

## NEWS ALL AROUND THE CLOCK

Some good five minute AP News periods available on Station W-I-T-H... cost is very low, results very good. Subject to prior sale, so better wire collect today.

## W-I-T-H



## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

## WISE MANAGEMENT BEST GUARANTEE

"If you'd hear a commentator, Or a band or a narrator, The best in forty-three Are on WMBG— And I'm no prevaricator!"

For the best in '43, stay tuned to WMBG

## NBC Richmond, Va. NBC



## 1 MINUTE OPENED IT 7900\* TIMES!

One minute *on WOV*...

The Ronzoni Macaroni Company are the sponsors of *The Second Wife*...broadcast, like all WOV's *daytime* programs, in Italian. Recently they offered listeners a ration-book holder during an incidental 30-second announcement on their half-hour program. The following day another announcement was made. Again casual. Again 30-seconds. That's all. Two announcements . . . 1 minute.

Four weeks later 7900\* replies had come in! More were arriving every day.

Ronzoni, for all their *593 consecutive weeks* on WOV, were the happiest sponsors you ever saw. We were happy too. But unsurprised. For WOV's dominance of the New

York Italo-American market is an old, old story. One that has opened many mail-boxes (and cash registers) for our 41 Italian-language clients.

WOV can open them for you too!

*\*There's no sense fibbing...it was really 7920*

# WOV

NEW YORK

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLVRA, NAT'L. REP.

LOS ANGELES

By RALPH WILK

**K**ATHERINE CARR, KNX newscaster, has a rising early morning audience. Letters of appreciation have been pouring into Columbia Square from farmers, war workers and early morning risers from Wyoming, Montana, Nevada, Idaho, California, Arizona and New Mexico, expressing approval of her diversified folio of news.

Musical Director Carl Hoff has composed the theme song, "In Time To Come" for the United Airlines' show of the same title and it will soon be published.

Anybody looking for Larry Keating on a Wednesday need only have admittance to NBC studios and a good ear. Wednesday is the day that "Scramby Amby" is rehearsed. Larry, who is the man who acts out the "daffy definitions" as well as announcements, has a voice that carries a block. Usually, his "bit" in the definition dramatized requires him to use it. Result is that anyone can track the popular announcer down in five seconds flat.

Roy J. McKee, president of McKee & Albright, Inc., arrived in town over the week-end for conferences with the local office on the Joan Davis Sealtest program.

Recent additions to the KMPC personnel include Publicity Director Willard Hapes, formerly of Colorado Springs; Announcer Bob O'Connor, formerly with WLS, Chicago; Account Executive Ben Edson.

Ted Bliss, producer of "Dr. Christian," celebrated Armistice Day by passing around the cigars and candy to celebrate the birth of a six pound, 7½ ounce daughter to his wife, Rose.

Wayne Steffner, manager of the CBS offices in San Francisco, has returned to San Francisco, following conferences with D. W. Thornburgh, vice-president in charge of the Pacific Coast Division of CBS.

Genial Harry Von Zell, one of the busiest announcers on the Coast, has been assigned announcing duties on "Silver Theater."

Jimmy Cash, vocalist of the Burns and Allen show, has one of the world's politest secretaries—and all for free. Calls at the Cash residence are frequently answered by a dulcet voice which says, "Yes, thank you, you may speak to Jimmy Cash, if you please." The model "secretary" is Jimmy's little six-year-old daughter, Berta Sue.

Al Span, KNX-CBS sound effect chief, has announced that Dave Light, who recently saw duty with the merchant marine, has been added to the department as a senior sound effects engineer.

MAIN STREET

WITH *Ol' Scoops Daily*

Unscrambled Notes !!!

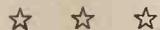
● ● ● Good question is that posed by Roy Harlow of BMI..... who wants to know why radio is so modest..... because, he points out..... the Domestic Bureau of the OWI recently announced that Radio's Contribution as being at the rate of \$103,000,000 per year..... Too bad, opines R H that the public isn't told about this..... and while every station is thankful for the opportunity to serve..... it's nice to receive bouquets while we can appreciate them..... looks as though it could be a little job for the NAB..... and then again maybe Radio is just too busy aiding war effort to stop and blow its horn..... most painless way of getting to know additional ways and means of aiding the war effort..... or at least obtain a reminder..... is the type of message worked into the Fibber McGee & Molly programs..... and better yet Tuesday night was the one injected by Red Skelton..... even a "mean little boy" proved he could help a soldier get on a train..... and it was one of the best scripts Skelton and La Hilliard have used in some time..... especially so since the program tied in with the studio audience comprised of railroad men to great extent..... all of the comedians went great guns Tuesday night and it would seem that Tuesday Night Comedy Night advt..... which starts with Burns & Allen on CBS 9 p.m..... should move back a half hour and take in Duffy's on the Blue..... Ed Gardner and Bing Crosby really had themselves a clambake..... a natural follow-up to Bing's father having been on the program the week before..... however they say that you can still hear 'em laughing in the CBS playhouse that played Phil Baker's "Take it or Leave It" Sunday night..... radio's oldest inhabitant says the kid contestant inadvertently stopped the show for eight minutes as far as he was concerned..... little wow now and then never hurts.....



● ● ● Andre Kostelanetz returns from the Coast this week in time to conduct his regular Sunday afternoon show for Coca Cola..... the maestro made two very successful appearances as guest conductor of the San Francisco Symphony Orchestra..... Kosty will make additional guest appearances in course of the season..... "Fortunatus' Cap," distinctive musical show heard Wednesday afternoons on WJZ-Blue is easy on the ear entertainment with an original theme..... Marjorie Knapp ("Of Star and Garter") is now a regular feature of the "Full Speed Ahead" program on Mutual..... Miss Knapp has certainly developed into a real little star and is worth watching..... for she'll have her own show before long..... Merle Pitt started his eighth year as musical director for WNEW..... where his orchestra is featured 24 times weekly..... General Motors dines Leopold Stokowski this noon at the Ambassador..... the conductor starts a series of 12 concerts with the GM Symphony, this Sunday..... Toscanini will return in the Spring..... Tomorrow CBS dines Eric Severeid, its foreign correspondent just back from the Far East..... Eric, you may remember some months back, had to bale out of a plane over a Burma jungle where he spent a month getting back to civilization, along with others in the group.....



● ● ● Harry McNaughton of the Crazy Tom Howard and Lulu McConnell Organization better known as "It Pays to be Ignorant" (Monday nite on WOR and Friday nites with Kate Smith-CBS) takes nobody's word for the number of laughs in the show..... after the show he dashes to Bleek's, spreads out his scripts and chalks up his own Crossley..... what other show, says Harry, runs up 128 laughs in no time at all..... many of them ad lib..... McNaughton at the same time dopes out ponderous questions such as "What famous General is buried in Grant's tomb?"



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

**T**WO program renewals highlight the business week at WMAQ. The Chicago "Sun" placed a direct 5 week renewal of its air edition with Myron Wallace, aired seven nights week from 11:00 to 11:10 p.m., CW Renewal is on a reciprocal basis and became effective Nov. 29. The other WMAQ renewal was Happy Jack Turner's program, Mondays through Fridays from 5:20 to 5:25 p.m., CW Turner is sponsored by Kitchen A Foods, Inc., through Earle Ludgin and Company. The 13-week renewal will be effective Dec. 6.

Roy Rowan, formerly with station WKZO, Kalamazoo, Mich., and more recently with the Buffalo, New York station WKBW, has joined the WG announcing staff.

Richard Harkness, NBC commentator in New York, will be in Chicago next week to speak at a meeting of the American Farm Bureau Federation.

A new 30-minute program of romantic songs by Robert Saber and chatter by Johnny Betts made its debut on WGN Monday, Dec. 6 (2:30 to 3:00 p.m., CWT). Series is sponsored by Ru-Ex Company, St. Paul, Minn., through United Advertising Company, Inc., Chicago.

Sam Cowling, guitarist of the Three Romeos, has been signed as a regular member of the Blue Network's Breakfast Club cast. Sam will be heard three times a week as heckler and confidante of emcee Don McNeill.

Henry Geise, former WLS forecaster, who set many records for accurate weather prophesying before he became a U. S. Marine four months ago, recently visited WLS studios and described his military training on one of Ervin Lewis' news broadcasts. Harry has completed his primary training at the San Diego Marine Base and has transferred to the Marines School of Airology at Lakehurst, N. J.

STATION OWNERS... ATTENTION!!

A seasoned executive, now employed, and regarded by the industry as one of the top salesmen in the country—seeks general or commercial manager's berth. Record of accomplishment with outstanding independent stations known to most successful station operators. Complete knowledge all phases of commercial radio—from music to production. College trained, draft exempt. Current income high, but opportunity paramount now! My employer knows of this ad.

Address Box 775  
RADIO DAILY  
1501 Bdwy., New York 18, N. Y.

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

# 's Spokesmen Heard By Lea Com.

# RCA Against AFM-Decca Pact; Will Not Sign New Contract

# Blue Will Preview Boston Symphony

(Continued from Page 1)

S. Barger, committee investigator last May, and declared that he had not taken notes during the interview, as stated by Barger. Barger's report of the interview declared that Downs had termed the analyses of foreign propaganda "less," that he had said the FBIS would abolish the analyses. It also reported that Downs had charged Ensign Harold Graves, USN, as an experienced young self-seeker named as "front man" with the mission chairman for FBIS director Albert E. Leigh.

Downs was certain he had not said such things.

**Reads Letter from Duty**

Yesterday's session before the committee opened, Committee Counsel Eugene L. Garey read into the record a letter he had received from Mr. Duty, former employe in the Radio Intelligence Division, charging the RID with inefficiency, lack of cooperation with the Navy, and several other faults. It was later stated that Duty, having left the commission in February, 1942, because he was not given a substantial amount of money he had asked, had sought re-employment as Commission employe as of April, 1942, but because he was asked a higher salary than he was considered entitled to, he was not re-employed again. It was only after he had turned down that he began to become aware of all the "faults" in the RID, and administration it.

**Former FBIS Man Testifies**

Thomas A. Moore, former administrative officer for FBIS and now executive director for Libby, McNeil & Libby, also was on the stand briefly, testifying that inefficiency was the rule in the FBIS analysis section. The section, he said, is staffed with "professionals" with no particular fitness for the work. In general it is inefficient, but could not go into detail because Moore left FBIS in September, 1942, having been with the office for only a few months.

Graves was then called, and after questioning by Barger could not say in any way he made a statement in the record of his qualifications for the job he held at FBIS before being transferred to the Navy in August. After

(Continued from Page 1)

ians, with the important difference being that disposition of the funds realized on royalty are entirely at the behest of the union. He suggested revision of the copyright laws.

If the AFM can move in this way and demand a royalty on sales, Trammell said, in response to questioning by Senator D. Worth Clark, Idaho Democrat, they might next demand a percentage of profits. "Rather than establish the principle of paying money in to the union with no proper accounting of those funds," he continued, "we'd rather go out of the record business."

Senator Ed. H. Moore, Oklahoma Republican, characterized the AFM terms as "legalized blackmail." Clark, chairman of the subcommittee which held hearings on the AFM recording ban last summer, then declared that RCA and Columbia are at a disadvantage in competing with Decca, and asked if there was anything which Trammell could suggest for inclusion in new radio legislation which might help to clear up the recording situation.

Trammell replied that a sound solution might be a revision of the Copyright Laws requiring payment of

his college career—at Princeton and Columbia—he said, he worked briefly in foreign research for the "Literary Digest" and then for three years as an editor of "Pathfinder Magazine," specializing in foreign news. In 1939, he continued, he was chosen to organize the Princeton Listening Center, connected with the university and financed by the Rockefeller Foundation. He left after 15 months to aid in the establishment of FBIS in March 1941, and served as acting director of the agency until Dr. Leigh was appointed, in June of that year.

Questioning of Graves had barely begun when a roll-call vote was announced for the House chamber, and the session was put over until today.

**Tuesday Session Stormy**

Yesterday's session followed a heated executive session by the committee Tuesday afternoon, with at least one member and Garey arguing for admission of evidence obtained in private hearing by members of the committee staff. Garey was present in the meeting, but it was reliably reported that he did not bring the matter up, and it is assumed that the mover was Representative Louis E. Miller, Missouri Republican and Garey's chief supporter on the committee.

Although Rep. Warren G. Magnuson, Washington Democrat, has indicated his intention to institute a move to oust Garey as committee attorney, he did not bring the matter up yesterday; in fact, if he has brought the matter up at all, it is simply by "telepathy," RADIO DAILY was told by one of his colleagues. Neither has chairman Clarence F. Lea brought the matter up lately.

(Continued from Page 1)

a fee by jukebox operators and broadcasters for each performance of a record, the royalty to be divided among the performer and the record company.

As yet, the War Labor Board has failed to reach any decision on the Decca contract, although it was discussed briefly in a board meeting last week. At that time, the contract matter was tabled pending receipt of fuller information. It appears certain that the board will demand safeguards as to the use of the royalty fund by the union.

## Philco Dividend

The Board of Directors of Philco Corporation yesterday declared a year-end dividend of twenty-five cents (25c) per share of common stock payable December 27, 1943, to stockholders of record December 17, 1943. This dividend brings total payments this year to one dollar per share, which was the dividend rate maintained by the company in 1940 and 1941.

(Continued from Page 1)

and heard only in studios of stations affiliated with the Blue.

Allis-Chalmers managers and dealers will be invited to the studios to listen to the program while the Boston Symphony trustees will listen with George E. Judd, manager of the orchestra, in the studios of WHDH in Boston. Special circuit program will originate in New York and Milwaukee, with Phillips Carlin, Blue vice-president, acting as master of ceremonies. Walter Geist, president of Allis-Chalmers, Mark Woods, head of the Blue and Gene Hamilton, commentator and announcer of the Symphony broadcasts will also be heard.

Sponsor has already inaugurated an extensive advertising campaign in magazines and newspapers to help build up an even greater listening audience for the symphony which will be heard over the complete Blue Network of 170 stations.

## Stork News

Trail, B. C.—Frank Fleming, production head of CJAT, is father of baby girl.

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

710 770 880 930  
WEAF WOR WJZ WABC WPAT

**WPAT**

**ON YOUR DIAL AT 93**

**WE LIVE IN A FASHIONABLE NEIGHBORHOOD**

As you can see from the dial...it's no effort at all for Mr. & Mrs. Listener to "drop in at our house"...and the first "visit" usually proves so enjoyable that dialing 93 soon becomes a habit.

**OUR HEAVY MAIL PROVES IT!**

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

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

## WANTED

### Production Man

major New York station seeks a good production man—preferably but not necessarily with experience at an independent station. Our staff shows of this advertisement. Box 779, Radio City, 1501 Broadway, New York 18, N. Y.

# 9 Points For Lawmakers

## Trammell Requests 'Encouragement' From FCC

(Continued from Page 1)

by other committee members. Trammell succeeded in handling their questions well for the most part, and obviously buttressed the network position in the current legislative picture.

Senator Clyde M. Reed, (R.) Kansas, questioned Trammell at one point on the terming of NAB as a "stooge of the networks," by FCC head James Lawrence Fly. Trammell suggested at first that Fly was merely being facetious, to which Reed replied that he had watched Fly closely and was certain he did not intend to be facetious.

### Re NAB Funds

Trammell insisted that he could not believe Fly thought 900 broadcasters were stooges for the nets. The charge, he said, is "an insult to the entire industry," an insult to the integrity and honesty of broadcasters. Reed promised that when Fly returns to the stand, he will ask him whether he meant to be facetious. Trammell then declared that Fly's charge is "not true and he knows it." He suggested that if Fly were to talk with station operators he'd know they are not stooges. "You try to work out a deal with the 'Kansas City Star' and you'll find out how independent they are," he added.

Acting Chairman James M. Tunnell, (D.) Del., then referred to the testimony of Commissioner Ray A. Wakefield (RADIO DAILY Dec. 7) and that portion where Wakefield spoke of the networks and a portion of the industry press "manufacturing fear" of the Commission. He asked Trammell to file with the committee an accounting of all funds paid by NBC to NAB and funds paid by NBC to "Broadcasting Magazine" within the last five years. Trammell agreed to furnish this information, suggesting also that the other networks and independent stations be required to do likewise. It was indicated that it would so be ordered.

### Suggests Relief Now

At the conclusion of Trammell's statement, Fred Weber, former MBS manager now with WDSU, New Orleans, made a brief statement. This morning will see John V. L. Hogan of WQXR, New York, and Bernard Smith, believed to be an engineer, testifying, with FCC chief engineer E. K. Jett scheduled for Friday. No reply has been received by the committee to Chairman Wheeler's invitation of last week that MBS and the Blue send witnesses before the committee, although it has been learned that Louis G. Caldwell, attorney for MBS, has been notified that he should not appear on behalf of the network.

Suggesting that if because of the war situation a complete revision of the radio law is not thought timely,

Trammell urged "a temporary legislative step" to halt "further government encroachment on the rights of the broadcaster and the listener," with more complete revision left until later.

Senator Ernest McFarland, (D.) Ariz., asked Trammell if he would favor having the industry draw regulations for itself, with the FCC to have a veto power, to which the NBC head replied that although the industry is capable of regulating itself, the veto power is too broad to be vested in a Federal commission. McFarland then declared that the industry can doubtless make good regulations for itself but has no way of enforcing them.

### Clark Query Re "Authority"

Senator D. Worth Clark, (D.) Idaho, then asked how much regulatory power Trammell thought the Commission should have, speaking at length on the bi-partisan composition of the Commission and declaring that although the word "political" has come to have a bad connotation all bodies of men, either public or in private industry, are in a sense political. The Commission, he said, may be overzealous, but is as near to an impartial body as we can have.

Trammell did not clearly answer Clark's question as to the amount of regulatory power the Commission should have, although he has indicated his ideas on that subject in other parts of his testimony. He said that if the Commission "would give to the industry the encouragement I think is due the industry, we would get along well together." He then added that Fly came before the Senate Committee and "called us names," referred to Fly's St. Louis description of NAB as a "a dead mackerel, both shining and stinking in the moonlight," and charged that NAB and the two major nets are, for Fly, "red herrings" to drag out when he's in a spot.

To Clark's query as to whether the net rules have worked out to the detriment of NBC, Trammell replied that they have in two instances — first the requirement that the Blue must be sold and, second, the obligation of the network to release some of its option time. Aside from these two instances, however, he said it is still too early to form fair judgment as to the effect of the web rules, adding that "they may be extremely harmful." He objects to the control over business practices which he says the commission has assumed, adding that he is greatly worried about future actions of the commission.

Trammell discussed the NBC news policy at length, demanding the preservation of freedom of the air for the American public and declaring the responsibility of broadcasters for "full and impartial presentation of news and public affairs and of men and events which affect the American

way of life." Radio, he said, can thus operate only if it "is kept free from government and bureaucratic control."

### News Impartial

NBC, he said, "broadcasts no editorial opinion on its own account and will not allow newscaster or commentator to reflect an opinion on the company's behalf." In addition, he said, NBC "labels and identifies opinion or editorial broadcasts by commentators and other speakers as distinguished from news reports." He introduced into the record brief biographical background of the 36 members of the NBC news staff.

At the instance of Senator McFarland, Trammell returned to this subject later, declaring that NBC commentators are not in any way spokesmen for the opinions of their sponsors. The network, he said, will not approve commentators for sponsorship unless it has confidence in their integrity.

After discussing NBC public service programs briefly, Trammell then entered a defense of soap opera, which he termed "a form of Americana, listened to by millions, who find in them both relaxation and inspiration. Today these daytime serials are also making a substantial contribution to the war effort, many of them with war and patriotic themes, and all of them carrying the various messages of information helpful to the American public and the Armed Services."

On the whole matter of programming and social aspects of broadcasting, Trammell declared that "self-regulation and not bureaucratic edict should control composition of the traffic. Public pressure exerted by the listener and the economic self-interest of the broadcaster argue that the responsibility for program service in the public interest belongs to the licensee."

### Government Control

On the general subject of regulations, Trammell declared that "government control of radio has only recently become a serious threat. Though the present Communications Act has many defects, the industry grew and flourished under it for years. What has happened to us lately is the result of excessive zeal on the part of bureaucracy to apply new social concepts to American industry. It hit radio a little late, but when it did, broadcasting got into trouble. The more successful broadcasting became, the more it attracted the attention of the bureaucrats, and the more opportunities it presented for exploitation by those in government who saw in broadcasting a powerful instrument to be used in remaking America. The infiltration of government control in broadcasting has been devious and gradual. Every pretext and excuse for extend-

## Decries Classification of Radio Trade as 'Public Utility'

ing these controls has been used. "The argument is now advanced that business control of broadcasting operations has nothing to do with program control. This is to say that he who controls the pocketbook controls the man."

### News Policy to the Fore

Here McFarland referred to the NBC news policy, asking Trammell to state that "he who controls the pocketbook controls the man" is not equally true in relations to commentators and advertisers. Trammell drew a denial from Trammell that advertisers could influence broadcasters in light of the current setup.

"Business control," he said, "means complete control and the no use arguing to the contrary. I believe that neither nation nor broadcasting industry can exist as it was said many years ago, 'half owned and half free'."

Pointing out that four members of the commission were previously engaged in public utility operation or regulation, Trammell deplored the "tendency to consider broadcasting as a form of public utility," despite specific statement in the Act that radio is not to be held a common carrier.

"Nearly every regulation enacted by the commission in recent years with the force of law has been of a kind and character that has come to be associated with public utility regulation," he said.

In conclusion the NBC head declared that, "broadcasting war immunity from laws that apply to other industries. It asks no favoritism from government. It requires no special treatment. It does not ask to be exempt from the operations of the Sherman Antitrust Law or the Clayton Act. It submits that restriction which would goosestep an industry, penalize ownership, discriminate against station owners, delay the introduction of new services and make it impossible for initiative and enterprise to undertake the post-war task of rebuilding and rebuilding which will be the American broadcasting industry is to destroy the business, shackles freedom and arrest the progress of the broadcasting art."

### "Radio Asks No Immunity"

"With radio in the United States under bureaucratic control of search, of enterprise, of business of program policies, I say broadcasting can become a Federal monopoly without government owning a share of stock in a radio station, having a single representative corporate management. Such po-

(Continued on Page 7)

## TRAMMELL'S NINE POINTS

(Continued from Page 1)

Trust laws and eliminate the "with penalty" for a violation of the laws, so that licensees will be subject to the same penalties as any one else for violation of Anti-Trust laws.

Separate the regulation of radio in the common carrier field from the regulation of broadcast. (Divide the Commission).

Provide that it be mandated on the government to issue experimental licenses and to encourage the development of new radio services.

Prohibit discrimination on the basis of occupation or business in the grant of licenses for broadcasting stations. (He suggested here that newspapers, labor groups or any others might be entitled to broadcast stations, provided they operate them in the public interest. Acting Chairman Trammell then asked who would determine whether the operation of these stations was in the public interest, to which Senator Hawkes, W. J., replied "the public." Trammell, however, suggested that the Commission was dissatisfied with the station operation and it could go into court and let the court decide. Trammell said this answer satisfactory).

Adopt the recommendations of the FCC Bar Association and NAB for revision of procedures of the law."

## Wheeler Session Bars Trammell, Weber

(Continued from Page 6)

aimed at the heart of all our economic freedom." The question of the phrase "public convenience and necessity" and its classifications was asked by Fred Weber, former general manager now part-time of WDSU, New Orleans. He said in Senate Interstate Commerce Committee, in session on the White House bill, that it should be made that the FCC has authority to act under the authority of this bill on physical matters (allocation of frequencies, etc.) in economic matters where necessary and not at matters of programming, where public reaction should be the influence.

### Weber Testimony Brief

Weber appeared very briefly in response to an invitation from the committee. He was apparently there to be questioned by Chairman K. Wheeler, but the latter did not and he merely presented a statement, answered two questions and left.

# ★ PROMOTION ★

## Xmas Dinner Campaign

Campaign is being conducted by WFIL, Philadelphia, asking the "City of Homes" to enlarge its family groups on Christmas Day by including members of the Armed Forces who are assigned to that locality. Station is circularizing industrial plants and civilian service organizations, using the theme "Invite a Serviceman to Christmas dinner at your home." Air announcements are also being used. Public is being instructed to phone or mail invitations to WFIL. They are then forwarded to the local Public Relations offices of the various service branches and will be issued by them to servicemen.

## News Aids

To help listeners follow the progress of the war as reported on newscasts over WTAG, Worcester, Mass., station has distributed Rand McNally four-color Global War Maps. Included are new maps of the world, of Russia, Africa and the Far East, as well as an Air Age Polar Map. Territorial changes and war declarations are listed; information on populations of the United Nations compared to those of the Axis are given; bases, fortifications, battle line are noted. In addition to distribution to the general public, WTAG also sent the maps to a select list of local college presidents, school principals, history and economic teachers and club presidents.

## Progressive-Conservative Again Denied CBC Time

Montreal—Once again CBC has denied the use of its network to broadcast an address by a leader of the Progressive-Conservative Party, the victim this time being John Bracken, former premier of Manitoba, who is scheduled to deliver an address at Hamilton, Ont., Friday night, on the anniversary of his election as leader. Permission was at first granted on condition that the address should be non-political, but headquarters of the party replied that anything said by Bracken would be given a political construction and accordingly the CBC refused to accept the broadcast unless Bracken eliminated criticism of the government. He refused.

Progressive-Conservative officers described as "intolerable" the action of CBC undertaking to censor the words of a Canadian political leader "under guise of regulations of the Board of Governors of the Broadcasting Corporation."

Bracken will deliver his address as scheduled and will "let the press deliver his message and let the people of Canada judge whether or not free speech will prevail."

## Wedding Bells

Hartford—Jean Kirwan, control operator at WDRG, will be married this month to Pvt. Russell Naughton, of the United States Army.

## Food Slant

Boom in population, spending power, production, etc. is the nucleus of most station promotion themes these days, and KLZ, Denver, is no exception to the rule. In its latest folder, however, KLZ puts the industry angle in the background and plays up the state's agricultural record. "Denver Delivers" is the title of the brochure, and the front cover—done in green, black and white—contains a large photograph of great piles of sugar beets with a short explanation to the effect that Colorado produced more sugar beets this year than any other state in the U. S.

What "Denver Delivers" is "the basic weapon . . . food!", and pictures of fields being cultivated and harvested accompany information that new highs in various crops have been produced by Colorado farms during 1943. Sales message at the bottom of the pages provides data on the state's agriculture and points out that war has transformed Denver from a playground to "a workshop on three shifts in every department . . ." In addition to food, Denver delivers munitions, minerals, fighters and sales, as the brochure points out in brief paragraphs illustrated by thumbnail sketches. Back of folder shows a KLZ coverage map, with listening and sales figures.

## FM Broadcasters Confer In Chicago

(Continued from Page 1)

Jan. 26 and 27, to which everyone interested in FM broadcasting would be invited. Theodore C. Streibert of WOR's FM station WBAM, was appointed chairman of the convention arrangements committee by Walter J. Damm, FMBI president, who presided at the session.

Damm also appointed Arthur Church of the Midland Broadcasting Co. of Kansas City, as temporary chairman of a committee to formulate a code of ethics and practice for FM broadcasting. A committee also was named to prepare a booklet on FM similar to NAB's "Better Mousetrap" brochure, to be ready for distribution in time for the New York convention. Dr. Ray H. Manson of the Stromberg-Carlson Manufacturing Co., was named temporary chairman of the booklet committee.

At the suggestion of Damm, the members voted to open a Washington office.

## Landon To Speak On NBC

Alfred M. Landon, 1936 Republican Presidential candidate, will speak on "Foreign Policy" in an NBC network broadcast Monday, Dec. 13, at 11:00 p.m., EWT. Landon will be addressing a meeting in the Milwaukee, Wisc., auditorium.

If You Value  
The Opinion of—

# Jeanne Yount

Radio Editor,

Oregon-Journal,

Portland, Ore.

Watch for Results of  
Radio Daily's 7th  
Annual Radio Editor's  
Poll.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — OREGON —

**PORTLAND**—Every Thursday afternoon, war program manager Day Foster and engineer Earl Petersen of KEX travel 80 miles to Camp Adair, near Corvallis, Oregon, to broadcast the 70th Division's half-hour variety show, "Oregon's Own." Title comes from the fact that the 70th, or Trailblazer Division, is composed mainly of Oregonians. While Foster of the KEX staff does the directing, actual production and talent is in the hands of the officers and men of Camp Adair.

## — CONNECTICUT —

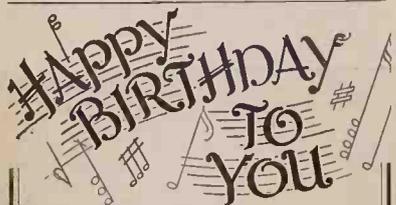
**BRIDGEPORT**—May Bradshaw Hays, critic and lecturer whose book reviews have been one of the most popular features on WICC for the past two years, began a 15-minute series for Howland's Monday through Friday at 11:15. In her new program, "What's Going On," she will discuss pertinent topics of the day and shopping news for women. . . . Joseph Mathers, formerly of WHT, Hartford, is now affiliated with the Sales Staff of WICC.

## — ALABAMA —

**MONTGOMERY**—WSFA is now going on the air at 5:45 a.m. to accommodate additional early morning clients. . . . Shelley Helms, former WESA announcer who was an RCAF pilot officer, has finally accomplished transfer to the U. S. Air Forces and is now First Lt. Helms. Shelley cabled station, "Am now an American again" . . . WSFA's "Letter From Home" to Montgomery service men and women is gaining wide-spread popularity.

## — TENNESSEE —

**MEMPHIS**—Inspired by the current growing boom of Roy Acuff for governor of Tennessee, Ashworth Specialty Co. is sponsoring a series of transcribed band battles over WHBQ between Acuff's "Smoky Mountain Boys" and Senator "Pappy" O'Daniel's "Pass the Biscuits" crew, with the purpose of seeing which outfit's music packs the most political punch. . . . Frances Keran, first woman announcer in Memphis when she was a regular at WHBQ two years ago, has returned to relieve the manpower emergency created when Announcer Morgan Brassell was inducted last week.



December 9

Marilyn Brandt	Willard Butler
Eddie Dowling	Olive Wise Floyd
Judith Gardner	Jerry Lesser
Freddie Martin	Bob Murray
Linnea Nelson	Ken Niles

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

**WITH** the approach of the holiday season, radio is rolling up its sleeves a little higher for all-out participation in the Fourth War Loan Drive. Laying aside its workaday duties, the broadcasting industry is all set to top its former public-service record in behalf of the Nation.

Kickoff is expected to be a four-network show lasting one hour on the night of Jan. 17, eve of the campaign opening. During the last Drive, FDR was on the air for the closing 15 minutes of a similar program. The OWI has already given its blessing to a campaign for "radio days" on each of the four webs. Though no time or form has been set for the big daily events, report has it that they will parallel the highly successful industry days of the Third Drive. Plans are getting under way at the Treasury's War Finance Division for possibly a dozen sides of the "Treasury Star Parade" to be released to outlets about the first of the year as a prelude to the drive.

Adding literary flavor to the War Bond campaign in New York City will be the broadcast of a "Book and Author War Bond Rally" in which a priceless document in American history will figure as well as two important manuscripts given by Prof. Albert Einstein. Spot announcements for the metropolitan drive are now being written by 25 well-known authors in co-operation with the Writers' War Board, headed by Rex Stout.

Show business will be on deck with radio, outstretching its perennial helping hand as in the past, according to Jim Sauter, coordinator of the National Entertainment Industry Council and director of the United Theatrical War Activities Committee.

Celebration of the President's birthday will again be the humane ladder for extending aid to infantile paralysis victims through the "March of Dimes," which will receive widespread help over the air waves. Springboard to the campaign for the National Foundation for Infantile Paralysis, will be a projected radio hookup on Jan. 13, the night before the drive's beginning. Serving as chairman of the "March of Dimes of the Air" for the sixth consecutive year is Eddie Cantor.

Smash windup of the first National War Fund campaign reflects radio's great part in the raising of funds for the 17 war relief agencies involved. Goal of \$125,000,000 is expected to be met. Vital statistics of the industry's role indicate a nationwide total of 137 special web shows topped by a two-hour, four-network broadcast from Hollywood in addition to an aggregate of 257 commercial and sustaining program plugs over the nets. The New York City drive, which has been extended to Dec. 17, is due to finish with a record 500 hours of contributed air time. Since the Fund campaign was geared to fit in with the activities of local committees, all the results are not yet tabulated. Cincinnati and several cities in Florida are still continuing.

Credit a terrific job to the National War Fund's Radio Advisory Committee, headed by Neville Miller. Radio advertising was handled by a group including Joseph R. Busk, of Ted Bates Inc.; Hubbell Robinson of Young & Rubicam; Cal Swanson of J. Walter Thompson Co.; S. H. Bayles, of Ruthrauff & Ryan; Harold Wengler, of the Kiesewetter Agency, and M. H. Bent, of Blackett-Sample-Hummert. Members worked through the OWI domestic radio branch to co-ordinate the Fund's broadcasting activities according to the pattern of the Government's radio structure.

## — OHIO —

**CINCINNATI**—Bob Conside, staff correspondent and author of sports column "On the Line," will be on the air this week-end. . . . WLW's farm department is covering the American Bureau Federation National Convention in Chicago this week. Special feature will be a 30 minute round table discussion with Federation members on the station's "Everyday Farm Hour" this Saturday. . . . Paters Nut and Chocolate Co. is sponsoring a 15-minute news program twice a week, as of December. Newscasts will originate in the studios of WCKY, and will be fed to regional network composed of WDayton, WIZE, Springfield, WCOL, Columbus. Rex Davis, WDayton news editor, will handle the show. Rosemary Freienstein has been named assistant to Margaret Dotson, director of promotion for WCKY. . . . Ernie Matteson, WLW-WSAI copyright department chief, is back at work after a long siege of arthritis.

## — COLORADO —

**DENVER**—Most recent addition to KLZ mike corps is Morey Sharp. . . . Zomar and his Scrap Book" is now aired six days a week on KLZ. . . . Weelans, KLZ music director, is in New York to attend BMI conferences. He will observe CBS musical productions in New York and Chicago while on tour.

## — CALIFORNIA —

**RIVERSIDE**—Hal Wilson, manager of KPRO, has appointed Helena B. as traffic manager for the outlet, which was formerly with KGW-KEX, Portland, Oregon, and also worked with Wilson as program director of KJLW, Portland.

## — NEW JERSEY —

**NEWARK**—New Jersey Federation of Music Clubs recently started a series of Sunday afternoon concerts over WJLW. Each program features a different group of performers.

## WTAG Gets FM License To Expand Service

Washington Bureau, RADIO DAILY  
Washington—The Worcester, Mass. "Telegram," licensee of standard broadcast station WTAG, was yesterday granted permission by the FCC to alter its experimental FM station to provide commercial service. Provision was made that continuance of the commercial service is dependent upon the Commission's disposition of Order 79 dealing with newspaper ownership.

## Ginny Simms On "Hall of Fame"

Ginny Simms has been added to the all-star cast of guest stars who will be heard on Philco's "Hall of Fame" show next Sunday on the Blue. Other guests scheduled to appear are Frank Fay, Red Skelton and the principals of "Carmen Jones."

# File Brief In WLB Case

## Stations Conversion To FM Transmission

Washington Bureau, RADIO DAILY  
 Washington—Eventual conversion but clear-channel stations to transmission was predicted yesterday by John V. L. Hogan, prominent radio engineer and chief stockholder of WQXR, New York. Hogan told the Senate Interstate Commerce committee that the logical move in the future would be to put all radio and local-channel stations on clear-channels retained on FM service in order to insure adequate coverage. Shifting of the majority of stations to FM, he said, would so relieve congestion in the band.

## For Jitterbugs! Sinatra Is In 4-F Now

Sinatra was turned down by the Federal Reserve forces yesterday at the New York, N. J., induction center, when he was classified 4-F because of a bad ear drum. The crooner's City draft board originally wanted him to report for his physical examination, but he received permission to postpone a day ahead of time, opening a stage date in Pittsburgh.

## American School Of The Air Scheduled For Holidays

"American School of the Air," CBS radio series, won't dismiss air for the holiday season this year for the first time in 14 years. A special series of ten programs for the two weeks of December 13 and 14, Dec. 31, Lyman Bryson, will speak. Robert St. John will speak.

## Four Xmas Shows

Special three-hour Christmas program designed to link the folks with America's fighting forces abroad will be carried on Saturday, Dec. 25, from 8 to 11 p. m. EWT. Pickups will be from Holy City, London, Guadalcanal, Iceland and Niles Trammell. NBC will speak. Robert St. John will speak.

## Self Service

Albany—Harry Goldman, sales manager of station WOKO here, was stricken with an attack of appendicitis, but drove to Memorial Hospital himself and was operated on while his family was awaiting his arrival for dinner. Goldman is due for hospital discharge this week.

## Press Group Panel Discuss War News

Scarcity of news from the war fronts was discussed last night over WHN, New York, by four major press association editors and a panel of three of the outlet's commentators. Though some difference existed, consensus was that the transmission of news wasn't speedy enough. As a result, it was pointed out, Axis propaganda had often stepped into the breach with a distortion of the facts. Taking part in the discussion were:

## Bop Hope Again Leads "Top Ten" On West Coast

Bop Hope leads the "Top Ten" in the Hooper ratings for Pacific programs for the months of October and November. The other leaders, in the order of their popularity, are Red Skelton, "Fibber McGee and Molly," "Aldrich Family," Frank Morgan-Fanny Brice, "Great Gildersleeve," Edgar Bergen and "Charlie McCarthy," "Radio Theater," Kay Kyser and "Ellery Queen."

## Tele Society Supports Web In Message To Sen. Wheeler

## Peabody Awards Com. Hold N. Y. Meeting

New York subcommittee for the annual George Foster Peabody radio awards met this week at the Women's City Club. Metropolitan group, headed by Mrs. Harold V. Milligan, president of the National Council of

## Counsel For Disk Firms Attack AFM's Recording Deal; Question Legality Of ET-Recording Contracts

## Brown Gets New Post With RCA-Victor Co.

Charles B. Brown, director of advertising, promotion and research for NBC has resigned to accept the position as advertising director of the RCA Victor Division of the Radio Corporation of America, it was announced yesterday.



CHARLES B. BROWN

In his new post with RCA-Victor, Brown will have responsibilities as co-ordinator of advertising for the various RCA divisions.

## Censorship Question Raised In Canada

Montreal—Replying to the Progressive-Conservative party's protest against the withholding of CBC network from the proposed broadcast of leader John Bracken's address at Hamilton, Ont., tonight, the CBC, in a statement said: "The policy of the

In a lengthy brief petitioning the War Labor Board to enter an order directing AFM to call off the musicians strike as directed toward their organizations and raising many issues of legality, counsel for NBC recording division, RCA-Victor and Columbia Recording filed their conclusions with WLB yesterday.

The brief, bearing the signatures of Robert P. Myers, attorney for the radio recording division of NBC and RCA Victor division of RCA, Ralph F. Colin, attorney for Columbia Re-

## Members Of FCC Will Be Summoned

Washington Bureau, RADIO DAILY  
 Washington—Representatives of FCC will take the floor next week before the special House committee investigating that agency, offering testimony which is expected to be in the main denials of the numerous charges of maladministration, abuse of power, grasping for power and

## Edward Noble Introduced To Blue Web's Employees

At an informal meeting held yesterday afternoon, Edward J. Noble, chairman of the board of directors and new owner of the Blue Network, was introduced to the employees of

## Cooks And Bakers me

Milo Boulton, master of ceremonies on the CBS program, "We, the People," will hand out diplomas tomorrow to 50 graduates of the U. S. Maritime Service Upgrade School, who qualified as cooks and bakers on American ships. "Cooks and Bakers" is an old Army-Navy expression for culinary training given periodically both to enlisted men and officers.

# RADIO DAILY



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, December 9, 1943)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/8	156	156 7/8	.....
CBS A	24 1/2	23 1/4	23 1/4	.....
CBS B	23 3/8	23	23	.....
Crosley Corp.	17	16 5/8	17	+ 1/2
Farnsworth T. & R.	10	9 1/4	10	- 1/4
Gen. Electric	37 1/4	36 3/8	37	- 1/4
Philco	23 1/4	22 3/4	22 3/4	.....
RCA Common	9 3/4	9 3/8	9 1/2	- 1/4
Stewart-Warner	11 1/2	11 1/8	11 1/8	- 3/8
Westinghouse	93 1/2	92 1/4	93	.....
Zenith Radio	33 3/4	33 1/4	33 3/8	- 3/8

### NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	3	3
OVER THE COUNTER		
WCAO (Baltimore)	20 1/2	23
WJR (Detroit)	30	

## Van Doren First Speaker On Mutual's New Series

Mark Van Doren will be the first speaker on the new series of educational programs sponsored by Education for Freedom, Inc., which will debut on WOR-Mutual on Monday, 10:15 to 10:30 p.m. As the first speaker, Van Doren will discuss the principles and aims of Education for Freedom, Inc., and some of his own ideas expressed in his book, "Liberal Education."

## Flash-For Jitterbugs! Sinatra Is In 4-F Now

(Continued from Page 1) burch today. Understood, though, he was trying to duck an expected mob of saddle-shoe admirers.

Nixing of Sinatra for service insures the premiere of his new show for Vimms' vitamin tablets over CBS Wednesday, Jan. 5, 9 to 9:30 p.m., EWT. Contract for the new program, which is handled by J. Walter Thompson Co., was inked about a month ago subject to the singer's acceptance or rejection in the draft. Sinatra also continues his Saturday-night stanzas on the Lucky Strike "Hit Parade."

## 'American School Of the Air' Scheduled For Holidays

(Continued from Page 1) educational director, announced. New programs of seasonal import and repeat performances of outstanding presentations are included in the 10 special broadcasts.

## John F. Royal To Speak

John F. Royal, NBC vice-president in charge of international relations, will speak over the Pan-American network on a Christmas Day program, honoring the 12th birthday of HCJB, Quito, Ecuador.

## Cheese and Skis

Switzerland Cheese Association, Inc. has signed a 13-week contract to sponsor Frank Elkin's "Ski Reports" over WQXR beginning Friday, Dec. 17, from 5:40 to 5:45 p.m.

## 20 YEARS AGO TODAY

(December 10, 1923)

President Coolidge broadcasts directly from the White House today, giving his views on national issues and delivering a eulogy on Harding over WEAf, WCAP and WJAR "and to any other stations that can be reached by telephone lines".... Commissioner of Correction Wallis has installed a radio at Rikers Island for use by drug addicts being treated there... Stations WJZ, WHN and WOR are called "air hogs" because, according to letters written to newspapers, "they stay on the air so late."

## Stokowski Feted By GM At Luncheon For Press

Send-off to Leopold Stokowski picking up the baton Sunday for a 12-week stay with the NBC Symphony Orchestra on the "General Motors Symphony of the Air" was held for a press gathering yesterday at the sponsor's luncheon in the Ambassador Hotel, New York. The conductor, recently returned from a trip to Central America, follows Toscanini on the program's podium. He spoke about a current musical transition, which, he said, is rooted in the past and will take about 15 years to complete.

Paul Garrett, GM vice-president, presided. Taking a bow were Dr. Frank Black, general music director of NBC; Samuel Chotzinoff, manager of the network's music division, and announcer Ben Grauer. Representatives present from Arthur Kudner, Inc., the agency handling the auto account, included Sam Fuson, vice-president; Myron P. Kirk, radio director, and Frank Harting, publicity chief.

## Bop Hope Wins Poll

Bob Hope, NBC comedian, was voted 1943's "champion of champions" in the annual "Fame" poll. Jack Benny and Bing Crosby were second and third respectively. NBC programs and artists won 18 of the first places, CBS was second with 11 firsts while the Blue Network took third place with five.

## Granger Gets New Post

F. Leo Granger has been appointed Radio Service Manager of the Stromberg-Carlson Company, it was announced by Lloyd L. Spencer, Vice-President and General Sales Manager. Granger succeeds Stanley H. Manson, who has supervised consumer service during the war period and will now turn his full attention to public relations activities.

## COMING and GOING

HAL HUDSON, program manager of KGO, Los Angeles; ROBERT DWAN, program manager of KGO, San Francisco, and CORINNE program head of KSTP, St. Paul, Minneapolis, in town this week for conferences at B.

CHARLES COLLINGWOOD, CBS correspondent currently in the States on a tour, will speak today in Salt Lake City.

B. T. WHITMIRE, station manager of WISN, Greenville, S. C., in New York this week on station business.

DOROTHY LEWIS, co-ordinator of publicity for the NAB, is in Philadelphia to meet with the Philadelphia regional Association of Women Directors.

LES WEELENS, musical director of KLBK, in town this week on business.

H. QUENTON COX, assistant manager of WPT, Portland, Ore., visiting briefly in New York.

## Peabody Awards Contingent Hold N. Y. Meet

(Continued from Page 1) Women, includes: Dr. Harry D. ... onse, president of Brooklyn ... Dr. Paul Dawson Eddy, president of Adelphi College; Dr. Ralph ... of Christ Church; Mrs. Sidney ... Mrs. Henriette Harrison, New ... YMCA radio director; Edwin H. ... pianist; Mrs. Joseph E. Good ... the New York City Federal ... Women's Clubs; George Hee ... "Parents' Magazine," and Miss ... thy Gordan, of the OCD's ... division.

## Kate Smith Honored

Kate Smith was named one of America's ten outstanding women in a recent poll conducted by "The Man" magazine.

## 2 JACKPOTS!

2 big spots open! Buy now, you'll have to hurry! Subject to prior sale wire collect.

**CKLW**  
BEST  
RADIO BUY  
in the  
DETROIT  
AREA  
5,000 WATTS  
DAY and NIGHT  
800 Kc.  
MUTUAL SYSTEM

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

WE MARKET BARGAINS GALORE  
Thro' the Open Door, there's a Guiding Light,  
The Light of the World that's shining bright!  
Ma Perkins follows the Road of Life,  
Young Widder Brown the Backstage Wife.  
Want to hear the Best programs of '43.  
Keep tuned to your station WMBG.  
For the best in '43, stay tuned to WMBG.  
**NBC Richmond, Va. NBC**

the  
move  
is to  
Mutual



**GRACIE  
FIELDS**  
"Victory Show"

for American Cigarette  
& Cigar Company  
moved to Mutual  
October 18, 1943



**RAY  
DADY**  
News Commentator

for Grove  
Laboratories  
moved to Mutual  
November 1, 1943



**FULTON  
OURSLER**  
"The People's Reporter"

for  
Metro-Goldwyn-Mayer  
moved to Mutual  
November 15, 1943



**XAVIER  
CUGAT**  
"Your Dubonnet Date"

for Dubonnet  
Corporation  
moved to Mutual  
December 1, 1943



**JULIA  
SANDERSON**  
"Let's Be Charming"

for Lewis-Howe  
Company  
moved to Mutual  
December 2, 1943



**JOHN J.  
ANTHONY**  
"Good Will Hour"

for Clark Brothers  
Chewing Gum Co.  
moved to Mutual  
December 5, 1943

(including, for example,  
these recent movers)



LOS ANGELES

By RALPH WILK

HAL HUDSON, program manager for Columbia Pacific Network, left for Chicago and New York conferences. He will be in the East two weeks.

"Meet Joe Public," popular Art Baker program, heard over KNX Sundays, is being heard on Saturdays starting December 4. The new time for airing the broadcast is 6:00 to 6:30 p.m., PWT. Brisacher-Van Norden, Inc. is the agency handling the account which features Currie's Ice Cream Products.

Roddy McDowall and his sister Virginia have been signed for their second guest appearance on Hollywood Radio Theater by Producer C. P. MacGregor. They will appear in a special Christmas drama titled "Blessed Are They."

Bert Lahr joins forces with Edgar Bergen and Charlie McCarthy for the first of three scheduled appearances on the Chase & Sanborn program during December. He replaces Victor Moore and William Gaxton, who wound up their 13-week cycle November 28.

Anita Ellis, CBS songstress, sent her lovely voice to the boys overseas when she appeared on the War Department's "Command Performance" show recently. Anita sang "More Than You Know."

Lurene Tuttle, well known Hollywood radio actress, stepped into the "Hollywood Spotlight" last Wednesday as Erskine Johnson's guest.

The Sportsmen quartet, one of Hollywood's most photogenic singing foursome, has been obliged to turn down offers from three major film studios, due to radio assignments.

Jimmy Durante's opening and closing ditties on the Durante-Moore airshow will be included in a half-dozen songs he'll record for a Decca album, if negotiations now under way are successfully terminated.

Bob Anderson, whose White King news broadcasts in the interest of Sierra Pine Toilet Soap and Scotch Cleaner, at 12:15 to 12:30 noon, Mondays through Fridays, will move to a new time spot starting January 3. Anderson also picked-up a new news period which started the 29th and airs to the Columbia Pacific Network from 4:15 to 4:30 p.m., PWT.

W. Willkie To Speak On CBS Church Program

Wendell Willkie will be the major speaker on the special CBS program in behalf of the United Church Canvass Saturday at 10:45 p.m., EWT. Also scheduled to deliver a brief address is Rabbi Israel Goldstein, president of the Synagogue Council of America. Soprano Dorothy Maynor will sing Gounod's "Ave Maria."

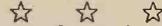
Production, originating in New York, is aimed at making communities more aware of the importance of religious institutions and insuring financial support for churches.

MAIN STREET



Reporter At Large. . . !

● ● ● Now that the fanfare tumult and discussions of the NAB Retail Selling Plan can be regarded in retrospect, it is interesting to learn that out-of-town station managers, who attended the Gotham meeting at the Barbizon, are divided in their off-the-record opinions of the convention at large and the film, "Air Force and the Retailer," in particular. . . . some aver that the film seemed amateurish and failed to do an institutional selling job for the industry. . . . others contend that the film might antagonize the press in key cities, but to us, it seems that the majority of the radio execs feel it was the "greatest thing NAB has ever done and that the industry will reap a harvest of new business". . . . we're inclined to agree with the latter. . . . For months, George Lasker, Gen. Mgr. of WORL, Boston, tried to see an important executive of a large ad agency, but in vain. . . . last Tuesday Nite, he dropped in to see his old friend Eddie Davis at Leon & Eddie's and during his act, Eddie mentioned the fact that his "dear friend Lasker of WORL was in the audience". . . . after the show, the Ad Agency Exec whom Lasker couldn't seem to contact, approached George and congratulated him on getting such "free publicity". . . . P. S. Lasker GOT THE CONTRACT. . . . Moral:—Go to night clubs. . . . and especially Leon & Eddie's (free ad). . . . Last Summer Joan Brooks CBSongstress heard a song that impressed her. . . . the song "Is My Baby Blue Tonight," written by Lou (Blue) Handman and Billy Tracey, has been boosted by Joan and is now catching the eyes of other radio stars and the ears of the cash customers. . . .



● ● ● Jay Hanna, formerly with Phillips Lord, is the third director to take over the chores for J. Walter Thompson's CBS show, "Mary Marlin". . . . others were Ed Rice and Harry Hermann. . . . We hear that a "surprise" vocal part of the Fred Allen show, CBScheduled to return to the airwaves this Sunday, will be announced tomorrow. . . . if that "surprise vocal" refers to Hi, Lo, Jack and the Dame, then it will be no surprise to readers of this pillar, for we announced this fact November 23. . . . and the song the quartette will sing is "Either Too Young Or Too Old". . . . Dame May Whitty, who played the original character in both the stage and screen versions of "Night Must Fall," will appear in the Gertrude Lawrence-Revlon radio adaptation of this drama, Sunday. . . . Radio, in the person of Raymond Gram Swing, is represented in the poll published in the current issue of Newsweek. . . . the Blue Net news analyst, was accorded honorable mention as one of the "10 Americans who made the greatest contribution to the Nation during the first two years of our participation in the war". . . . Claire Wilson, returns to her WORacle, tomorrow, having licked the Flu. . . . she'll interview Lorna Farrell, editor of "The Woman" and novelist Konrad Bercovici. . . . Judith Allen and Johnny Kane will WINStart a thrice-weekly program, "In Old New York," December 28.



● ● ● Is Eddie Dowling coming back to the airwaves with an "Aviation program" late this month for Cecil Presbrey? . . . When an interviewer asked Captain Siegfried Ericson, skipper of the Swedish exchange ship Gripsholm what he wished to visit, he replied, "Sardi's". . . . the Captain was taken to Sardi's and introduced to genial Vincent Sardi during the serving smorgasbord a la Spiegel. . . . later when asked "why of all the New York wonder sights, he preferred being taken to Sardi's" the Captain said that, "throughout the entire voyage the passengers and crew listened to "Breakfast at Sardi's" over the Blue Network. . . . then they told him that this program originated from the Coast and the only thing in common with the Gotham eatery was the name. . . .



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

JOHN F. RYAN, manager of NBC Central Division Department, back at his post after ing NBC affiliate stations and editors in Milwaukee and Madison, Wis., and St. Paul and Minneapolis, Minn.

The Chicago "Herald-American" has renewed Ulmer Turner, the "Globe Trotter," for another 52 weeks on WENR. Newscaster is heard on days through Fridays from 11:15 to 11:45 p.m., CWT.

The Reliance Manufacturing Company of Chicago (work shirts) has new sponsor of the Doc Hopkins program on WLS, Mondays, Wednesdays and Fridays (6:30 a.m.). Co runs for 26 weeks to May 30, Ruthrauff & Ryan, Chicago, is the agency.

Rusty Gill, popular WLS singer and instrumentalist, has been inducted to the Army and reports at Sheridan, Ill., today. Gill has been with WLS for the past five years.

Four executives from Westinghouse Radio Stations, Inc., were in Chicago last week for conferences with NBC Central Division Local and Sales Department. The visitors were B. A. McDonald, general sales manager and Gordon Hawkins, continuing supervisor, of the home office in Philadelphia; Frank Webb, sales manager of KDKA, Pittsburgh, and C. H. Masse, sales manager of WBZ, WBZA, Boston.

F. W. Meyer, owner, and Schreiber, sales manager and announcer of KMYR, Denver, are recent Chicago visitors.

WLB Official To Speak On Post-War Problem

Frank H. McIntosh, Chief of Domestic & Foreign Branch, Radar Division, War Production Board, Washington, will address the American Marketing Association at the Hotel Sheraton, New York December 15. Subject of the talk will be "War Production of Radio-Phonograph Equipment—Effect on Post-War Radio, FM, Television." Also responsible for civilian set and tube production, McIntosh is expected to have a great deal of interest to every one in marketing and research.

Announcers On Quiz Show

Busman's holiday is in store for three announcers from WOR, New York, who will be heard in "The Quarter Half" over their own outlet Mutual Saturday at 8 p.m., EWT, when they match wits against a team of their wives. Bruce Eliot, announces for Martha Deane, Dick Willard, who does the special, Bessie Beatty, will be pitted against their wives to see how much they learned about femme shows. This is Frank Dunne, regular announcer for the husband-vs.-wife program who has in his day ribbed many a contestant.

## avors Conversion To FM Transmission

(Continued from Page 1)

present AM band that additional channels could be allocated. Radio listeners would rely upon FM cities and populous areas, according to Hogan's prediction, while the present standard broadcast band would be reserved for rural listeners. Hogan appeared briefly after Bernard E. Smith, New York lawyer and writer about radio, had testified some length on present program vice. Smith suggested that networks be required to set aside half hour of their best evening time for sustaining program of their own making, and that affiliates be required to carry this program. B. Hanson, NBC vice-president chief engineer, and E. K. Jett, chief engineer, will appear this morning. Jett is expected to take exception to some previous testimony regarding the infinite number of frequencies effectively usable.

### Radio Writer Heard

Hogan did not make any statement, appearing simply to answer questions and at committee request. He spoke briefly of television and FM, and the future of these services, and presented the committee with samples of facsimile reception. These included stories and pictures—including tones, and the excellence of these demonstrations made a tremendous impression upon the lawmakers. FCC's on facsimile have been somewhat too restrictive, Hogan declared, saying that he thought they will be relaxed when recommendations from Radio Technical Planning Board have been brought in.

There was slight discussion of the use of transcriptions, with Hogan remarking that better program quality is better with transcription than possible now on net shows carried wire. This matter was raised by Senator Homer Bone, Washington Democrat, who remarked that where some transcriptions are now able reproduce tones up to 10,000 cycles, telephone wires cannot carry more than 6,000. Hogan said the limitation is strictly one of cost, remarking that Major E. H. Armstrong carried a wire from New York to his transmitter in Alpine, N. J., which carry 16,000 cycles.

### Asks "Unambiguous Statement"

Speaking briefly of radio regulation, he declared that the need is for "unambiguous statement" from Congress outlining the extent of Commission authority. This authority, he continued, should be confined to the legal aspects of broadcasting. The FCC moves in other directions around "at least debatable."

When Bone suggested that Hogan might be too restrictive the latter replied, "I may be radical in my belief, but that decent people can do a decent job." Broadcasters have done a decent job, he continued, nor has there been any improvement in programs coming from government steps in the field of programming or business policies.

## Edward Noble Introduced To Blue Web's Employees

(Continued from Page 1)

the web. Also presented to the entire staff for the first time was C. Nicholas Priaulx, vice-president in charge of finance, and Earl E. Anderson, member of the board of directors.

Speaking of the Blue Network's progress during the two years of its independent operation, President Mark Woods predicted that the Blue will be a leader during coming years in the fields of FM broadcasting and television. He revealed that applications for FM licenses are being made and that applications for television licenses will be filed in the near future. A network of FM stations is under consideration, he said.

Woods also spoke of the Blue's plan to build new offices and studios—a "Blue Radio City"—when materials and equipment are again available. He added that the network will continue to keep its present quarters in the RCA building for the duration.

Addressing the entire staff for the first time, Noble said that he hoped to have the opportunity of meeting all of them personally. The new owner of the Blue expressed the wish that all Blue employees "will like me as much as I like those whom I have already met."

Throughout the meeting Woods and Edgar Kobak, executive vice-president of the network, continued to refer to Noble as "the stockholder."

## Landis Returns To KPO As Personnel Is Shifted

San Francisco—Coincidental with the recent job-freeze edict for the bay area station KPO-NBC came out with a considerable list of personnel changes. Tops on the list was the return of Louise Landis as chief of the Press department, replacing Stan Simpson, who has joined the sales staff of KJBS. For the past year Miss Landis has been in the news division of Standard Oil of California. A newcomer to KPO's sales staff is David N. Simmons, recently discharged for reasons of health from the Navy. Prior to his enlistment he was with KDYL, Salt Lake, and KSOO, Sioux Falls, South Dakota. Florence Allen, aide to program chief Ray Buffum, resigned to head the local AFRA office, and was succeeded by Bea Maxwell, whose husband, Neil Shaver, is West Coast public relations chief for Time-Life-Fortune. Noel Francis, former Ziegfeld Follies star and RKO and M-G-M player, has joined the program dept. as producer. Other changes are the addition of Polly Luchsinger to sales and Marsha Walton to Press staff.

### Joins "Light of the World" Cast

Horace Braham, a founder of the Stage Door Canteen, has been added to the cast of NBC's day-by-day story of the Old Testament, "Light of the World." Braham works nightly at the Canteen and serves on the board with Selena Royle, Jane Cowl, Kermit Bloomgarden and Virginia Kaye.

## "Sophisticated Lady" Changing Show-Format

Maxine Keith will change the format of her five-a-week "Sophisticated Lady" stanzas over WOR, New York, beginning next Monday. Program, heard from 2:45 to 3 p.m., will drop the playing of disks and go on as a straight distaff-side commentary with a Broadway slant. Revised show will be built on a sponsor-participating basis, according to an announcement by "Tiny" Ruffner, WOR director of daytime programs. Miss Keith has been broadcasting over the Bamberger outlet since May 30, continues over Mutual with a morning woman's show, which is not carried by WOR.

## WARC Incorporates

Albany — WARC has been incorporated to conduct a radio broadcasting business in papers filed with the Secretary of State here, authorizing capital stock of 250 shares, no stated par value. Directors are S. W. Townsend, Ocean Avenue, Island Heights, N. J.; Marjorie Clipp, Ardmore, Pa., and Richard W. Hogue, 1 Wall Street, New York. Directors are also listed as subscribers as are Lloyd A. Rowland and Barbara Coxe, 1 Wall Street. Hughes, Hubbard & Ewing were attorneys for the incorporation.

## First Chinese Guest

Dr. T. F. Tsiang, China's official delegate to the United Nations Relief and Rehabilitation conference, will be the first Chinese to appear on "Information Please." Dr. Tsiang will be a guest on the Dec 13th broadcast.

## "Bev" Kelley Directing Campaign

F. Beverly Kelley, radio director of the Ringling Brothers and Barnum & Bailey circus and a magazine writer of note, is in New York as national publicity director of the National Foundation for Infantile Paralysis.

## Brown Gets New Post With RCA-Victor Co.

(Continued from Page 1)

Victor products and of the three advertising agencies which serve the organization. These agencies are the J. Walter Thompson Company which handles RCA's "What's New?" radio program, as well as the advertising for Victor and Bluebird records, and for the International Division; Ruthrauff & Ryan, Inc., for radio, phonograph and television instruments, and Kenyon & Eckhardt, Inc. for RCA tubes, special radio apparatus and industrial electronic and radio apparatus.

### Long Publicity Experience

Brown brings to his new position a wide range of selling and advertising experience with such organizations as the Borden Sales Company, the Chevrolet Motor Company, and the International Magazine Company. He entered radio on a full time basis in 1938, when he joined the National Broadcasting Company as Sales Promotion Manager for KPO-KGO, San Francisco. In 1939 he moved to Hollywood to assume a similar post with NBC's Western Division. Advancement followed to the post of Sales Promotion Manager of NBC's owned and operated stations, and then later of the whole network. In 1942, Brown was appointed Director of Advertising Promotion and Research of NBC.

## "Happy The Humbug" Sold

"Happy the Humbug," new series of transcribed shows produced by NBC's radio-recording division, has been sold to six more stations, Claude Barrere, announced. The stations are: WSAM, Saginaw, Mich.; KVOO, Tulsa, Okla.; WJAC, Johnston, Pa.; WTCM, Traverse City, Mich.; WISH, Indianapolis and WQAM, Miami, Fla.

**BACK SUNDAY NITE**  
DEC. 12th

**FRED ALLEN**

with PORTLAND HOFFA  
AL GOODMAN'S ORCH.  
WORKSHOP PLAYERS  
JIMMY WALLINGTON

Famous Guest Stars

PRESENTED BY  
**TEXACO DEALERS**

CBS NETWORK  
9:30-10 E.W.T.  
8:30-9 C.W.T.  
7:30-8 M.W.T.  
6:30-7 P.W.T.

# File Brief In WLB Case

## Five-Point Request Calls For End Of AFM's Strike

(Continued from Page 1)

ording Corporation, and other counsel, sums up their request to WLB in the following "conclusion":

"Wherefore, the undersigned respectfully request that the Panel recommend that the National War Labor Board immediately enter an order in this proceeding directing the American Federation of Musicians, all of its Locals, and all of its and their officers and agents (1) to terminate and to announce publicly the termination of the strike of the members of the Union heretofore called by the Union against the companies, (2) to rescind and cancel and to announce the rescission and cancellation of any and all notices, orders, instructions and suggestions heretofore given by the Union to its members instructing or persuading such members to cease and discontinue work for the companies in the making of electrical transcriptions or phonograph records, (3) to advise all members of the Union of the termination of such strike and of the lifting of the ban against work for the companies, and in this connection, to use the same means and methods of notification as were used in imposing the ban, (4) to advise all of such members that they are now free to resume work for the companies on the same terms and conditions prevailing at the time such strike commenced, and, in this connection, to use the same means and methods employed in advising such members of the placing of the ban, and (5) to refrain from interference in the future with the employment of members of the Union by the companies for the making of electrical transcriptions or phonograph records."

### WLB Jurisdiction

Under the caption of "Facts As to Jurisdiction" the brief states: "The War Labor Board has clearly and definitely taken jurisdiction of the dispute. If for any reason the Board for the first time in its existence is to be divested of jurisdiction, the burden is on the AFM to justify such divestment."

In commenting on statement of "fact" in the union's brief, the recording companies brief states "In its brief, the Union followed the pattern set by Mr. Padway in his summations. It completely disregards most of the material evidence in the record and completely ignores the Union's failure to offer evidence to sustain the burdens of proof imposed on the Union."

### Upholds WLB Power

Lengthy statements upholding the recording companies contention that the WLB has jurisdiction in this dispute and does not depend upon the existence of a technical relationship of employer and employe is con-

tained in the brief. "The only parties to this controversy are the recording companies and the Union of which the musicians (employed and unemployed) are members" the brief states. "It is undisputed that the companies provide the work for the musicians and pay the earnings of the musicians," the statement continues.

### Charges War-Effort Injury

Another section of the brief makes the point that the strike adversely affects the war effort and as a matter of law the board has jurisdiction of this dispute. This section is supported by legal precedents defining the authority and duties of the board.

It is contended that the record is replete with evidence that a labor dispute exists regardless of whether there is the technical relation of master and servant between the AFM members and the recording and transcription companies. The brief, at length, cites evidence in support of the jurisdiction. Emphasis is put on the importance and need for new and varied phonograph records and electrical transcription for the sustenance of military, civilian and industrial morale and the fact that the Union has offered no evidence whatsoever that new music is not needed for morale.

### Says Union Admits ET Need

"On the contrary, the petition reveals," the Union admits the need for new recorded music and its importance to morale, but claims only that its members' small activities in limited recording directly for the armed services is sufficient and that the recently authorized recording by the Decca Company will meet the demand. "The first of these claims does not make even superficial sense in view of the overwhelming evidence to the contrary; the second is answered by the limitations of Decca's capacity—also a fact in the record.

"The AFM has clearly failed to sustain the burden on it to disprove that the strike has a substantial effect on the war effort. On the contrary the evidence of such substantial effect is overwhelming."

Another paragraph charges there is no evidence in the record that the alleged grounds for the strike or that the strike is otherwise justified. "The AFM has completely failed to sustain this burden," the brief states.

### AFM Deal Unsound

Attacking the unsoundness of the AFM proposal, the statement declares: "The AFM's proposal is aimed not at taking care of musicians proven to have been displaced from employment by the machine. Its proposal is that the fund it seeks shall be available to benefit all unemployed musicians, now or hereafter members of the Union, whether they entered the profession before or after 1927, when the facts of mechanized music were admittedly apparent. This is both unjustified by precedent and by sound social theory. Sound plans under which employers care for unemployed or displaced workers provide for (a) only those in the employ-

of the employers, (b) only those demonstrably displaced by the cause in question, and (c) only relief for a limited period."

Charging that the objective sought by the union is both contrary to sound social and economic principles and unlawful under the substantive law of the State of New York where the dispute arose, the brief challenges the legality of the strike and subsequent contracts with recording companies. Another passage in the brief declares that "the power of the board is limited to directing the acceptance of terms and conditions 'Customarily included in collective bargaining agreements' and the principle demanded by the union is unprecedented."

### Many Points Cited

Declaring that "the union's contention is contrary to sound social and economic policy" the brief made many points to support the recording companies views concerning the ET record contracts already entered into by other companies. Among the claims outlined in the brief are:

"1. The Union's proposal is unfair to the employers because it imposes a levy for the benefit of well in excess of 100,000 members who have never been and never can be employed by the companies.

"2. The subsidization of a large number permanently employed in a particular industry for which they are not fitted or which cannot absorb them is socially and economically unsound.

"3. The adoption of the Union's demands would act as a hindrance to technical progress.

"4. The adoption of the Union's demands would result in the creation of a private system of unemployment relief, and would tend to undermine established national methods of handling social security and relief.

"5. The payment to the union of a royalty on all phonograph records and library transcriptions would result in higher costs to the consuming public, reduce sales and lessen employment opportunities for musicians and others.

"6. The necessary effect of the proposed payments to the Union would be to subsidize the Union and prevent it from serving the normal union purposes of negotiating wages, hours, and working conditions on behalf of its members.

"7. The Union's plan is contrary to the principles of taxation, wartime salary stabilization and war manpower policies.

"8. If the Union's plan is accepted here it will inevitably be extended to other unions with which the employers do business, and to other industries, with fantastic results."

### AFM Quoted

An explanation of the AFM proposal and comments is contained in the brief. It reads in part as follows: "Under the Union plan the employers would pay to the Union a royalty on each individual phonograph record;

## Says Plan Of Union Is Contrary To WMC Policy

admittedly 80 per cent of all phonograph records are used in homes; hence are never used for commercial purposes. Although a royalty of 1/4c or 1/2c per record may appear to be small, there can be no doubt that this added expense would result in some increase in retail prices to the public, and that accordingly an increase in the future in the amount of the royalty would likewise be passed on to the consuming public.

"As to symphonic recordings, the Union concedes that 98 per cent are used in private homes and do not contribute to their alleged unemployment problem. Yet under the Union plan symphonic recordings bear the highest royalty of all.

### Reports on Station Earnings

"Library electrical transcription are used to a greater extent by broadcasting stations having low income than by others. Government Exhibit 5 states that out of 861 broadcasting stations reporting in 1941 to the Federal Communications Commission 50 earned less than \$10,000 a year. An even larger percentage of the stations of the country earned between \$10,000 and \$25,000 a year. Most of these stations in the lower income groups could not hire a musician and still operate at a profit. Moreover, each of them hired one or two musicians such hiring would make no substantial reduction in the Union's alleged unemployment problem. Thus the use of library transcriptions on phonograph records on such stations cannot be said to have any substantial effect on the Union's alleged unemployment problem."

## NEW BUSINESS

KPO, San Francisco: Johnson Johnson (Baby Powder), 101 anns. through Young & Rubicam; Acme Breweries, "Five O'Clock Final" news tri-weekly for 13 weeks, through Brisacher, Davis & Staff; Hale Bros (dept. store), 98 station breaks through February, through McCann-Erickson; Public Utilities Commission of S. F., daily anns., four weeks through Howard G. Hanvey Agency Gragnano Products, Inc. (spaghetti sauce), anns. and participations in Woman's Magazine of the Air, seven weeks, through Brisacher, Davis & Staff; American Express Co., "Cheque Your Music," ETs, 13 weeks, through The Caples Co.; Vess Beverage Co. (Cleo Cola), daily anns., 52 weeks, through Russel C. Comer Co.; Maryland Pharmaceutical Co. (Rem & Rel), anns., 26 weeks, through Joseph Katz Co.; Lasher Spring & Tire Co. (auto equipment), anns., 52 weeks, through Lyon Agency.

## Censorship Question Raised In Canada

(Continued from Page 1)

Canadian Broadcasting Corporation since early 1940 has been that network facilities are not available for political broadcasts between election periods. This is a well known policy which has been reiterated by the board of governors.

"However provision was made last year for leaders of the major political parties to be allowed time on the network on occasion for the purpose of giving an account of their stewardship to the listening public.

"On this basis the CBC considered an application from the director of public relations of the Progressive-Conservative party for network facilities to broadcast the address of John Bracken, from a dinner meeting to be held in Hamilton. The application stated that 'on this occasion, Mr. Bracken will deliver an account of his stewardship as leader for the past year and outline his plans for the future.'

"With this understanding of the nature of Mr. Bracken's address, the CBC tentatively set aside one half hour, 7 to 7:30 p.m., EDT, today, on the network to broadcast Mr. Bracken's address. As the Progressive-Conservative party apparently could not see their way clear to confine the content of the broadcast portion of Mr. Bracken's address to the lines laid down in their original application to the CBC, the arrangements were not proceeded with. This is not a case of censorship but of acceptance of broadcast material in compliance with the stated policy of the CBC."

To this Ross M. Brown of the staff of the Progressive-Conservative party retorted, "the Canadian Broadcasting Corporation's board of governors is so obviously steeped in politics that it is unable to define the word 'political' without embarrassing itself."

## Judith Evelyn Gets 'Miniver' Lead On New CBS Show

Judith Evelyn, star of the stage success, "Angel Street," has been cast as "Mrs. Miniver," for the radio presentation of the Jan Struther's novel, which premieres on CBS tonight, 8:30 to midnight. Karl Swenson will play the role of the husband. Carl Crosby is doing the radio adaptation and Nathan Van Cleve has composed some original music. Arnold Moss will be the narrator and the action of the radio presentation begins when "Mr. and Mrs. Miniver" arrive in America. Henry Souvaine agency and John Heitz, director, are collaborating with CBS in the production.

## Ginny Simms Named Queen

Ginny Simms, star of the Tuesday "Johnny Presents" program over CBC, will be honored as "Queen of the Victory Ball" by 1,200 students of Columbia University tomorrow night.

## ★ AGENCY NEWSCAST ★

HAROLD L. BEHLKE joins the New York office of Free & Peters, Inc., station representatives, on January 1st as an account executive. He comes to New York from the Chicago office of Meredith Publishing Company, with which he has been associated for the past 15 years.

BERNARD PROCTOR, director of radio for the Biow Company, announces the appointment, effective immediately, of Hermine Lukacy as his assistant time buyer. Miss Lukacy was formerly connected with Foote, Cone & Belding.

S. OLIVER STONE has joined the traffic department of J. Walter Thompson Company. He formerly was with the Capitol Photo-Engraving Company. MRS. JEAN C. HURLEY recently joined the public relations publicity department of the agency.

WILLIAMS & SAYLOR, INC., has been named to handle the account of International General Electric Company, Inc.

WALTER B. MARTIN and PAUL V. FITZGIBBON have joined the copy staff of Gardner Advertising Company, St. Louis. Martin formerly was with Ruthrauff & Ryan, Chicago, and Fitzgibbon was with Schipper Associates, Detroit.

HAROLD R. FLETCHER AND ASSOCIATES, INC., Manhattan, has been incorporated to carry on a general advertising business with 100 authorized shares of stock. Directors are Harold R. Fletcher, Mount Vernon; Henry E. Milford, New York, and Elwood W. Baker, Jackson Heights. Attorneys filing in Albany were Wellens and Zippin, Brooklyn.

## Using Movie Action Shots In WRGB Tele Drama

Schenectady, N. Y.—An original television melodrama by Henry V. Larom, "Death on Flight 40," will be presented by WRGB, the General Electric station in Schenectady, N. Y., tonight at 9:30.

Written specially for television presentation, the action takes place inside an air liner. Added suspense and thrills are contributed by inserting motion picture scenes into the action.

Glendora Donaldson, professional actress, will be the guest star on the program. Others in the cast are Edward Flynn, Dave Kroman, Horace French, Marianna Nelson and William J. Young, with Robert B. Stone, WRGB's program manager, directing.

## Coast Guard Show Returns

After being off the air one week, the "U. S. Coast Guard on Parade" has returned to the air. Show is heard Tuesdays at 1 p.m., EWT, over NBC, except for WEA, New York. Program is a presentation of WTIC, Hartford, and is broadcast from the Coast Guard Academy, New London, Conn.

STROMBERG-CARLSON COMPANY, as a step in its planning for post-war business, has organized a public relations department to coordinate the company's entire promotion and advertising program. Lloyd L. Spencer, vice-president and sales manager of the company, in announcing the new division, stated that the department will be headed by Stanley H. Mansbn, sales promotion manager and executive secretary of the company's labor-management committee. The new division will not only plan and direct advertising and publicity, also will handle sales promotion, dealer and consumer relations, and will direct the company's publications.

OWENS-ILLINOIS GLASS CO., which some weeks ago engaged J. Walter Thompson Company to handle the radio end of its advertising, now announces that JWT will now handle its entire account.

ADMIRAL CORPORATION, chartered in Wilmington, Del., for radio broadcasting, but having a New York office with Ross D. Siragusa as president, has filed statement and designation with the Secretary of State's office in Albany. Concern's report shows 2,000 shares of stock, no stated par value and was filed by Cyrus Mead, Chicago, Ill.

## Members Of FCC Will Be Summoned

(Continued from Page 1)

various other things hurled over the past six months by committee counsel Eugene L. Garey. Just how the Commission appearances are to be handled was not revealed, although it is presumed that witnesses will be questioned by both Garey and FCC general counsel Charles R. Denny.

Ensign Harold Graves, former assistant director of the FCC's Foreign Broadcast Intelligence Service, testified in support of that service yesterday. Nothing not previously heard before the committee was brought out in the questioning by committee investigator Harry S. Barger.

Matt Gordon, head of the OWI overseas news service, will be questioned by Garey this morning.

## AMP's New Clients

Music licensing agreements between AMP and 10 outlets have been extended for additional periods, according to an announcement by William J. Reddick, manager of the AMP licensing division. Stations are: WJAR, Providence; WHAS, Louisville; WHDH, Boston; WALB, Albany, Ga.; WBCM, Bay City, Mich.; KJBS, San Francisco; KECA, Los Angeles; WABY, Albany, N. Y.; WKRC, Cincinnati, and KDTH, Dubuque.

If You Value  
The Opinion of—

# O. B. Odlum

Radio Editor,  
Vancouver Sun,  
Vancouver, B. C.  
Canada

Watch for Results of  
Radio Daily's 7th  
Annual Radio Editor's  
Poll.

## ATS Hits FCC Ruling Re Web Tele Stations

(Continued from Page 1)

Commerce Committee. The text of the message follows:

"The American Television Society, the only independent, non-profit organization dedicated to the advancement of television, has claimed for two years, that the Federal Communications Commission regulation seriously limiting television station ownership is a great handicap to television development in this country. We would like to support the viewpoint of Niles Trammell, president of the National Broadcasting Company as presented to your Committee... and quote herewith from the American Television Society's post-war plan.

"FCC should modify television regulations. The Federal Communications Commission should do its part to encourage the development of television by changing the present regulation on three-station ownership, and treat television station operation and ownership on the same basis as radio broadcasting. Specifically, the regulation reading, 'that the Commission will regard the ownership, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity' seems destined to be a hindrance to the development of television, for it discourages radio networks and others from doing everything possible to expedite television."

"In other words, if television must, of necessity, be such a danger to the volume and profits of the very organizations that have contributed so much to radio broadcasting, this situation will become an immense obstacle for television to hurdle."



### December 10

Lew Brown	Lois Burke
Ray Collins	Jean Dickenson
Irving Fazola	Morton Gould
Chet Huntley	Lawrence Jacoby
Erskine Johnson	Andy Kelly
Dorothy Lamour	Leroy Millican
L. J. Pico	Mary Rennie
Claire Sherman	William Spargrove
Alvin Austin	

### December 11

Buster Coward	Donald Flamm
Harold Kempainen	

### December 12

Emanuel Demby	Ann Eden
Hal James	Allen Massey
Helen Menken	Martin Starr
Edward G. Robinson	

## COAST-TO-COAST

—NEW YORK—

**SCHENECTADY**—A full evening's entertainment will be presented tonight when another FM-Television Caravan will be aired from G. E. stations WGFM (frequency modulation) and WRGB (television). Caravan's first stop is at 8:30 at the television station where the studio audience will see a vaudeville show televised. Following this, the audience will go to the studio of WGFM, WGY building, where the FM Playhouse will broadcast Arch Oboler's "Ghost Story".... Henry Benac, sportscaster for WBCA, hit a percentage of 805 picking the football winners this season.... totals were 238 games right, 44 wrong, and eight ties.

—NEW HAMPSHIRE—

**PORTSMOUTH**—Ruby MacQuatters, member of the WHEB sales staff for four years, leaves December 17 to become assistant manager of nearby Panaway Manor Housing Area.... Dal Wyant, production manager of WHEB, the proud pappy of Dallas Dee.... new publication of WHEB is "Radio Forecast," giving station program listings, highlight shows of competitive outlets plus columns and other station news.... all done up in an attractive four-page sheet.

—MASSACHUSETTS—

**BOSTON**—"920 Club" celebrates its 5th anniversary over WORL on December 22 with a party at the Statler Hotel for the entire staff with George Lasker, General Manager, as host.... Doris Tirrell, staff organist at WEEL, crowds in some more activity to her program when she plays the Hammond Organ at Remick's in Quincy from December 11th to the 24th for Christmas carol concerts.... to help shoppers choose suitable gifts, Louise Morgan will give a new series of "Looking Through The Window" broadcasts over WNAC five days a week at 12:55 p.m. for the Paine Furniture Company.... Babe Rubinstein, who covered the racing season at Rockingham Park for WNAC, is now in Florida where he will follow the sport.

—LOUISIANA—

**NEW ORLEANS**—Ed Hoerner, program director of WWL, welcomed back to New Orleans recently two old friends with whom he had been associated in show business many years ago. Godfrey Hirsch, well-known drummer, and Irving "Fazola" Prestoponis, famed clarinetist, are now appearing on many WWL shows.... Alice M. Robert, merchandise manager, is in charge of putting out a booklet, "WWL Program Notes and Personalities," which is given out to those in the studio audience.... booklet contains bits of news about the staff, photographs and colorful stories about radio personalities which listeners find very interesting.

—COLORADO—

**DENVER**—"The Rocky Mountain Round-Up" featuring Shorty Thompson and his Rocky Mountain Rangers is being broadcast by KLZ three times a week and gives out with real hill-billy and western music.... Donald B. McCaig, KLZ traffic manager, has a second lieutenant's commission in the Colorado Civilian Air Patrol.

—WASHINGTON—

**YAKIMA**—KIT's "Mr. Fixer" is a popular and timely program in these days of wartime scarcities, for through the sponsorship of Crothers Jewelers, it offers a free service in telling of trades, swaps, buying and selling rides and the like.... Gene Hess, announcer-bandleader, believes in radio advertising and so, with a perfectly straight face, reads spots extolling the virtues of one Gene Hess, bandleader.... beamed to the big farmer-worker audience of Yakima Valley, a hillbilly show, "Chisholm Trail" is clicking for its sponsor, Vic Ebright at Western Thrift.... The Yakima Hardware has been on the air and at the same time since the first day KIT broadcast in April, 1929.

—IOWA—

**DES MOINES**—Program Director Ed Linehan and Promotion Manager John Drake have set into motion a 12-week course for the purpose of familiarizing all departments of KSO and KRNT with each other.... such topics as management, continuity, announcing, traffic, promotion, and engineering are discussed at the weekly staff "school".... Howard Langfitt, KRNT Farm Editor, presented his "Good Neighbor" award some time ago to three WACs of Ft. Des Moines. The awards, created as a means of public recognition of "good neighbor" deeds, were given to the girls for their eight-hour job of sorting bad or mould ears of corn from good ones, for the Pioneer Hi-Bred Co. of Johnson, Iowa, when the Company was unable to obtain regular farm help.

—MISSOURI—

**ST. LOUIS**—KMOX was host to about 350 persons attending the recent Missouri State Teachers Association Convention in St. Louis. Under the direction of Chester "Tiny" Renier, Director of Program Sales, teachers were given a demonstration of classroom use of radio, with pupils from elementary and high school classes participating.... Bruce Hayward, formerly known as Mark Hayward over WIND, Chicago, is the announcer on "Sidelights on The News" from KWK.... a new and streamlined Shady Valley Folks show is now being aired over KWK at 9:30 a.m. these mornings under the title of "George Wood and the Shady Valley Folks." Series is now being written by Ed Wilson who has added comedy and characterization to the program.

—PENNSYLVANIA—

**PITTSBURGH**—WWSW inaugurates a new show this Sunday with the introduction of "War Workers Victory Varieties" from 3 to 4 p.m. Ten leading defense industries of western Pennsylvania will be represented by talented personnel in ten separate acts each week. Programs will be broadcast from the stage of the Nixon Theater and War Bond prizes will be awarded to the best three acts presented each week.... Babe Rhodes and his WCAE orchestra play for the boys at the USO Variety Club Canteen every Sunday.... Scott Keck and Fred Rawlings, both formerly with the Blue Network in New York, have joined the announcing staff of WCAE.

## Press Group Panel Discuss War News

(Continued from Page 1)

Walter A. Cole, joint news manager of Reuters, London; Charles Hooper, AP general news editor; Phil Nason, UP radio news manager; John Oestrecher, INS foreign service director, and WHN analysts Sid Walton, Paul Sullivan and George Hamilton Combs, Jr. Walton acted as moderator.

In answer to the question posed by the subject under discussion, "Are Getting Enough News?" Reuters' Cole said: "Yes—but too late. It is merely documentary news background. What is wanted is to there 'firstest with the mostest.'"

Speaking on the lack of speed sometimes encountered in obtaining news from official sources, Oestrecher of INS asserted that "events such as the Cairo and Teheran conference appear to be beyond sensible explanation." He continued, "In these cases I believe the fault lies in the failure to send competent U. S. Press Relations Officers to handle distribution of the news at these two points."

AP news editor Charles Honce said that censorship had rested with comparatively light hand on loyal American newspapers; but, he added, "while newspapers don't want to print anything that will aid the enemy, they feel on occasions they have been denied stories in which the question of security does not seem to be involved."

Security First Consideration

"Our first consideration," said UP's Newsom, "must be the effect of any news story upon the national security and that of the other United Nations. And there our judgment must be subordinated," he drew home, "to those who know better than we the issues involved—our own and Allied military leaders."

Moderator Sid Walton of WHN stated flatly, "I don't think we are getting enough news. The recent flurry over Reuters' early release of the Cairo conference story obscured the fact that the Berlin radio announced it four days previously and that four days previous to that the rumor was commonplace on the streets of New York." In agreement was fellow commentator Combs while Paul Sullivan straddled the issue with a two-way answer.

## Texas Station Inaugurates Novel Station Break Records

San Antonio—Something new and novel has been added to the station breaks of KABC. Through use of novel recordings made of the sonovox and voice, little jingles calling attention to the station's call letters, dial setting and network affiliations are heard. There are also neat jingles heard at the sign on and sign off.

Jingles are heard to several tunes which are identified with the state such as "The Eyes of Texas," "San Antonio Rose" and "Pony Boy" among others.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 25, NO. 48

NEW YORK, N. Y., MONDAY, DECEMBER 13, 1943

TEN CENTS

## Invisions Post-War Tele

### Liberalized Censoring Announced By Price

The liberal news presentation is possible through revision of the war-time practices, announced by Censorship Director Byron A. number of restrictive government requests have been eliminated or modified, with not a single request added. The changes are particularly to open the way for news regarding war production and merchant marine operations.

### Case, Back In U. S. A., Reports British "Inertia"

James D. Shouse, vice-president of the Crosley Corporation of broadcasting, has arrived in Cincinnati after a trip to the British Isles as special consultant to the Overseas Branch of the OWI. He reports that perhaps the most noticeable thing about Londoners today is their apathy, their emotional inertia, which was evident in the mixed reaction with which the people of the

### Radio Web Billings Hit New High Mark

Radio billings for November hit \$792, a new high for 30 days, an increase of 62.6 per cent over November 1942, when the amount reached was \$910,167. The billings for the 11 months of the year reached the all-time high figure of \$8,206, an increase of 39.5 per cent over the amount reached for a similar period in 1942, when the total was \$5,875.

### Chaplain-Actor

Rev. Thomas M. Reardon, first Army Corps Chaplain to land on Guadalcanal, and whose adventures were embodied in "Gudalcanal" becomes an actor playing the role of himself on the CBS day-drama "Bright Horizon" Wednesday, WABC-CBS, 11:30 to 11:45 p.m. E.T. Before joining the Corps Reardon was connected with St. Paul's Church, Jersey City.

**Traveling**  
 "Double or Nothing" will move to Rhode Island to help the State celebrate its salute to War Workers and Bond Buyers, December 17. Governor J. Howard McGrath will be the special guest contestant for the broadcast which will be heard over Mutual Friday 9:30 to 10 p.m., EWT.

### Callahan Resigns Post With War Finance Div.

Vincent C. Callahan, advertising, radio and press chief for the Treasury's War Finance Division, with headquarters in Washington, D. C., resigned his post Friday after more than two years with the division. His health has been poor for some time, and he is expected to take a long rest before going into private business. His future plans were not revealed, nor was it known Friday who will succeed him at the Treasury.



VINCENT C. CALLAHAN

Callahan's resignation came as a shock to most of his associates in the division. Although it was known that he had been forced to retire briefly (Continued on Page 7)

### NBC Chief Engineer Tells Senate ICC Web's Tele Plans; E. K. Jett, FCC's Chief Engineer, Testifies Re Future

#### Radio Specialists Return From Lima

Long-range policies for future radio programming by the Office of the Co-ordinator of Inter-American Affairs were reported by the agency's radio division following the return Thursday of four delegates from a six-day conference in Lima, Peru, with eight U. S. field agents in Latin America. Details were not disclosed, apparently for military reasons. Returned representatives were:

#### Ludlan Succeeds Barnum With OWI In N. Y. Bureau

Washington Bureau, RADIO DAILY Washington—George P. Ludlan, head of the special assignments division of the OWI radio bureau, was named yesterday to succeed Merritt (Continued on Page 2)

#### CBS In 9 Months Aired 12,815 War-Aid Programs

In the 273-day period from January 1 through September 30, 1943, 12,815 CBS broadcasts were devoted to some phase of the war, according to a report (Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—Development "at an explosive rate" of television and other new services was predicted Friday for the post-war period by O. B. Hanson, NBC vice-president and chief engineer who said he looks for operation of a thousand television stations and 25 million receiving sets within the next 10 years. Within two years after the cessation of hostilities, he told the Senate Interstate Commerce Committee, NBC will probably have a television network operating (Continued on Page 6)



O. B. HANSON

### Gordon Cites Service By FBIS Of The FCC

Washington Bureau, RADIO DAILY Washington—The FCC's Foreign Broadcast Intelligence Service is rendering efficient and valuable service, Matt Gordon, chief of the OWI foreign service division and former CBS news editor, told the special House committee investigating the FCC Friday. Last of a series of witness testimonies (Continued on Page 7)

## ★ THE WEEK IN RADIO ★

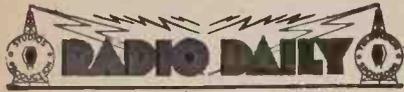
### NBC President Testifies

By PEGGY BYRNE  
 NILES TRAMMELL, NBC president, was one of the chief witnesses before the Senate Interstate Commerce Committee last week, testifying in favor of the White-Wheeler bill and presenting suggestions for the Committee's consideration. General tenor of Trammell's plea was freedom for radio. He claimed that the FCC's present rules on television will greatly hamper post-war developments; that the networks will take the lead in establishing television, and must have more leeway in order to make progress. Expansion of the spectrum, he said, should eliminate the possibility of monopoly. He submitted nine points which he felt should be included in new radio legislation: guarantee that broadcasting has full rights under the constitution's 1st amendment; that business and program practices be protected from control by the licensing authority; establishment of long term or (Continued on Page 5)

### Handiwork

When Bruce Kamman, NBC assistant production manager in New York, was shown a homemade Christmas card blocked from circulation by a hand-cut piece of linoleum, the idea intrigued him. To date he has used up 12 sq. ft. of linoleum, which he had stored in his basement when he arrived from Chicago a couple of years ago, but he hasn't been able to produce one card.

# RADIO DAILY



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(December 10, 1943)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/8	156 7/8	157 3/8	+ 1/2
CBS A	23 3/4	23	23 3/4	+ 1/2
Crosley Corp.	17	16 3/4	17	—
Farnsworth T. & R.	10	9 7/8	9 7/8	- 1/8
Gen. Electric	37 3/8	36 7/8	37 3/8	+ 3/8
Philco	23 3/8	22 3/4	22 7/8	+ 1/8
RCA Common	9 7/8	9 1/2	9 7/8	+ 1/8
RCA First Pfd.	70 1/2	70 1/4	70 1/4	- 1/8
Stewart-Warner	11 3/8	11 1/8	11 1/4	+ 1/8
Westinghouse	95 3/4	93 1/2	94 3/4	+ 1 1/4
Zenith Radio	34 1/4	33 3/8	33 1/2	+ 1/8

### NEW YORK CURB EXCHANGE

Nat. Union Radio	3	3	3	.....
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### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20 1/2	23
WJR (Detroit)	30	.....

### Kennedy's New Show

John B. Kennedy, reporter and commentator, will launch a news program over the Blue Network beginning Sunday, Dec. 19, from 1:00 to 1:15 p.m., EWT. It will be heard each week at the same hour. The political analyst and news commentator thus will augment his WJZ New York news program, aired Monday through Saturday at 6:05 p.m., EWT.

### Radio Fathers May Get Draft Deferment

Washington Bureau, RADIO DAILY

Washington—Direction of selective service has officially passed from the hands of WMC Chief Paul V. McNutt to Selective Service Director Gen. Lewis B. Hershey, it was revealed by the White House Friday afternoon. President Roosevelt has signed the bill which establishes autonomy for the selective service system, places fathers at the bottom of the draft pool and pulls the sting out of McNutt's work-or-fight order effect of the "non-deferrable list" which included radio jobs, will no longer be felt.

The bill as interpreted here, however, is little more than a back-handed slap at McNutt, since selective service has already found its pool of single and childless married men close to exhaustion and cancelling out the non-deferrable lists is not expected to make much difference. Although McNutt loses actual control over selective service, it is patent the system must continue to work closely with McNutt's War Manpower Commission if there is to be any effective Federal action in the manpower field.

### Radio Sales Decline Noted In Canada

Montreal—Decline in sales of radio and electrical stores of 15.6 per cent for the ten months ended October 31, compared with the corresponding 1942 period is reported by the Internal Trade Branch of the Dominion Bureau of Statistics. Sales in October were 2.8 per cent higher than in September but 16.6 per cent lower than in October 1942 and 7.5 per cent under those for October 1939. Sales of radio musical instruments and supplies by 19 Canadian department stores and mail order houses reporting to the bureau of statistics showed sharp decline in October of 46.3 per cent the value being \$259,014, compared with \$482,415 in October 1942.

### Golden With WPAT

Dave Golden has been appointed publicity director and continuity writer for WPAT, Paterson, N. J. Golden, a former freelance scripter, has left a publicity post with the Treasury's war bond staff in New York.

### CBS In 9 Months Aired 12,815 War-Aid Programs

(Continued from Page 1)

port released by the network's research department. Since some of the broadcasts treated more than one war topic, 15,304 different war items were included in these 12,815 broadcasts, totalling over 2,600 hours.

CBS gave 1,276 hours of sustaining program time to war items, either in the subject matter of the program, in announcements or in war news; 1,324 hours of CBS commercial program time, or 45.4 per cent of the total sponsored operating time, contained war effort messages.

CBS' New York City outlet, WABC, devoted all or part of some 17,387 broadcasts to war messages during the stated nine-month period. During these broadcasts, totalling more than 2,563 hours, 20,655 war items were treated.

WABC gave 1,577 hours of its sustaining time to war items either in the subject matter of the broadcasts, in announcements, in war news or in station-break announcements and 986 hours of its total commercial operating time.

### Shouse, Back In U. S. A., Reports British "Inertia"

(Continued from Page 1)

British capital received the news of the bombing of Berlin.

"London is expecting and is perfectly resigned to retaliation for the raids on Berlin and is neither encouraged nor discouraged about the course of the war," said Shouse.

### Ludlan Succeeds Barnum With OWI In N. Y. Bureau

(Continued from Page 1)

Barnum as deputy chief in charge of the New York office of the bureau. He will retain his special assignments job as well. Barnum is expected to leave OWI about the first of the year, to return to Ruthrauff & Ryan.

### Sportscaster Dies

Columbus, O.—Charles Hummel, 29, sports reporter for WCOL, Columbus, died after a five-day illness, of a heart ailment. His wife, two daughters, and two sons survive.

## COMING and GOING

WILLIAM ROUX, assistant manager of spot sales, is back in New York following extensive trip as master of ceremony the NAB's "Airforce and the Retailer" station.

DAVID CARPENTER, station manager WKNE, Keene, N. H., who was in to major portion of last week, left late afternoon for the home offices.

EARL GAMMONS, director of WTOP, Ohio's O & O outlet in Washington, D. C., visiting briefly in New York.

TOM SLATER, Mutual network's director of special features and sports, left Saturday a broadcast from Lister Hill, Ala.

RALPH EDWARDS, who aired his "Consequences" program from Brookfield on Saturday, left shortly following the cast for the West Coast.

HAROLD E. FELLOWS, manager of CBS-owned outlet in Boston, and KIL HORTON, assistant manager and sales director of the station, left for home after a few days spent in New York.

BILL BURTON, manager of Dick Hay in town from Hollywood.

HAROLD KRELSTEIN, commercial manager of WMPJ, who was here during the latter part of last week, has returned to his Memphis headquarters.

MRS. WILLIAM BROEG, "Mother Park the WEEL, Boston, local program, "Food and GORDON NORRIS, account executive of the station, both have left New York for a short visit.

EDWARD PALEN, program director of Cleveland, is back at the Ohio offices in New York for a few days last week.

### Rupert Hughes Returns To

Hollywood—Rupert Hughes, author and provocative columnist the air, returns to the airwaves on 11 with a coast-to-coast NBC broadcast to be heard each Saturday, p.m., EWT.

## 149 ACCOUNTS!

As of December 1st, 149 advertisers are now using W-I-T-H in Baltimore. Not bad for a station that is 22 months old. Particularly, when you consider that among this total are many national accounts noted for their astute radio buying.

## W-I-T-H



### IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

## 20 YEARS AGO TODAY

(December 13, 1923)

Powel Crosley, Jr., (WLW), tells the NAB that stations need more than 500 watts if they are "to reach out consistently, cutting through static for 1,000 miles or more, especially during the summer months" ... William Jennings Bryan to broadcast tonight on "Masonry and the Bible, Book of Books" ... 100,000 Masons listening in "prove again the unique quality of radio as a unifier and communicator."

## WE'RE MODEST BUT GOOD

WMBG, you must remember Will have the best shows in December. If bright songs and cheery laughter Is the object you are after, Set your dial and stay around, You'll have no occasion for a frown. For the best in '43, stay tuned to WMBG.

## NBC Richmond, Va. NBC

# Radio Specialists Return From Lima

(Continued from Page 1)

W. G. Ogilvie, acting director of the radio division of the Co-ordination Office in Washington, D. C., who formerly with the IT&T; Wilfred Roberts, head of the New York office of the radio division, onetime radio division production manager of NBC; Kay Bailly, assistant to Roberts, once of Lord & Thomas, and J. Begg, from the State Dept. The field representatives who were in Lima, their South American contacts and their former connections were noted, were: Cyrus Nathan, account executive with Lord & Thomas; Frank Linder, Uruguay, producer at BBD&O; Frances M. Adams, Ecuador, Leo Burnett Co.; Robert Ayres, Peru, scripter for NBC; CBS; Herbert Cerwin, Mexico, advertising manager of Del Monte products; Joseph Ries, Venezuela, national director of WLW; J. MacArthur, Brazil, manager of F. Walter Thompson Co.'s Sao Paulo branch; W. Wiggan, Brazil, producer and scripter for Pedlar & Ryan; Forney, Colombia, radio producer for the Department of Agriculture; Aron Urritea, Bolivia, and Frank Miller, Argentina.

# Regulations Re Wartime News Liberalized By Censor Office

(Continued from Page 1)

diplomatic moves not directly concerned with military operations and weather conditions.

One amendment to the code puts wider responsibility upon the Office of Censorship in clearing broadcast material of all classes, whether or not officially announced by other government agencies. Effect of this will be to make it possible to "break" stories even though government agencies might object, provided they are cleared by the OC. Other changes of importance to broadcasters follow:

### Ship-Sinking Clause Changed

The language making the Navy the only appropriate authority for information concerning the sinking or damaging from war causes of merchant vessels is eliminated.

Both the Navy and War Shipping Administration is recognized hereafter as appropriate authority for information concerning the movements, sinking or damaging of merchant vessels in any water.

The restriction on information concerning civilian defense communication control centers is eliminated as no longer necessary.

The clause concerning military installations outside the United States is clarified.

Restrictions against nationwide summaries of war production, progress of production, plant details and capacity, and movements of lend-lease material are eliminated. An entirely new production clause restricts only secret weapons and detailed breakdowns for specific types, such as 155 m.m. guns etc.

### "Critical Material" Reduced

The restricted list of critical materials is reduced by almost one half, the following being eliminated: aluminum, artificial rubber, zinc, magnesium, silk, cork, copper, optical glass and mercury. Restrictions retained with respect to tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten, platinum and high octane.

The sabotage clause is shortened.

The broadcasters code revision contains a special note concerning the new weather provisions. Warning against mention of wind direction.

The notes-on-rumors clause is eliminated as no longer necessary.

All requests concerning resettlement centers and location of war prisoner camps are eliminated. The FBI, as well as the War Department, is recognized as appropriate authority

for information about escaped prisoners of war, in order to speed up the handling of the stories.

The clause dealing with war news coming into the United States is shortened. Broadcasters will find new language concerning handling of broadcasts from Canada that parallels the press code on this point.

The request against premature disclosure of diplomatic discussions is amended and narrowed to conform more closely to the administrative interpretation which has been applied heretofore in actual practice. This clause has been coupled with the request concerning war plans so that the new version reads: (no disclosure of) "secret war plans, or diplomatic negotiations or conversations which concern military operations."

### Program Section Unchanged

The clause dealing with forest fires is eliminated as no longer necessary.

The program section of the broadcasters code is unchanged, with all present provisions for handling of requests, quiz, man-on-the-street programs, forums, etc., continued.

The foreign language section has been clarified so as to emphasize the duties of station censors and monitors and to omit the request for English language translations.

"I solicit your continued cooperation to see, in this instance, that a dangerous psychology of over-censorship is not created throughout the land by the activities of a miscellany of volunteer firemen." Mr. Price declared, and added:

"Every editor and broadcaster is asked to take note not only of what is requested, but of what is not requested... Many of you have been led by overzealousness to withhold information having no security value, on the advice of persons having no authority.

### Only Official Censor Unit

"The Office of Censorship, a civilian agency, is the only government agency authorized by the President to request that certain news be not published or broadcast.

"The codes specifically ask that requests from others which appear out of harmony with the codes (of censorship) be disregarded or submitted to this office.

"I am sure that neither the publishing industry nor the broadcasting industry wants to abrogate its responsibility to disseminate all news which does not violate national security."

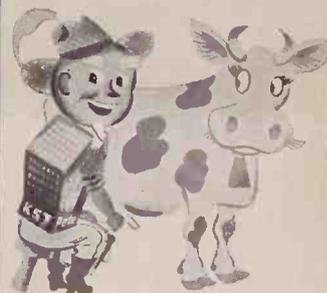
### Hirschmann To Speak

Ira Hirschmann, vice-president of Bloomingdale Brothers, Inc. will speak before the radio luncheon of the American Marketing Association December 15th on the "Place of the Department Store in the Future of Radio, FM, and Television." Talk will be one in a series on the business side of radio featured at the monthly Radio-in-Wartime luncheons held under direction of George H. Allen.

### New CBS Program Director

Charles Herbert, formerly an assistant director in CBS' Network Operations Department, has been named a director in the network's Program Department, it was announced by Douglas Coulter, CBS vice-president in charge of programs. As a program director Herbert has been assigned to work on Columbia's five-a-week comedy-variety program, "Fun With Dunn."

He's right at home on the DAIRY FARM



Dairying is the major agricultural activity in Minnesota, the nation's fifth richest agricultural state. And a great share of Minnesota's most progressive and prosperous dairy farmers are members of Land O'Lakes Creameries — the great producers' co-op whose name and products are familiar everywhere.

For nearly two years now, KSTP's story has been reaching some 65,000 of the state's prosperous farm homes through the well-read, official organ of the co-op—"Land-O-Lakes News."

Dollar-wise, KSTP is a good buy for its effective coverage of the Twin City Market alone. Now, there is this important plus — a steadily-growing rural audience with big money to spend. Along with the pages of "Land-O-Lakes News," the continuing promotional campaign includes:

1. Forceful ads in "The Farmer," reaching 147,000 Minnesota farm homes.
2. Listener-stimulating ads in 344 rural newspapers.
3. Personal appearances of KSTP's Barn Dance group in Minnesota towns.
4. "On the Minnesota Farm Front," newsy column by KSTP's Farm Service Director, Harry Aspleaf, appearing weekly in 81 newspapers.
5. "Around Radio Row," news-and-gossip column carried weekly by 70 country papers.

Your advertising dollar will do More in '44 on KSTP!

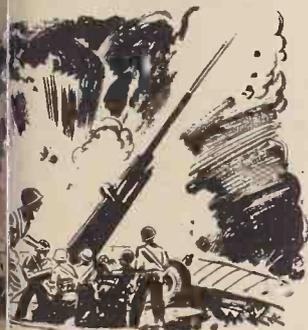
50,000 WATTS Clear Channel

**KSTP**

MINNEAPOLIS... ST. PAUL

Exclusive NBC Affiliate for the Twin Cities

Represented nationally by Edward Petry and Company



**BOOM!**

There's a boom back home, too, in the town where this gun was made.

COVER THESE NEW MARKETS WITH RADIO

**VEED AND COMPANY**  
SALES REPRESENTATIVES

BOSTON CHICAGO  
SAN FRANCISCO HOLLYWOOD

LOS ANGELES

By RALPH WILK

JIM JORDAN (Fibber McGee) and Frank Morgan, who own ranches, were among the interested spectators at an auction at the Los Angeles stock yards. Jordan was especially interested in Pole-Angus cattle.

Lt. Bob McAndrews, who was sales promotion manager of NBC Western's Division before entering the service, has been transferred from Santa Ana, Calif., to the public relations bureau of the Army Air Force in Washington, D. C.

Several friends of Charles J. Correll ("Andy" of Amos 'n' Andy) tossed a stag baby shower for him at his home. Mr. and Mrs. Correll, who are the parents of two daughters, are expecting a visit from the stork about the middle of January and are hoping for a boy.

Our selection of the week of the most photogenic non-professional—Maxine Bowlus of the Foote, Cone & Belding office.

Business is so good at the Bernie Milligan publicity office in the Security-First National Bank building that he has been forced to add an adjoining office to his present quarters.

William (Bill) Fifield, freelance radio writer and author, who recently was winner of 3rd prize in the 1943 O'Henry Short Story contest, has joined the KNX-CBS writing staff. Fifield previously was staff producer with CBS in New York and also worked as announcer with CBS Affiliate WBBM in Chicago.

Ed "Archie" Gardner thinks comedy making is seldom a laughing matter. "It's a labor of love of black coffee," he says.

When Edgar Bergen paid a visit to the National Barn Dance Company—here to make a picture for Paramount—Charlie McCarthy spent his time eyeing the lovely Dinning Sisters, Jean, Ginger and Lou.

Harry W. Flannery, the news analyst, has just received a first-edition copy of the Spanish translation of his best seller, "Assignment To Berlin." Printed in Argentina, the book is being distributed throughout South America.

Joins Detrola Corp.

Detroit, Michigan—The appointment of John Gibbs, for 14 years with RCA at Camden, N. J., to assume duties as contract administrator for Detrola Corporation has been announced by C. Russell Feldmann, president of Detrola. Gibbs will assist Roger M. Daugherty, vice-president.

BEST RADIO BUY IN BALTIMORE! WCBM FREE & PETERS Exclusive National Rep. John Elmer, President Geo. H. Reader, Gen. Manager

MAIN STREET



Memos of an Innocent Bystander . . . !

● ● ● Chalk up another fine use for this thing called "Radio" . . . . . tomorrow night, on her NBCiggie program, Ginny Simms will introduce a soldier who will telephone his sister urging her to join the WACS. . . . . the uniformed lad will be Sgt. Johnny Grant, seen by hundreds of thousands of Americans, when he was one of Jimmy Lynch's Daredevils, who risked their lives to thrill visitors to the New York World Fair in 1939. . . . . REC Prexy Murray Grabhorn has licked Kid Flu after a week's tussle. . . . . Stuart Buchanan's new show "Out of the Shadows," which bowed in last Monday on the Blue Network for the National Safety Council, proved a thrill to the ears but the courage of Nazi victims, fighting against odds of a thousand to one, thrilled the heart. . . . . Jo Lyons, pretty little director-writer-producer at B B D & O, can now add "actress" to her talents. . . . . she will be one of the "dates" on the Blue Net tonight at 8:30 p.m. . . . . The January issue of Real Story Magazine will feature an article (in quiz form) authored by Ralph Edwards, the "zany" emcee of Truth or NBConsequences. . . . . Two film companies, have asked for scripts on the Blue Net's program, "House on Q Street," a story of wartime Washington, D. C. . . . .



● ● ● Paul Whiteman DEFINITELY is not hoarding sugar . . . . . the sweet crystals, that the Maestro puts into his pocket instead of in his coffee, are saved for Paul's horse "Walkalong," the pride of the Whiteman Farm in New Jersey. . . . . "Uncle" Nick Kenny, whose fog-horn voice and "schnozola," and big-heartedness is not unlike Jimmy Durante's world-famous assets, has authorized a 250-page anthology titled, "Day Unto Day" which has just been published by Frederick Fell. . . . . a collection of the former Tar's poems, songs and verse. . . . . L. Wolfe Gilbert, famous for "My Mother's Eyes," "Waiting For the Robert E. Lee" and many other songhits, is in Gotham for a week. . . . . we just want to mention the fact that when any songwriter, on the Coast, is in trouble, needs advice, money or a friend, Wolfie has never been found wanting. . . . . 87-year-old James H. Hare, the only American correspondent who covered the Russo-Japanese War back in 1903, will be interviewed by Eastman Kodak officials tomorrow night at Rochester. . . . . program will be heard via WHEC-CBS and WHAM-NBC. . . . . the script was written by Martin Starr, radio director for United Artists, the distributors of the Sam Bronston Production, "Jack London," in which a characterization of the ace-reporter, "Jimmy" Hare, is faithfully portrayed. . . . . John Neal, announcer and newscaster at WBYN, has added emceeing to his versatility, taking on the latter duties on "The Irish Show-boat," every Sunday. . . . .



● ● ● Earl Wilson New York Post Night Club columnist and Ted Collins, radio emcee and discoverer of Kate Smith, will match wits with Ellery Queen. Saturday on the NBC "whodunit" . . . . . we don't know too much about Earl's sleuthing ability, but we'll bet a hat that Collins, (who reads about five mystery books a week) solves the "Adventure of the Unlucky Man." (Don't let us down Ted. . . . . even though the hat we've wagered is a late 1939 model, we can still wear it if we change the hat band). . . . . Now that Jackson Beck has replaced Jose Ferrer as "Emilio" in the NBCast of "A Woman of America," the versatile radiolite portrays important running roles, via three networks. . . . . the other two are, the dashing swash-buckling "Cisco Kid" of MBS and the narrator of "The Man Behind the Gun," over CBS. . . . . Just finished reading Carol Hughes article on Frank Sinatra in the current Magazine Digest. . . . . we thought we knew a'l about the Jersey Lark but after reading Carol's word picture of the lad who put the "woo" in "swoon," our store of "Broadway Lore" has been augmented considerably.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

"FIGHTING MAN, U.S.A." a 15-minute weekly series sponsored by the Milk Foundation of Chicago, makes its debut over WJJD this evening (9:15 to 9:30 p.m. CWT). Featured on the program will be announcer Don Dowd and Bill Karney, home economics and nutrition expert. The broadcasts will present vivid accounts of the world conflict, as reported to Don Dowd by servicemen returned from the fighting fronts. Miss Karney will give advice on wartime nutrition and view other experts in the field. Machinists mate 1/C William Linger, U.S.N., will describe his experiences on the opening program. Flickinger, serving aboard a C-47 bomber, participated in the bombing of Jap installations at Tulagi.

WJJD inaugurated a new series, "Fort Sheridan Presents," directed by the Post's Radio Theater, Fort Sheridan, Ill., at 3 p.m. Saturday, Dec. 11. Fifty soldiers and one WAC were featured on the opening broadcast.

Kay Lorraine, radio songstress, has taken over the vocalist spot of "Korn Kobblers," aired over WJJD at 6:45 p.m., Mondays, Wednesdays and Fridays.

WLS listeners have contributed more than \$2,800 to date to the station's annual Christmas Neighborhood Club, a project designed to raise funds and purchase equipment that will be of value to the sick and crippled children in Midwest hospitals.

Will Handle Campaign

Columbus, O.—Roy D. Moore, Dayton, O., vice-president and general manager of Brush-Moore Newspaper Inc., and identified with WHBC, Dayton, O., and WPAY, Portsmouth, has been named campaign chairman for the campaign of Gov. John Bricker of Ohio for the Republican presidential nomination.

Kay Kyser Renewed

The American Tobacco Co., has renewed Kay Kyser's College of Musical Knowledge over the full network. Foote, Cone & Belding is agency. Kyser has been an NBC feature under his present sponsorship since March 30, 1938.

Buys WKST Stock

New Castle, Pa.—Mr. and Mrs. W. Townsend have acquired 75 percent of the stock in WKST, New Castle, Pa., the Federal Communications Commission made known. Townsend, now in the Navy, organized the station five years ago.

BERNARD DUDLEY



Call Registry LA. 4-1200

• TELE TOPICS •

PEOPLE are saying that theater television is on the way. Film interests are carefully scrutinizing the aspect of exclusive auditorium reception as a means of combating wired competition from home sight and sound. Confirmation that telegrams can be piped into a chain of theaters was given your tele topper by a spokesman for the American Telephone and Telegraph Company. Short-distance transmission within city, the phone company representative indicated, can be made over the regular Bell System wires in existing cables. For inter-city telecasts, utility's coaxial cable system is said to be capable of transmitting satisfactory images over long distances. In fact, the AT&T now has a coaxial cable linking New York, Philadelphia, Baltimore and Washington in addition to one each in Stevens Point, Wis., and Minneapolis, Minn., it was learned. From all this it would seem that a wired tele network is already feasible. The phone company informant was very careful to point out, however, that "the Bell System is not in the business of producing television" and that the AT&T is a common carrier and offering its facilities for carrying facsimile, wirephoto and other services. Well, appearances may be deceiving, but the RCA radio-relay method of tele hookup may be in for a bit of competition.

Growing recognition of tele is reflected in its equal treatment with other media by the Army, which has just released official films of the historic Cairo and Tehran conferences for tonight's NBC telecast. Philco and GE's RGB will pick up a simultaneous rebroadcast.

Light club entertainers go over big than theater acts on a tele screen, as indicated by Paul Knight program manager of Philco's WPTZ, Philadelphia, during an address before the American Television Society Tuesday night in New York. Reason seems to be that late-spot performers used to playing before small audiences. Said Knight: "We realized tele-

THE WEEK IN RADIO

NBC President Testifies

(Continued from Page 1)

permanent licenses; that licenses be revoked only by ruling of Federal court; elimination of the Commission's power to administer anti-trust laws, and different penalty for violation of those laws; division of the Commission; requirement that the government issue experimental licenses and encourage development of radio; prohibition of discrimination on grounds of occupation or business in granting licenses; adoption of recommendations of FCC Bar Association and NAB for revision of procedure. Other witnesses included Commissioner Ray C. Wakefield and Major E. H. Armstrong, inventor of FM. Wakefield defended the FCC and discussed the matter of the industry's fear of the Commission, stating that a good part of it was "manufactured." Armstrong went into detail on the history and future of Frequency Modulation, asking that the 21 television band be allocated to FM. RCA-Victor, Columbia Recording and NBC-Thesaurus filed a brief with the War Labor Board panel requesting that the panel ask the NWLB to order the end of the AFM "strike" and ban, to rescind any instructions given to members by the union, and to order resumption of business under the conditions in effect preceding the ban. Niles Trammell told the ICC that RCA would rather go out of business than sign a contract with the AFM similar to that signed by

Decca. Lea Committee investigation of the FCC continued through last week. Charles B. Brown, director of advertising, promotion and research for NBC, resigned his post to become advertising director of RCA-Victor. American Television Society wired Senator Burton K. Wheeler, co-author of the White-Wheeler bill, declaring its support of Niles Trammell's viewpoint on tele, and asking that the FCC modify its video regulations. FM Broadcasters, Inc. met in Chicago and heard an engineering report. Members resolved to hold a two-day conference in New York City in January, and voted to open a Washington office. "Dunninger," Blue Network "telepathy" show, was signed by Sherwin-Williams last week. Standard Brands increased its time on CBS, scheduling a new show and expanding several shows to full network. AFRA's New York local elected Bill Adams to the presidency. Goodwin B. Watson and William E. Dodd, former FCC employees, filed suit to test the constitutionality of Congressional action which removed them from Government payrolls. Women's National Radio Committee announced that it would conduct a survey of programs dealing with the problem of juvenile delinquency. Neville Miller, NAB president, was named chairman of the 1944 "March of Dimes" national radio division.

Kaltenborn In Australia For Overseas Broadcasts

H. V. Kaltenborn, NBC news analyst and foreign correspondent, has arrived in Australia. He is on a tour of the South Pacific battle fronts and has broadcast eye witness accounts of the intense preparations being made by the armed forces for the drive to Tokyo.

Stork News

Louisville, Ky.—It's a girl at the home of the Vern Besslers. Daddy is a staff announcer at WINN, of this city.

vision is intimate; it goes into a person's home. Therefore, the type of entertainment that appears on a television screen should be intimate." Remote pickups of special events, he stressed, provided the most interesting shows available at present.

Fixing of new technical standards as a possible cure-all for post-war tele headaches was considered by Worthington C. Miner, CBS tele manager, who followed Knight. Miner discussed "a set of standards, broad enough in scope to allow for the most extensive possible technical improvements, without incurring the danger of wholesale obsolescence." Another speaker, Ralph B. Austrian, RKO radio and tele consultant, described an interview he had with an AT&T official regarding the feasibility of wired tele hookups. Norman D. Waters, ATS prexy, presided.

CBS Press Luncheon Honors Eric Sevareid

CBS staged a press luncheon Friday at the Ambassador Hotel, New York in behalf of Eric Sevareid, recently returned from the China-India-Burma theater of operations. Sevareid, who bailed out of a disabled plane with a few others to begin a month-long jungle trek leading him eventually to Chungking, gave his impressions of our young fliers as he saw them in isolated Far Eastern bases. He said that he heard the radio everywhere, especially the BBC.

Paul W. White, the web's director of news broadcasts, acted as master of ceremonies; also introduced for a bow Everett Holles, New Calmer, Doug Edwards and Joe Harsch.

AGENCIES

RAYMOND F. SULLIVAN, vice-president and director of Ruthrauff & Ryan Advertising Agency has been elected chairman of the plan board of that organization, it has been announced by Frederick B. Ryan, president. Sullivan, associated with the agency since 1920, will continue his present duties as account supervisor in addition to his new office.

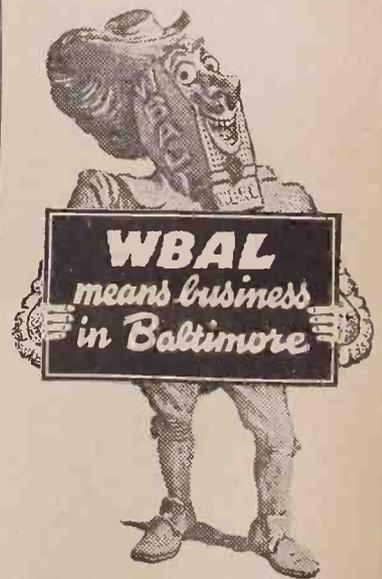
ARTHUR J. DALY, who left William H. Weintraub & Co. last February to join the office of the Coordinator of Inter-American Affairs in Argentina, has rejoined the agency in the capacity of Hollywood manager.

FRED FEAR & CO., manufacturers of Presto Easter Egg Colors, is including radio in its annual campaign which is about to be launched.

SCHUYLER VAN DUYN has joined the copy department of J. M. Mathes, Inc. He formerly was associated with N. W. Ayer & Son, Inc.

LESTER S. ROUNDS has joined the staff of Benton & Bowles, Inc. in an executive capacity, it has been announced by Clarence B. Goshorn, president of the agency. Rounds' immediate job will be in connection with the Can Manufacturers Institute account. He had been with the advertising firm of Arthur Kudner, Inc. since its inception in 1935, and for the preceding six years with Erwin, Wasey & Company.

J. WALTER THOMPSON COMPANY has added Paul de Fur and Jay Hanna as radio producers. De Fur formerly was associated with the radio section of the War Manpower Commission. Hanna has been a freelance radio director for five years.



Edward Petry & Co., National Representative

1000 WATTS 1330 KILOCYCLES  
**WEVD**  
 NEW YORK'S STATION OF DISTINCTIVE FEATURES  
 ENGLISH • JEWISH • ITALIAN  
 Roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.  
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**PROGRAM DIRECTOR AVAILABLE**  
 6 years' practical experience  
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 28, 2A, 2 Children  
 Box 780, RADIO DAILY  
 1501 Broadway  
 New York, 18, N. Y.

# Envisions Post-War Tele

## Hanson Sees Webs Serving All Parts Of The Nation

(Continued from Page 1)

on the East Coast, from Boston to Washington. As NBC President Niles Trammell revealed earlier last week, this net would be followed by others across the country, and Hanson predicted that in less than 10 years there would be a coast-to-coast television network. He said he sees "theater-type television services linking theaters and auditoriums throughout the nation."

### "Technical Standards Good"

"Technical standards now in existence have proven to be good," said Hanson, "through actual practice, and if no changes are made excellent service can be rendered and public service realized more quickly."

Hanson called upon both government and private industry to have ready a plan for post-war radio expansion services, pointing out that until frequency bands are definitely set and various other engineering standards firmly established development of these new services is bound to be held up.

As a broadcast engineer, said Hanson, "I visualize television as having the greatest potential possibilities for service to the public and the nation as a whole, providing, of course, that manufacturers, broadcasters and government cooperate toward the end that it can spring quickly to life when victory is won. I firmly believe that a major portion of the radio audience of the next decade will see as well as hear radio artists, performers and celebrities and will accept the visualization in their homes of great national events as commonplace, just as today they accept sound programs from every corner of the world as commonplace."

### See Vast Set Increase

Hanson said that "if the present frequency allocations and technical standards for television are not greatly disturbed in the anticipated shuffling of frequency allocations, at least one thousand television stations can be placed in operation in the United States during the next decade following the cessation of hostilities. These new stations would represent a capital investment of roughly \$250,000,000. They would employ in their operations about 65,000 persons directly and many additional thousands indirectly, the additional thousands representing advertising agency personnel, artists, performers, musicians, and those engaged in the designing of scenery and costumes, and in the designing, manufacturing and selling of apparatus. This estimate is for television broadcasting stations and does not include that portion of the industry engaged in set manufacturing. "In television alone there is a po-

tential market for, what I believe to be a conservative estimate, 25,000,000 television receivers in the next decade. This latter represents a dollar volume of approximately \$3,000,000,000, and the employment of many thousands of persons in manufacturing, selling, and servicing; all of which becomes an important consideration in our post-war economy.

### "Tremendous Industry"

"Television is potentially a tremendous industry and a great entertainment, cultural, and educational medium for which I hesitate to predict the limits. The complexity of program production is much like that of the motion picture industry. Ultimately, believe, our method of producing television programs in relatively small studios of today will give way to vastly more complicated and extensive plants, approaching in scope the great investments of the motion picture industry."

Although network distribution of television programs is not yet possible, Hanson said experiments have already shown that it is possible through use of either coaxial cables or radio relay. Some cables are already in existence, but discussed relay as perhaps the better method. A relay system could be installed, he said, running from Boston to Washington, at a cost of about a \$1,000,000, and he looks for such a net within two years after the war. Trammell indicated earlier last week that NBC may build such a network.

### Expects Theater Tele

Another new service which he looks for soon, he continued, is "theater television" in which events of great national interest can be picked up at the source by television and transmitted through television networks to theaters throughout the country. Hanson explained that he was referring to black and white television. "There has been a lot of academic discussion of color television," he pointed out. "Because FM must be regarded as a technical improvement in the manner of transmitting sound programs to the home listeners," said Hanson, "it must be integrated into the existing sound broadcasting system."

### Offers FM Plan

Hanson suggested that if FM development is to be made feasible from a financial viewpoint, a sound plan for integration with the present AM industry must be evolved. Unless such a plan is evolved, he declared, there is danger that "the economics of sound broadcasting may degenerate, particularly as it faces the competition of visual broadcasting during the coming decade." Hanson then outlined briefly the plan he has in mind.

"That existing broadcasting operators be permitted to erect FM stations to operate over a period of years as companion stations to their present standard band transmitters, transmitting the present popular standard band programs through both their stand-

ard band transmitters and FM transmitters. Thus, as the public obtains FM receivers, they can hear their favorite programs through either the FM station or the standard band station, whichever happens to give them the best reception. Eventually the majority of listeners will be equipped with FM receivers, and surveys taken from time to time will indicate how many homes are tuned to the FM station and how many to the standard band. When the surveys show that the majority are able to obtain full service from FM transmitters, it will be possible to discontinue transmission by the older method. There will, of course, be newcomers to the FM broadcasting field, the total number of stations at the end of the coming decade being several times the number now existing in the standard band."

### Big Job for FCC

Turning then to the legislative field, Hanson declared that the FCC will have its hands more than full for the next decade working simply on the technical aspects of radio. In drafting new radio law, he suggested that Congress clearly confine FCC power to:

"1. Granting of licenses, the principles upon which these grants of license must be made should be defined clearly in the basic law passed by Congress.

"2. Establishment of technical standards of transmission in cooperation with the practical engineers of the radio industry.

"3. Policing of the external, technical effects of radio emanations."

### FCC Engineer Heard

Reflecting optimism in regard to solution of the frequency allocation problems for post-war development of the radio spectrum, FCC chief engineer E. K. Jett Friday told the committee that cooperation between the industry and government agencies concerned seems to be assured.

Although Jett's testimony was highly technical for the most part, he made a number of points of great interest to broadcasters today. He predicted that unless technical standards are altered soon, "post-war broadcasting services may follow a pattern of pre-war design. The manufacturers, he said "are surely not going to wait for the engineers and the government to take months or years to make up their minds as to what changes are desirable; they will proceed with production the minute that materials and manpower become available, and the sale of such equipment may result in freezing our technical standards for years to come."

### Reads Article For Record

Growth of FM, television and facsimile will be frequent, however, Jett said, with an ever increasing proportion of receiver production for these services.

Jett read into the record excerpts from a recent editorial in an engineering publication, writ-

## Technical Factors Affecting Growth Cited By Jett

ten by P. S. Billings, president of Belmont Radio, who declared that "the fabulous wartime expansion of the electronic industry has created a veritable host of prophets, crystal-ball gazers, and calamity howlers, some are sincere, some patiently dishonest but all contribute to the almost unbelievably fantastic public misconception of the part electronics will play in the immediate post-war period."

Billings summarized briefly the effect of the war on electronics, warning that, "these new applications electronics are not for the most part in shape for release to the public."

Another session in the long series of hearings on the Wheeler bill will be held tomorrow morning. It is not certain yet who the witness will be, although FCC Chairman Fly is expected to return to the stand sometime this week. Committee Chairman Burton K. Wheeler, ill with the flu most of last week, is expected to be on hand tomorrow.

During the past two years, however, the manufacture of home radio has been cut off. Manufacturers can use the consequent pent-up demand for new equipment as a stopgap to hold their expended production organizations intact while all possible pressure is placed on the completion of finishing off of the development of the new forms of electronics."

He called for sane and sensible planning for the conversion to peacetime production charging engineers with the responsibility to lead the way.

### Poses Series of Questions

"There is no reason," said Jett, "why a nationwide network should not also carry network programs to standard broadcasting, FM, facsimile, and private telegraph and telephone circuits for the press, stockbrokers and agencies that usually lease private wire facilities. Who should be granted the privilege of operating the system? Should it be competitive with the telephone and telegraph services which now operate as monopolies in their respective fields? Should there be competitive radio networks, thereby necessitating a forest of towers along the same route? Should the company or companies operating the radio network also be permitted to operate terminal facilities at the subscribers' offices? Should the chain broadcasting companies be permitted to own and operate their own radio networks? These are but a few of the questions which will confront the Commission when, as, and if materials and manpower again become available for the production of civilian equipment."

# Gordon Cites Service By FBIS Of The FCC

(Continued from Page 1)

esses to appear for the FBIS. Gordon said he found the agency serving a valuable function.

FBIS material, Gordon said, was available only from the government officials when he came to OWI, and his job was to get this material out to the American press and radio. He said he believes the press and radio could get all the aid they can, in response to questions from committee investigator Harry S. Barger as to whether FBIS and Gordon's function at the OWI did not constitute a subsidy to the American press and radio.

Asked if he thought OWI should take over the FBIS, Gordon said he had no opinion on the subject, but that if by OWI the Domestic Branch was meant, he thought the question was academic in view of the budget slash ordered by that branch last summer.

For the OWI overseas branch, he said he thinks FBIS service is invaluable to it. The information on enemy propaganda served the overseas branch by FBIS is essential to the efficient counter-propaganda work carried on by the overseas branch in New York and San Francisco, he stated out.

## New KGO Commercials

San Francisco—Three new commercial shows have been set on KGO, according to sales chief Frank Duels. American Home Products is sponsoring "Inspector Hawkes & S." a mystery serial heard three nights a week, the three weekly programs presenting a complete cycle of the mystery yarn. Kelite Products, Inc. is presenting "Sam Hayes—Your Sunday Spectator," in which the veteran West Coast commentator discusses human interest items in the news. "Who's Dancing Tonight" is a Wednesday night quizzer from the dance floor of the Hotel Claremont in Berkeley, sponsored by Albert S. Duels, jewelers.

## STATION OWNERS . . . ATTENTION!!

A seasoned executive, now employed, and regarded by the industry as one of the top salesmen in the country—seeks general or commercial manager's berth. Record of accomplishment with outstanding independent stations known to most successful station operators. Complete knowledge all phases of commercial radio—from music to production. College trained, draft exempt. Current income high. Opportunity paramount now! My employer knows of this ad.

Address Box 775  
RADIO DAILY  
601 Bdw., New York 18, N. Y.

# COAST-TO-COAST

## —ALASKA—

**JUNEAU**—KINY completed installation of its 5,000 watt transmitter and started regular schedules with the new power, which was made possible through cooperation of Federal agencies and military officials. Installation was directed by Vincent I. Kraft, chief engineer of KINY and KTKN, Ketchikan.

## —CANADA—

**TRAIL**—The Sixth Victory Loan Drive should get full cooperation from the public for CJAT is inviting Kootenay listeners to write in telling what aspects of victory loan radio publicity appealed to them most and which features failed to impress. Results will be supplied to the local National War Finance Committee early next year outlining CJAT's Sixth Victory Loan Publicity Plan. . . . in order to boost local sports, CJAT is distributing a book explaining 1944 C.A.H.A. Hockey Rules, complete with schedules of all Trail leagues.

## —MICHIGAN—

**GRAND RAPIDS**—For the fourth successive year, WOOD's "Safety Time" players will present Dickens' "Christmas Carol" on Christmas morning. The group, under the direction of Winona Williams, and supervised by Captain E. C. Brackett of the Safety and Public Relations division of the Grand Rapids police department, is composed of college and high school students of the town.

## —WISCONSIN—

**MILWAUKEE**—Good morale-boosting plan has been in effect at WTMJ and WMFM where a list of the 18 employees of the Milwaukee Journal station who are in military service is posted on the bulletin boards and staff members still at their desks are pledged to write five or more servicemen every month. . . . conservative estimate shows that each man should receive well over one hundred letters a month besides issues of the "Monitor," Rado City house organ. . . . Bob Shannon, platter spinner of WTMJ's Rumpus Room, announces a regular Wednesday Revival Night that will feature the hit tunes of another generation. . . . John Printup, WISN salesman, recently bagged a 200-pound buck on a hunting trip in northeast Wisconsin. . . . the adventures of the capricious elephants "Gimble" and "Ellie" and their friend Santa Claus are being aired seven days a week over WISN for the benefit of the younger set in Milwaukee.



December 13  
Florence Baker Charlie Gregg  
Phil Mayer

## —OHIO—

**AKRON**—A Junior Town Meeting of the Air was started last week over WAKR and will be continued throughout the school term until May 8th every Monday evening from 9:15 to 10 p.m. With Stanley Schultz as program moderator, the meeting will include students from the high schools of Akron and those within a 30-mile radius of the city. . . . after the first of the year, programs will originate from the Polsky department store auditorium.

## —CONNECTICUT—

**HARTFORD**—Jack Stevens, sports commentator for WDRC, has made arrangements to interview the winner of fights he broadcasts immediately after the battle at the studio instead of putting the contestants on the air before a fight. . . . program manager Walter Haase of WDRC is in New York this week on station business. . . . six prominent experts in the nutrition field will be heard over WDRC on Sundays, presented by the Hartford Seminary Foundation, of which educational director Sterling Couch, WDRC, is a member.

## —MISSISSIPPI—

**GULFPORT**—Newest addition to the announcing staff of WGCM is Leonard Earle Campbell, known to southern radio as the "Little Trouper." Previous to coming to WGCM, Campbell was with WFOR, Hattiesburg.

# Callahan Resigns Post With War Finance Div.

(Continued from Page 1)

after the first and third war loans because of overwork, and although it was known that he intended eventually to resign, the suddenness of the move occasioned considerable surprise. Resignation effective Friday.

A native of Washington, Callahan is 40 years old, and before coming to the Treasury to take charge of radio for the Defense Savings Staff, he served as reporter and advertising man for the old "Washington Times," then worked here with NBC for 12 years in sales and publicity work. He also served as general manager for WWL, New Orleans; WBZ, Boston, and WBZA, Springfield, before coming to the Treasury.

## New CBS Shows

Brace of CBS premieres has been announced by the network: Raymond Scott's orchestra bows in Monday with a sustaining five-a-week, 15-minute program at 4:45 p.m., EWT, and "Corliss Archer" returns as a sponsored show Saturday, Jan. 8, at 5 p.m., EWT. Scott's music was formerly heard once a week. The teenage "Corliss Archer" tale, which went off the air Sept. 24, again stars Janet Waldo in the title role; Tom McAvity produces. Show is handled for Anchor Hocking Glass Corp. by William H. Weintraub & Co., Inc.

If You Value  
The Opinion of—

# Marjorie Kelly

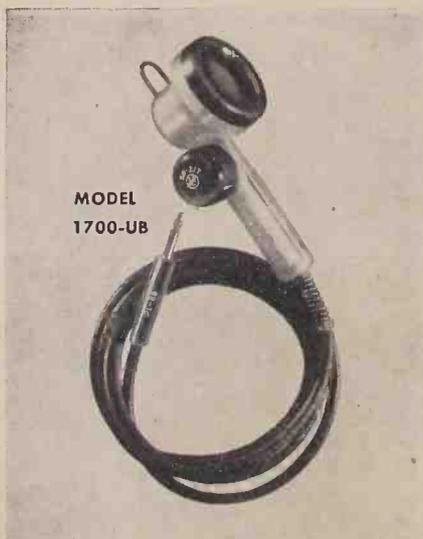
Radio Editor,  
The Post,  
Washington, D. C.

Watch for Results of  
Radio Daily's 7th  
Annual Radio Editor's  
Poll.



*History of Communications Number One of a Series*

## A FORERUNNER OF MODERN COMMUNICATIONS



MODEL  
1700-UB

One of the first known channels of message carrying was by runner, and annals of Grecian and Phoenician history describe the nimble lads who firmly grasped rolls of parchment and sped hither and yon. Clad in typical running gear of the period, they covered amazing distances with almost incredible speed. That was the forerunner of today's modern communications where scientific electronic devices are "getting the message through" on every war front. Universal Microphone Co. is proud of the part it plays in manufacturing microphones and voice communication components for all arms of the United States Armed Forces, and for the United Nations as well. Other drawings in the series will portray the development of communications down through civilization and the ages to the modern era of applied electronics.

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

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 25, No. 49

NEW YORK, N. Y., TUESDAY, DECEMBER 14, 1943

TEN CENTS

## NAPA Eyes Disk Dispute

### Hearings On W-W Bill To Be Resumed Today

Washington Bureau, RADIO DAILY  
Washington—The protracted hearing on the White-Wheeler bill, which would clearly define the powers and duties of the FCC, will be resumed today. It is expected that Sen. Eubank K. Wheeler, who has been ill with influenza, will again be able to participate.

James Lawrence Fly, chairman of the FCC, will undoubtedly testify some time this week, but whether or not he will be called today could not be learned at a late hour last night.

### 'Date With Judy' Replaces 'Tums' Heidi's Show

West Coast Bureau, RADIO DAILY  
Hollywood—"A Date With Judy" will replace the Horace Heidt show on NBC Jan. 18. "Tums" is the sponsor. Louise Erickson and Dix Davis, who have played the youngsters on the show during its summer air engagements, will again be heard on the program, while the new "parents" are Marg Brown and Georgia Backus. Leslie will continue to write the show.

### Annual Xmas Roundup: 20 Special Shows Set

Approximately 20 special features have been set by Mutual, which will feature a series of world-wide pickups for servicemen and listeners at home. The schedule starts this Friday at 3:15-3:30 p.m., EWT, from Lafayette College, where a 50-voice choir in Xmas carol greetings  
(Continued on Page 5)

### Xmas Party

"Hour of Charm" Xmas Party this Friday night, will find 100 lucky servicemen squired by the lovely girls of the band (35 of 'em) who will be hosts at dinner. For a year the girls have been collecting their names via a "fine system" and now they are shooting the works. At Spitalny, conductor of the all-star orchestra, will taxi all hands to be broadcast.

### Radio-less NAB

It was a radio-less NAB in Washington when the offices opened for business yesterday. Sneak thieves broke in and stole, among other things, two portable radios belonging to executives of the organization. Culprits also took Neville Miller's desk.

### CBC Organization Faces Investigation

Ottawa—The probability is seen that the entire set-up of Canadian Broadcasting Corporation will again be reviewed as a sequel to its refusal to broadcast Hon. John Bracken's speech at Hamilton Friday when he addressed the Progressive-Conservative party, of which he is leader. Critics point out that Premier Mackenzie King and cabinet ministers can defend government policies on the radio despite the regulation against political broadcasts. CBC governors are scheduled to  
(Continued on Page 2)

### Heine Gets Assignment From Agency In Wash.

John Heine, formerly program manager of WTOP, CBS outlet in Washington, D. C., has been appointed by J. Walter Thompson Co. to handle guest lineups from the capital and production spots for originations from that point. Heine will supervise production of the Raymond Clapper news program for White Owl over Mutual,  
(Continued on Page 2)

## Washington Front

By ANDREW H. OLDER

COTTON ED SMITH showed up at the Senate hearings last week to listen to Niles Trammell. He didn't bother Trammell nearly so much as he did Bill Paley a month earlier, only interrupting once or twice. One of the interruptions occurred during Trammell's discussion of facsimile, with Smith asking whether it was the intention of broadcasters to televise—apparently that was what he meant—

### Artists Group Awaiting Ruling Of WLB In AFM-ET Pact Matter; Will Seek Fees If Union's Demands Upheld

### Blue's "Open Door" Adds Special Series

Blue Network's "open door" policy regarding new talent will gather further momentum effective Jan. 1, when the network launches a new series entitled, "On Stage, Everybody." This is in the way of an official invitation to professional actors and writers who wish to display their talent at Blue microphones, via the new show which will be heard Saturday  
(Continued on Page 5)

### CBS Net Officials To Address Employees

As part of its orientation move to familiarize various CBS employee groups with other departments, three network officials will address the Construction and Building Opera-  
(Continued on Page 2)

### Tomlinson Gets Award Today At Columbia "U"

Blue commentator Edward Tomlinson, the network's advisor on inter-American affairs, will be honored by Columbia University with a gold-  
(Continued on Page 2)

That the National Association of Performing Artists will demand a pact similar to that of the American Federation of Musicians, should the War Labor Board find in favor of the musicians, was confirmed yesterday by Maurice J. Speiser, official and general counsel of NAPA. Although attorneys for the recording companies whose case is pending before the WLB has intimated that similar demands would be made by other sources, official confirmation by NAPA is the  
(Continued on Page 5)

### NBC 'Teles' Movies Of Marines Battle

Official Marine Corps newsreel of the battle of Tarawa, was televised last night over NBC's outlet WNBT at 8:30 p.m., EWT. On the same program was the Army Signal Corps pictures of the Cairo conference and the Air Forces films of the Teheran meeting. Pictures were accompanied by a sound commentary provided by NBC. According to C. L. Menser, vice-  
(Continued on Page 2)

### IRE Luncheon Today With Two Speakers

Prelude to next month's Winter technical meeting of the Institute of Radio Engineers will be the IRE's luncheon today at the Commodore Hotel, New York. J. R. Poppele, chief  
(Continued on Page 2)

### Close Fluff

Sign-off of a local hill-billy show over WPAR, Parkersburg, W. Va., as relayed by Carl Loose, the outlet's program director, was marked by an announcer fluffing one for the book. Quote... The appearance of Army personnel on this program does not constitute an endorsement of the Army by our sponsors, since they endorse no product... Unquote.

(Continued on Page 6)



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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### Tomlinson Gets Award Today At Columbia "U"

(Continued from Page 1)  
medal award today at 4 p.m. in the Low Memorial Library on the New York campus, along with two Latin-American newspaper publishers. Decoration is one of the three annual Maria Moors Cabot Prizes for "distinguished service in advancing international friendship in the Western Hemisphere." Presentation will be made by Dr. Nicholas Murray Butler, Columbia U. prexy.

### 20 YEARS AGO TODAY

(December 14, 1923)  
Roxy's attempt to be facetious on his Capitol Theater program brought an avalanche of protesting mail... Henry W. Taft talks on WEAJ tonight on "When a Poor Man Needs a Lawyer"... Lawrence H. Cockaday, leading amateur, (now a naval officer at Annapolis), begins tri-weekly broadcasts of phonograph and organ music from his amateur station 2XK.

### CBS Net Officials To Address Employees

(Continued from Page 1)  
tions Supervisors' Group meeting tomorrow. They are Paul Hollister, vice-president in charge of advertising and sales promotion; George Crandall, director of press information and William J. Fagan, administrative manager of the CBS sales department.  
Numerous CBS officials have already addressed the group, and as now planned, all major departments of the network will have representative speakers at the group meetings at some future time.

### NBC "Teles" Movies Of Marines Battle

(Continued from Page 1)  
president in charge of programs, the telecast marked a new "first" for NBC. Menser, who made the arrangements to televise the films said that similar up-to-the-minute reels will be shown on WNBT's Monday night programs in future weeks. Program ran for a half-hour.  
Menser further stated: "We will continue to show newsreels on our weekly Monday night programs whenever an event of outstanding importance takes place. When television hits its stride after the war, NBC will have its personal newsreel camera alongside those of the film companies and these pictures will be rushed on the air."

### IRE Luncheon Today With Two Speakers

(Continued from Page 1)  
engineer and secretary of the Bamberger Broadcasting Service, will outline the general plans for the annual technical gathering to be held at the Commodore Jan. 28 and 29, will also sketch the history of the IRE as well as present some of the new developments in the electron spectrum. Also scheduled to speak is Dr. B. E. Shackelford, engineer in charge of the RCA Frequency Bureau and manager of the corporation's Foreign Licensee Service.

**Kobak Adv. Course Speaker**  
Edgar Kobak, executive vice-president of the Blue Network last night addressed the students of the advertising and selling course conducted at the Advertising Club of New York.

### CBC Organization Faces Investigation

(Continued from Page 1)  
meet about the middle of January and the question of revision of the regulation is expected to come up then, the general expectation being that it will be revised. Chairmanship of the board is now held as a part-time position by Rene Morin, K. C., Montreal. Morin is head of a trust company and is reported willing to resign his broadcasting post in which event both the chairmanship and the general managership would have to be filled.

There has been no general manager since Dr. J. S. Thomson retired Nov. 1 and supervision is being entrusted to Dr. Augustin Frigon as acting general manager.

Montreal—Bona Arsenault, president of the Progressive-Conservative Association of the Province of Quebec announced in a statement issued yesterday that the speech given by John Bracken, National Progressive-Conservative leader, in Hamilton Friday night will be broadcast shortly over a chain of private radio stations in this province.

The statement criticized "the stupid ostracism" of the Canadian Broadcasting Corporation "in refusing its facilities to a man who within a few months, may be prime minister of the country."

Tribute was paid to the press of Canada, without which the statement said "the Canadian population would have been held in complete ignorance of the generous efforts made by a man as worthy and moderate as Mr. Bracken to keep out of our country the horrors of socialism."

### McClintock To Address Sales Executives Club

Miller McClintock, MBS president, is scheduled to deliver a 45-minute address on "Peace Is a Business Proposition" before a luncheon meeting of the Sales Executives Club today in the Roosevelt Hotel, New York. About 500 execs are expected to attend. McClintock, the sole speaker on the program, will be introduced by Dr. Paul H. Nystrom, head of the club and professor of marketing at Columbia University.

### COMING and GOING

M. C. WATTERS, vice-president of Howard Radio, Inc., owner and operator among other stations, WNOX, Columbia filiate in Knoxville, Tenn., is in New York.  
GENE L. CAGLE, general manager Texas State Network, left for home yesterday following conferences at the quarters of the Blue Network.  
LT. HARRY MILLER, U. S. Navy radio specialist and former publicity associate Louis G. Cowan in Chicago, is spending time on shore leave in New York.  
JOHN REYNOLDS, president, and JO GELDER, JR., station manager, of WKVI, let of CBS in Wheeling, West Va., are in station and network business.  
MANNIE EISNER, publicity director of Cleveland, visiting briefly in New York.

J. KELLY SMITH, commercial manager WBBM, Chicago, and WALTER PRESTON, gram director of the station, are in business. The outlet is owned and operated by CBS.

BRADLEY R. EIDMAN, station manager WAAF, Chicago is in New York for conference with local representatives of the station.

BENNY GOODMAN, who has completed management of the Hotel New Yorker, now for the Coast, where he will remain months, during which time he will make motion pictures.

OLIN TICE, staff announcer at CBS and BENNETT LOWRY, employment manager network offices, are back at their desks following a short absence resulting from illness.

RICHARD H. ROFFMAN, director radio department of the Hillman Publicity has returned from a two-day business trip Washington, D. C.

### Heine Gets Assignment From Agency In Wash

(Continued from Page 1)  
and guestings for the Owen-III "Broadway Matinee" via CBS in addition to RCA's "What's New" gram on the Blue.

### Over-Subscribed!

Baltimore went 'way over the top in the recent National War Fund drive. Constant pressure by advertisers and sustaining programs helped do the job. If you want results-at-low-selling-costs, consider W-I-T-H, the station that does a great job in Baltimore.



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

### FINANCIAL

(Monday, December 13, 1943)  
NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 7/8	157 1/4	157 7/8	+ 3/8
CBS A	24 1/4	23 7/8	24 1/4	+ 3/8
CBS B	24 1/4	24	24 1/4	+ 5/8
Crosley Corp.	16 3/4	16 1/2	16 1/2	- 1/4
Farnsworth T. & R.	9 7/8	9 5/8	9 3/4	- 1/4
Gen. Electric	37 1/2	36 7/8	37 1/2	- 1/4
Philco	23 3/4	23	23 3/4	- 1/4
RCA Common	9 7/8	9 3/4	9 5/8	- 1/4
RCA First Pfd.	70 1/2	70 1/2	70 1/2	+ 1/4
Stewart-Warner	11 1/4	10 3/4	10 3/4	- 1/2
Westinghouse	95 7/8	95 1/4	95 5/8	+ 1/4
Zenith Radio	33 7/8	33 3/4	33 3/4	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	27	27	27	+ 1 3/4
Nat. Union Radio	3	2 7/8	2 7/8	- 1/8

OVER THE COUNTER

Stromberg-Carlson	Bid 8 3/8	Asked 10 3/8
WCAO (Baltimore)	Bid 20 1/2	Asked 23
WJR (Detroit)	Bid 30	Asked 30

WHERE MICROPHONES BRING GLADNESS

The programs on WMBG  
Always fill us with laughter and glee,  
And the Parade of Stars is just the thing  
To make us want to shout and sing.  
For the best in '43, stay tuned to WMBG.

**NBC Richmond, Va. NBC**

*Shipmates Ashore* . . . one of the WNEW-BBC exchange features . . . recently completed its sixth and final week. Aired in New York by WNEW, beamed throughout the world by BBC.

After only six weeks on the air (Saturdays at 1 P. M.), the researchers report a cumulative audience for the program of 210,000 New York families.

You have read the dramatic story of the amnesia victim, British Seaman Thornton, who was aided in his fight for health through hearing the voice of his sister across the seas, via *Shipmates Ashore*. You have not heard the stories of tired and war-worn and homesick men of the United Nations maritime services who were brought a little closer to home through this program.

It is on their behalf that we take this space to thank Gertrude Lawrence, Ethel Waters, Jack Pearl, Madeline Carroll, Jerry Lester, Arthur Tracey, Roland Young, Richard Dyer Bennett, Margo, Jerry Wayne, Burgess Meredith . . . all of whom contributed their brilliant talents to this WNEW-BBC exchange feature.

**WNEW**  
NEW YORK

REPRESENTED BY JOHN BLAIR & COMPANY

LOS ANGELES

By RALPH WILK

UPTON Close, Mutual-Don Lee commentator who will speak at the Los Angeles Advertising Club today, was a guest speaker on the 7th, on the second anniversary of the attack on Pearl Harbor at the Town Hall in San Francisco. Accompanying Close on the program was his wife, a former San Franciscan who was at one time conductor of the Two Hall meetings there. Mrs. Close was chairman of the program on which her husband spoke. Close's topic was "We Win What In Asia?"

Jolly Meyer, formerly assistant manager of KFEL, Denver, has joined the KNX sales staff. Meyer is also well known among radio executives in Salt Lake City, where he spent ten years in the business.

Mary Haas has joined the KNX-CBS scripting staff. She will function in a secretarial capacity.

Joan Davis, one of the top flight comedienne of film and radio, took a part in "The National Barn Dance" broadcast, Saturday, the 11th.

The "Music Hour" on KECA, Sunday, Dec. 12th, presented a wide variety of delightful music. Bing Crosby was featured, singing "Be Careful It's My Heart," "Easter Parade" and "I'll Capture Your Heart" while several top-ranking orchestras offered other similar favorites of yesterday and today.

George Ross, manager of KGW, stockton, and Wilt Gunzendorfer, manager of KSRO, were Hollywood visitors, combining business and pleasure.

Xavier Cugat, maestro of the "Dubonnet Date" series, has invitations from 15 of our Latin American "United Nations" to begin engagements there as soon as his numerous commitments will permit.

Marcene Buckman, formerly publicity director of KSCJ, Sioux City, Ia., has joined the Pacific Blue publicity department, succeeding Charmiane Werner, who has resigned.

Kaltenborn In Australia, Back On Air For NBC Net

H. V. Kaltenborn, NBC's news analyst, who arrived in Australia over the week-end, was heard last night in a pickup from Down Under, at 7:45 p.m., EWT his regular broadcast time when not too far from a mike.

Kaltenborn, who is on a tour of the South Pacific, making some of the trips in PT boats, jeeps, transport planes and occasionally on foot, spoke of the tremendous job being done by General Douglas MacArthur, whom he met personally. Speaking of his conversation with the American officer, Kaltenborn expressed the opinion that Gen. MacArthur, far from having political aspiration at the moment, is giving all his time, thought and effort to the winning of the war against the Axis.

MAIN STREET

WITH Ol' Scoops Daily

Radio Vitamins for Tuesday !!!

● ● ● Matter of increased cases of juvenile delinquency due to wartime conditions of course... is of great concern right now to many civic and other organizations... including the Women's National Radio Committee... as recently stated in these columns the WNRC will make a special study of such programs as deal with the subject and those considered as doing something to mitigate the causes... once upon a time radio would probably be blamed for such conditions but fortunately, it is now recognized that radio is a force for good in its choice of children's programs and for those in the older category... so, there arises the question... should radio in addition to all its other multiple public service duties... try to do something over and above its call of duty and in certain large localities put on special studio shows which will attract the juveniles of the age most susceptible to delinquency... putting part or all of the program on the air and otherwise give the youngsters a good time and a little propaganda along with it... the chief plaint of the youngsters is that they have no place to go, meet other people and feel that someone is worrying about them... it would be a nice feather in radio's cap, if here and there some such idea could be worked out...



● ● ● This should be good—BBC in the fourth of a series of "Eavesdropping Previews"... will present a half-hour show, entitled... "An Englishman Looks at Brooklyn"... which will be carried by NBC Sat. 5-5:30 p.m., EWT... later the BBC's Home Service division will bring it to the BBC listeners... Somebody say they won't draft fathers???... radio's newest father contribution is Dick Kunstman, of Mutual's press department in New York... Dick leaves Mutual tomorrow and reports to Fort Dix Dec. 30... meantime he must take his wife and two children aged two and six respectively to Chicago... try to get the better half a job there... and make other necessary arrangements... vote of thanks due to William C. Gittinger, CBS vice-president in charge of sales for reprinting and sending out in fine pamphlet form... copies of Ed Murrow's terrific description of his bombing expedition over Berlin... entitled, "orchestrated hell"... Murrow proves he is somewhat more than just a foreign correspondent... if you heard the broadcast you know what we mean... and if not... get a copy of the script.



● ● ● The return of Henry (Here's) Morgan... on WHN now... got a double truck layout in the newspaper PM the other day... their photographer really went to town trying to line up something that made sense... but it was good... Jessica Dragonette, and company, will be Christmas Day guests of Mary Lee Taylor who broadcasts out of St. Louis on home economics or culinary stuff... boys at Toots Shorr's taking a gander at WPB head Donald Nelson, lunching with Joe Rines and John Boles... Myron P. Kirk, radio director of Arthur Kudner, Inc., is bedded at home with a siege of the flu... Feller you may want to write to... they'll be glad to hear from you... Pvt. Cecil K. Carmichael, ASN 348.903.14, Cannon Co. 255th Inf. APO 410, Camp Van Dorn, Miss... formerly of NBC in N. Y. and WLW, etc... Cpl. Larry Witte, Co. D 253d Inf. APO 410, Camp Van Dorn, Miss... more recently of N. W. Ayer & Son agency... Lt. Allen Finn, Base Censor No. 4, APO 871, c/o Postmaster, N. Y. N. Y. recently radio editor of Newsweek... Reminder: Institute of Radio Engineers meets today at Hotel Commodore... and if you should see Mike Boscia of Young & Rubicam sort of doing the town, as it were... don't get excited... he's still the same Mike... just entertaining folks who appear on "We, the People"... mostly out-of-town folks, of course.

Remember Pearl Harbor

PROGRAM REVIEW

FRED ALLEN

TEXACO STAR THEATER

WABC-CBS, Sun., 9:30-10 p.m., EW  
Buchanan & Co., Inc.

OFF TO FAIR START.

A six-month stay in Hollywood hasn't improved the usual high standard of Fred Allen's acid-edged "Getting off to a delayed start, Fred concocted a fair show with promise building up to his past form. Calling in John J. Anthony as a guest star may have seemed like a good idea at first scripting, but the wave Solomon's pompous presence only accentuated the comic's problem posed by the drafting of writers and the absence of Mines Pious and John Brown, now with Jack Benny, and Charlie Cantor, a playing hockey on the Coast, with Ed Gardner.

Portland Hoffa came in too brief while Metropolitan Opera tenor Lauritz Melchior's guest spot was entertaining. Fred overindulged in horseplay with the hefty Met singer who was permitted to sing just a straight piece. In fact, the Workshop Players' finale dragged in the opera vocalist for a satire titled "Life of Be Melchior." But the heavy-weight singer, though amusing, was out of his class for the bantam bout.

Appearing for the first time in the customary afterpiece were Everett Sloane and Jack Smart, both newcomers to the Allen colors. These veteran radio actors were given a little to do that opinion on their efforts must be reserved. Falstaff Openshaw, played as formerly by Alan Reed, made a trio of the supporting stoges; also engaged with Fred in familiar opening bit of doggerel banter, which was the sole reminder of the successful Allen's Alley formula. Missing was Betty Walker, previously announced as a new addition to the cast.

Last season's quartet, Hi, Lo, Jack and the Dame, capable song stylists sang one number, "They're Either Too Young Or Too Old." As in the past the Texaco spiel was competently voiced by Jimmy Wallington. Every one, including director Howard Reilly, tried hard, and the combined efforts ought to strengthen future airings.

Two Basketball Games Scheduled On NBC Tele

A doubleheader card of collegiate basketball contests from Madison Square Garden will be telecast over NBC's WNBT Saturday from 8:15 to 11:15 p.m. The twin live program from the New York sports arena will picture games between New York University and St. Francis College, and St. John's of Brooklyn vs. Detroit University. Brace of basketball set-tos marks NBC's fourth live television broadcast this season in a series designed especially for the entertainment of wounded servicemen hospitalized in the New York area.

NEW BUSINESS

KRC, San Francisco: Carter Prod- Inc. (Arrid) five ETs weekly, weeks, through Small & Seiffer, Coronet Magazine, eight ETs, Hugh Schwimmer & Scott; Lever (Spry), 18 ETs, through Ruth- and Ryan; Oakland Crematorium Combarium, two anns. weekly, 52 wets, through Pacific Adv. Staff; Char Products, Inc. (Superin), five ET weekly, 52 weeks, through J. Water Thompson Co.; Bank of Amer- ica (chain), participation Emily B... program, tri-weekly, 13 weeks, Hugh Charles R. Stuart Co.; South- Pacific Co. (help wanted), ETs, weekly, 26 weeks; American Pop Co., tri-weekly anns., 13 weeks, Hugh Foote, Cone & Belding; Blue Famous Foods (Troco Mar- e), Emily Barton participation, weekly, through Emil Rein- Agency; Pizo Co. (cough reme- tri-weekly ET programs, 13 e's, through Lake-Spiro-Shurman,

KBC, San Antonio: Interstate hears five minute daily "Movie epter"; Solo Serve (Department or, 15 min. "Rental Service" Tues- through Saturday; Sears, Ro- & Co., 36 spot announcements; eate Theaters, 15 spot announce- per day for three weeks; Alamo (Race Track) 25 announce- Stutz Polo Field, 10 spot an- nouncements; Crazy Water Crystals, a transcribed program four weekly; AAA Travel Office, one per day for one year.

al Xmas Roundup: 20 Special Shows Set

(Continued from Page 1) heard. Thereafter on the fol- day, pickup of special shows one from Drake University and the day, "Salvation Army's as Show," on which Governor arren of Cal. will be heard others, coming from San Fran-

week beginning on Monday 30) "Blue Grass Serenade," Western Kentucky Teachers same day will have from "Honolulu Xmas Show"; ay Dec. 22; second of three rom Honolulu and on Thurs- choir of 150 nuns will present Xmas pageantry of religious nder the direction of Father m St. Xavier Church in Chi- at evening from Portsmouth, will come "An American n Friday Dec. 24, "Santa For en"; guest stars visiting ynes Hospital, which will in- large orchestra and others. Dec. 24, will be the third of ululu series and at midnight, s Eve Mass from St. Patrick's ol, New York.

features have been set for s Day, including one show lter Reed Hospital, Wash- D. C. Details on some of programs are now being com-

NAPA Eyes AFM-ET Dispute; Will Seek Fees If WLB Okays

(Continued from Page 1)

first time the other "sources" were officially identified.

It was the general opinion that per- haps the American Federation of Radio Artists had made the demand, and this was held to be a possibility prior to consummation of the new live talent and transcription scales being approved between AFRA and its Code signatories. Emily Holt, executive secretary of AFRA yesterday stated her organization has made no such demands or threats, and was satisfied with the new scales, one of which, the ET, is in the hands of the WLB for approval.

Speiser stated that NAPA had 800 members, by far the strongest record- ing artists group in the country and that he even informed the recording companies at the time Decca was mak- ing its deal that NAPA members would not be bound to their independ- ent contracts if fees over and above contracted or scale salaries were paid direct to the AFM.

NAPA has sought license fees for performance of recordings of its members' disks by broadcasters and in Pennsylvania won a court decision which enabled it to issue licenses. Since then actions in New York were lost, or are pending for final adjudica- tion as to who should retain vested rights in recordings. NAPA officials

and board members include Fred Waring, Paul Whiteman, Meyer Davis, Al Jolson, Don Voorhees, Con- nie Boswell, Guy Lombardo, Grace Moore, Rudy Vallee, Efreim Zimbalist and others. James J. Walker, is presi- dent.

Since both AFM and non-AFM members are in the NAPA roster, there poses a rather difficult proce- dure for NAPA. However this did not prevent the organization filing suit under the names of Paul Whiteman or Fred Waring etc. Understood how- ever, that should the WLB officials decide the AFM is entitled to direct fee payments as sought, NAPA will seek to obtain a similar agreement for its artists, apart from existing contracts. On the other hand, should the WLB decide against the AFM, there is the possibility that NAPA may seek to obtain additional fees from Decca and such firms as have already signed the musician union pact.

Petitioners before the WLB whose case is pending, are: RCA Victor; Radio Recording Division of NBC and Columbia Recording Corp. Attor- neys who originally told the WLB panel of the demands by sources other than the AFM, were Robert P. Myers of RCA Victor and Ralph Colin, of Columbia.

Blue's "Open Door" Adds Special Series

(Continued from Page 1)

day mornings from 11-11:30 a.m., EWT. Program will be purely professional and will limit each artist to five min- utes. All talent requesting auditions will be heard and those who pass the board of judges will appear on the show without further ado. Auditions, to be held Thursdays 7:30-9:30 p.m., EWT may be arranged by letter or phone through Howard Carraway, of the Blue production department, who will direct the program.

Comedy and dramatic writers, as well as artists will be welcome and all material should be accompanied by the usual signed release obtained from Carraway.

Joe Rines will conduct the orches- tra for "On Stage, Everybody," which was conceived by Ray Knight, pro- duction manager of the Blue, under whose supervision the series will be staged.

New move by the Blue follows others of the same nature by the net- work, which some time ago an- nounced an open door policy in effort to give all deserving talent an even break, whether writer, actor, musi- cian, or, even producer.

Group Insurance At Belmont

Group insurance covering life, acci- dent, sickness and hospitalization for all employees has been assumed by the Belmont Radio Corporation of Chicago, according to an announce- ment made by Parnell S. Bill- ings, president.

Request Distributing Unit For Unused Equipment

Washington Bureau, RADIO DAILY

Washington—Formation of a spe- cial task group to make recommenda- tions for the redistribution of excess stocks of electronics equipment no longer needed by the military was recommended to the WPB by a spe- cial committee of industrial instru- ments manufacturers, it was revealed yesterday. Size of this stockpile is not known, but it is believed to be fairly substantial, in view of the de- mand for immediate handling.

The committee also supported the plan of the WPB Radio and Radar Division for exchange of tube types among manufacturers and shipping of the various types to distributors on the basis of their 1941 deliveries.

Dr. Eddy Show Adds Sponsors

Robert A. Bores, general manager of the American Institute of Food Products, announces that Tumbo Puddings and Woolfoam Cleanser have joined the list of sponsors on the Dr. Walter H. Eddy Food and Home Forum program now in its fifth year over station WOR, Monday through Friday, 3:30 to 4:00 p.m.

Dr. Angell Guest Of Honor

Thirty members of the editorial staff of NBC's house-organ "Chimes," met yesterday at the Fontainebleu restaurant for their regular monthly meeting. Dr. Rowland Angell, NBC Public Service Counsellor, was the guest of honor.

PROMOTION

ET Folder

Keystone Broadcasting System has issued a dignified folder calling atten- tion to the fact that "More and more national advertisers launch broad- casting campaigns coast to coast through Keystone Network." Black, gray and white brochure contains re- prints from trade publications dis- cussing Keystone's increased Fall business and listing the national ad- vertisers. Message points out that sponsors can now reach secondary markets, transcribing their live shows to be distributed to KBS' "200 affil- iated stations" at low cost. Back page demonstrates on two simple charts how Keystone "streamlines" a coast to coast operation involving 200 sta- tions into one single transaction.

Program Parade

NBC Western Division is distribut- ing a brochure, "The Program Par- ade," dealing with several of its shows that are available for sponsor- ship. The brochure is being sent to network and sales departments, key agency men and time buyers. Rupert Hughes, "Noah Webster Says," "Man- hunter Mysteries," "Voice Of A Na- tion," "Confessions," "Mirth And Madness," "Fighting Front Facts," "Carveth Wells," "Today America Asks," "Across The Threshold," "The Gallant Heart" and "A Song Is Born" are the shows represented.

THE POSTMAN COMPLAINS



PLEASE ASK ALMA DETTINGER TO MIND HER OWN BUSINESS FOR AWHILE!

BUT ALMA DETTINGER goes right on minding "OTHER PEOPLE'S BUSINESS," (11:00 A.M. Monday through Friday) — and the listeners keep writing in.

Mostly she's interested in other people's problems (budgeting, ration-point-stretching, table decora- tion, etc.). But on guest-star days she also talks about other people's lives (Rockwell Kent, Sam Jaffe, H. Allen Smith, etc.). Programs are usually built around listener's re- quest letters, of which there are plenty! Plenty of fine results for advertisers, too, on a very inexpen- sive participating basis. Inquire about it, now!

WQXR 730 Fifth Avenue New York 19, N.Y. Circle 5-5566

## Washington Front

(Continued from Page 1)

but his meaning was unmistakable.

We have an idea some of the U. S. Senators, together with most of the spectators, felt rather foolish listening to the testimony of the three eminent radio engineers who appeared within the past ten days before the Interstate Commerce Committee. Not that the engineers—Earl Cullum, C. M. Jansky and Major Armstrong—didn't do their best to keep the discussion as non-technical as possible. Their testimony was well thought up, and made the points they sought to make with clarity... The rub came when it was a matter of explaining, for instance, what FM is, and how it differs from AM. Cullum, first of the three to appear, explained the difference rather well. Jansky then came on, and one of the first questions thrown at him was, "What is the difference between AM and FM?" He didn't do badly, either... Monday, when Major Armstrong testified, sure enough he got the same question... We know the Senators didn't keep asking this question in hope of proving that one of the three engineers didn't know what he was talking about. Neither are we intending to cast any slurs upon the intelligence of our lawmakers. (Along with nine of every ten spectators—including an awful lot of important radio men, we were listening closely to each explanation)... We don't have to explain that to the layman the technical aspects of AM transmission are far from duck soup. Picture trying to get the story on both AM and FM at once, if you will, with only the haziest prior knowledge of either.

Over at WRC, woman's editor Mary Mason begins her ninth year on the job. Nor do we know anyone who doesn't wish her the most of the best... Phil Bergson, in the very productive FCC law department, is grinning broadly these days. It's a son... And there's still an occasional grin brought about by the telegrams received at the luncheon party tendered Nate David last month before he left his post as assistant FCC general counsel to don the Navy blue. Best liked of the batch was that forged Rep. E. E. Cox, and reading, "Ordering immediate investigation of the Navy."

We've just received a survey of radio listening in Louisiana, a very informative study made for the state university by Dr. Edgar A. Schuler. We suppose it will find its way to agency and broadcasting desks. If it doesn't it's worth sending for... Louisiana, of course, is next to the bottom of the list in the matter of radio coverage, with only 27.3 of its farm homes containing receivers. The average for all types of dwellings is 53.3 per cent, with urban areas reporting 72.6 radio-equipped homes. There are about 580,000 homes in the state, two thirds of them occupied by white people. About 69 per cent

## WHO'S WHO IN RADIO

### DON S. ELIAS

WHEN North Carolina's famed rainbow trout aren't biting, genial Don S. Elias can be found at the executive director's desk of Asheville's Columbia affiliate, WWNC. Newspaper publisher as well, he is also vice-president of the Asheville Citizen-Times Co., which owns and operates the model regional outlet managed by him since 1934.

Staunch defender of a free radio, Elias is legislative chairman of the NAB, is an active participant in industry affairs. Also esteemed by neighbors in his native western North Carolina, he has held down community posts as past president of the Asheville Chamber of Commerce, former chairman of the Democratic Executive Committee for the Tenth (now the Twelfth) Congressional District and a member for several years of the Buncombe County Board of Welfare.



"a free radio"

Don Elias was born at Franklin, Macon County, in the Tar-Heel State in 1889. From the old Franklin High School he went to Trinity College, now Duke University, where he has served as a trustee since 1930.

Upon graduation the Fourth Estate beckoned. Young Elias got a job as a cub reporter on the Asheville "Gazette-News," nursed an ambition to become a publisher. In 1925 he achieved his high goal, buying that newspaper's successor,

"The Asheville Times." Five years later a consolidation was effected with the morning paper, "The Asheville Citizen," which owned WWNC. Several years ago he became director of the Southern Newspaper Publishers' Association.

During the last war Elias won his second lieutenant's spurs in the field artillery after some months' service at Camp Taylor, Kentucky. A veteran member of the American Legion, he also belongs to the Omicron Delta fraternity and is a thirty-second degree Mason. In 1924 he married the former Mrs. Elizabeth S. Bradfield. The Elias family makes its home on Evelyn Place, opposite the fifth green of the Asheville Country Club, which suggests one of the favorite hobbies of the man of the house.

of the white homes are radio-equipped, and only about one quarter of the negro homes.

One table of interest concerns the difference between actual and potential coverage at various hours, pointing out, for instance, that between the hours of eight and ten in the morning the radio audience would be increased by 30 per cent if all those who own radios and are up were sufficiently interested to tune in. Naturally enough this figure goes closer to 40 per cent in mid-afternoon, dropping to less than ten per cent for white families at about 8:30 p.m.

In a study of the reasons why people do not spend more time at the radio, Dr. Schuler found that "inability to get a program of interest to the particular family member involved is the most important single factor accounting for people not having the radio turned on at times when otherwise they might"... At random we'll quote a few other findings from the report.

"When white informants are classified by educational level of head of household we find a tendency for the 'interest' factor to become increasingly important as the higher educational levels are reached. Percentages saying they did not listen because they weren't interested in the program, for 'finished grade school,' 'finished high school' and 'college graduate' levels were 31.2, 37.9 and 55.4 respectively. Only a fourth of the informants from the college graduate level say they were too busy to listen, but that is the reason given by over a third of the informants from the two lower educational levels... Analysis

of white listeners by educational level shows that the proportion of relatively non-stop listeners decreases as the amount of education increases. The respective percentages for families whose heads had finished grade school, high school and college are 25, 12.6 and 9.2."

As to the types of programs desired, Dr. Schuler found that about 30 per cent of those questioned wanted dramatic action shows, about 24 per cent dance and hill-billy music, 12 per cent religious programs, 9.3 per cent informational and educational shows and 8.7 per cent classical music... "Analysis of white data by economic level shows more clear-cut patterns of relationships. The proportions requesting more of the purely entertainment type of program decrease with rising economic level: lower level, 50 per cent; middle, 35 per cent; upper, 18.6 per cent. Requests for classical music show the reverse relationship: lower economic level, 5.6 per cent; middle 8.7 per cent; and upper, 20 per cent." Similar trends are shown in the requests for programs of an informational or educational nature and popular and folk music.

The study of program preferences is rather too complicated to treat here in detail, but, says, Dr. Schuler, "anyone interested in the educational possibilities of radio will either be challenged or disheartened by what he sees in this chart... One implication is inescapable: the field of educational radio is wide open for the person with imagination and understanding, with vision and confidence, with courage and endurance. For it will

## GUEST-ING

SEN. ALLEN J. ELLENDE, Louisiana; DR. ESTHER FRANKLIN, associate in social studies, American Association of University Women, and REP. LOU MILLER, of Missouri, discussing subsidies and the Cost of Living Theodore Granik's "American Face of the Air," today (WOR-Mutual, 9:30 p.m.).

ROLAND YOUNG, on M. Keith's "Sophisticated Lady" program today (WOR-Mutual, 2:45 p.m.).

WENDY BARRIE on "Star Night," tomorrow (WJZ-Blue work, 10:30 p.m.).

PAUL HINDEMITH, on "Invitation to Music," tomorrow (WABC, 11:30 p.m.).

JOAN DAVIS and ROY ROY on Eddie Cantor's "Time to Sit," tomorrow (WEAF-NBC, 9 p.m.).

BRIAN DONLEVY, in an adaptation of "Wake Island," on the "Morris Playhouse," Friday (WABC, 9 p.m.).

JANE DARWELL, on the "Smith Hour," Friday (WABC, 8 p.m.).

BING CROSBY, DOROTHY MOOR and DICK POWELL, adaptation of Paramount's "Dixie," the "Lux Radio Theater," Monday (WABC-CBS, 9 p.m.).

## CBS Plans Full Hour Special Xmas Show

A full hour radio show featuring such famous names as Edgar B. and Charlie McCarthy, Fred Bob Burns, Dorothy Lamour, Ameche, Jose Iturbi, Ray Noble, orchestra and Spike Jones' City Slickers will be presented over the nationwide CBS from Hollywood, York and Pascagoula, Miss., on Monday, December 21, from 10:00 to 11:00 p.m., EWT.

From Pascagoula, Miss., who is visiting, Secretary of Agriculture Claude R. Wickard will be interviewed while slated to speak from York is Dr. Robert R. Williams, isolated and synthesized the important ingredient, Vitamin B1.

In keeping with the variety of the show, the musical portions present wide contrast. Jose Iturbi, celebrated pianist and conductor, will be heard in several numbers. At other point, the novelty arrangements of Spike Jones' City Slickers, rend the airwaves; moving in between Iturbi and the City Slickers will be Ray Noble's Orchestra.

It will take skill, time, effort and money, and the greatest of these is money, with it the others can be bought, even to begin an adequate education, much less a conquest of the field."

**DECEMBER 24**

**RADIO DAILY**

*Presents its*

**ANNUAL AUTHENTIC  
RADIO CRITICS POLL**



**RADIO EDITORS, WRITERS AND COLUMN-  
ISTS OF AMERICA, REPRESENTING NEWS-  
PAPERS AND MAGAZINES EVERYWHERE  
ARE NOW CASTING THEIR BALLOTS FOR  
THEIR FAVORITE PROGRAMS, ARTISTS,  
ORCHESTRAS AND COMMENTATORS OF THE  
PAST YEAR**

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

### —NEW JERSEY—

**PATERSON**—New continuity man and publicity director at WPAT is Dave Golden, former free lance writer and recently assignment editor for the Treasury Department's New York publicity staff. . . . Art Raymond has returned to WPAT after being honorably discharged from the Army Air Force. He is back in his old niche as staff announcer. . . . Chris Cunningham, WPAT's 19-year-old announcer, departs for induction on December 18. . . . Stations'll soon have to start taking 'em at 14 if they want to maintain a steady staff for any length of time.

### —TENNESSEE—

**NASHVILLE**—It's boom time for WLAC in retail advertising. Station is carrying the heaviest retail schedule in its history—over 36 hours weekly. Sponsors include Morris Furniture Co.; Sears Roebuck; Harvey's (dept. store); Gilbert's Men's Stores; H. J. Grimes Co.; Loveman's (dept. store); Bells Booteries; and Petway-Reavis, men's store. Majority have bought at least 15 minutes daily, and most carry more than that amount. . . . Frances Hill, member of the WLAC staff for the past 12 years as featured vocalist and announcer, has enlisted in the WAC.

### —UTAH—

**SALT LAKE CITY**—KDYL reports that sale of shows has reached an all-time high for the outlet. . . . Result is an expansion of the program department, with the addition of John Wolfe and Ken Hegard. . . . S. S. Fox, KDYL president and general manager, and Myron Fox, promotion-publicity director, are on the West Coast with KDYL chief engineer John Baldwin for a conference with television officials. . . . Esther Wittrock has taken over the KDYL traffic department, leaving her former post as secretary to commercial manager W. E. Wagstaff.

### —KANSAS—

**WICHITA**—Chairman of the George Foster Peabody Radio Award sub-committee for Wichita, Professor Forest Whan of the University of Wichita, has submitted to serve on his committee, the names of the following people: Mrs. O. A. Beech, president of Beech Aircraft; Mrs. Justus Fugate, past president of the Board of Regents of the University of Wichita; Judge W. F. Lilleston, attorney at law; Mr. Sylvester A. Long, president of S. A. Long Electric; Dr. William Jardine, president of the University of Wichita; Senator Henry J. Allen, president of British Children's Relief; Dr. Earl Davis, music critic; Mr. Sid A. Coleman, radio editor of the "Beacon"; Mrs. Clarence Swallow, president of Twentieth Century.

### —TEXAS—

**FORT WORTH**—Cliff Maid Bread is sponsoring a new show on Saturday mornings called "Radio Frolics" over KGKO. Talent is selected from school children and the program is professionally produced giving youthful artists valuable experience and technical instruction. . . . The Naval Uniform Service is presenting over KGKO a 15-minute transcribed program titled "Fighting Heroes of the U. S. Navy" each Monday. Broadcasts are transcribed and are presented cooperatively by several of the Fort Worth merchants who sell uniforms. . . . "Evolution of Jazz" is a new series of half-hour programs being aired over WBAP each Monday at 10:30 p.m. and tracing the highlights in the growth of jazz and its exponents. Priceless, rare recordings give added interest to the show, as does Commentator Ken McClure, who contributes his knowledge of the "greats" of the music world.

### —CALIFORNIA—

**OAKLAND**—New weekly on KROW is the "Quartermaster Quartet Hour," aimed to tell Mr. and Mrs. America about the handling of war materials by the army quartermasters division. Scheduled each Tuesday at 7:45 p.m., programs feature interviews with officers from the Depot. . . . Breuner's store has placed a permanent schedule of announcements in addition to their regular weekly servicemen's program, "Blood Relative" over KROW. . . . newest addition to the announcing staff of KROW is Ray Fournival, formerly of FM station KALW, San Francisco.

### —VIRGINIA—

**LYNCHBURG**—Wayne Tyler, announcer of the Tri-City Stations of

Virginia, begins his second year of reporting two consecutive 15-minute news broadcasts for different sponsors over two of the outlets, with his first news period heard over WBTM, Danville, followed immediately by a reputation over WLVA, Lynchburg. . . . Gale Pearson, music librarian, Hilda Wagers, continuity writer, and Catherine Grasty, traffic director, all at WLVA, are flashing diamond engagement rings. . . . Claude Taylor, production manager of WLVA, has been named liaison officer for the station and the local WAC Recruiting Center, continuing to broadcast the regular recruiting show to get additional members for the Women's Army Corps on WLVA.

### —MASSACHUSETTS—

**WORCESTER**—W1XTG, FM outlet of WTAG, has added 20-year-old veteran Virginia Atkinson to its all-girl staff. Virginia comes to W1XTG after two years in New York where she appeared in bit parts. . . . E. E. Hill, managing director of WTAG, in Chicago last week at the FMBI meeting. . . . WTAG has contacted schools throughout its listening area and worked out a systematic "no school" system whereby bulletins will be aired at regularly scheduled intervals.

### —LOUISIANA—

**NEW ORLEANS**—Thanks to W program director Ed Hoerner, Barry and Frank Allen, half-brothers who were separated in early years have been united again. Both were hired as announcers within a few months of each other, but neither knew about the other until Hoerner introduced them. . . . Newest mikes at WWL is Tom Holbrook, who came from KVIC, Victoria, Texas.

### —IOWA—

**DES MOINES**—Four staff members of KSO-KRNT recently for the armed services and allied organizations. Virginia Black, formerly in the promotion department, joined the U. S. Cadet Nurses. . . . Shumate, news sports, and Bill Baldwin, announcer-musician, have gone to the Marines, while Mable Boddicker, publicity is now in training as a Marine at Camp Lejeune, N. C. . . . New to the KSO-KRNT organization are Dick Burris, Bill Margery Hill and Jane Leutbecher. . . . Recently with the FDA, is now newswoman for the stations. Riley is new writing man in the outlets' newsroom, having been released by the Army. Miss is replacing Virginia Black in the promotion department. Jane Leutbecher has become a member of the KSO-KRNT and department.

## THE RECORD!

For the week ending Oct. 31, more than one-third of the National Spot quarter-hour broadcast by the three Birmingham radio stations were broadcast by WSGN. . . . Don't be misled by last year's claims: they are as out of date as last summer's hats.

## WSGN

High Power and Popularity  
610 on the dial  
Call Headley-Reed

Affiliated With

The Birmingham News  
THE BIRMINGHAM AGE-HERALD



December 14  
Phyllis Stewart Morey Amsterdam

IN  
METROPOLITAN  
CINCINNATI

# WCKY

DELIVERS A  
**STRONGER SIGNAL**  
TO  
**MORE PEOPLE**  
THAN ANY OTHER STATION

L. B. Wilson

CBS

FIFTY GRAND IN POWER

# FCC Will Hear Fly Today

## Charges FDR Letter Killed CP Of WNY

Washington Bureau, RADIO DAILY  
 Washington—Eugene L. Garey, counsel for the House special committee investigating the FCC, charged yesterday that the Commission had voided a construction permit for WNY, Watertown, N. Y., to please President Roosevelt. He told RADIO DAILY that two letters had been sent to the president after the granting of the permit, informing him that backers of the station were two utilities men who had opposed the St. Lawrence project, and that the President had approved it.

## Luncheon Crowd Plan Winter Meeting

Cast of the forthcoming two-day winter technical meeting of the Institute of Radio Engineers was announced yesterday at the IRE's press conference in the Commodore Hotel, New York. Speaking briefly were Dr. Frank Bickel, head of RCA's Research Bureau, and IRE publicity chairman J. R. Poppele, chief engineer and secretary of the Bamberger Broadcasting Service.

## WNY's FM Call Letters Changed To WBAM

The FCC has authorized WOR, New York, to change the call letters of its FM outlet from WOR-FM to WBAM effective immediately, it was announced yesterday by J. R. Poppele, chief engineer of the Bamberger Broadcasting Service.

## Censor?

High official of the Society for the Prevention of Disparaging Remarks about Brooklyn, will be on the air when BBC's "An Englishman Looks At Brooklyn" is broadcast on Saturday at 5 p.m. Program written and produced by Geoffrey Brown, BBC staff writer. Resentment will be voiced against any reference to the borough's foibles, etc.

**No. 1 Quiz Kid**  
 Joel Kupperman, seven-year-old mathematical Quiz Kid, recently was asked to extract the cube root of the perfect cube 274,625. Joel produced the correct answer—65—in 14 seconds, working the problem out without the aid of a blackboard which was furnished him.

## Ascap Gross Large For Fourth Quarter

Ascap's gross collections for the fourth quarter of 1943 are placed at approximately \$1,400,000 according to report made to the board of directors by John G. Paine, general manager. Figures are unofficial and on an estimated basis which anticipates monies due the rest of the month. This is the usual procedure at this time of the year when the board which holds its regular monthly meetings on the last Thursday of the month, moves the meeting up so that a sum may be agreed upon for distribution.

## "Spotlight Bands" Show From "Met" On Jan. 18

Metropolitan Opera House will be the scene of the "Victory Parade of Spotlight Bands" broadcast on the Blue, Jan. 18, when Coca Cola Company will present at the famous Temple of Song the All-American jazz band of 20 musicians selected by "Esquire" magazine.

# Radio Contributing Factor In "Global-Conscious" Trend

## Improved Short Wave Forecast In Canada

Montreal—Radio's future and the technical problems of broadcasters were discussed by Augustin Frigon, S.E., D.Sc., assistant general manager of the Canadian Broadcasting Corporation, when he spoke in Convocation Hall, Toronto, under the auspices of the Sales Executives Club yesterday at the Hotel Roosevelt, Miller McClintock, president of Mutual Broadcasting System, told the group that radio and aviation were the two most important industries responsible for making all people "global-conscious," and that business must do the job of post-war reconstruction.

## Interest High As FCC Head Prepares To Take Stand At W-W Bill Session; 'Language' Plea Heard Yesterday

### Radio Delivers News Of Montreal Strike

Montreal—Montreal citizens received over the radio yesterday forenoon their first news that the threatened police, firemen's and municipal employees strike had gone into effect. The men quit work at 11 a.m., the police taking their revolvers, batons and other equipment with them. Reported out are 100 per cent of the police and municipal public works employees and 75 per cent of the firemen. The strike, which broke out

### OWI Regional Meet Held By Station-Relation Heads

Chicago—An inter-regional meeting of OWI station relations chiefs representing 20 states in the territory between the Alleghenies and the Rockies, was held yesterday in the

### H. Carson Being Honored By Canada Associates

Calgary, Can.—Harold Carson, president of CFAC and the moving spirit of All-Canada Radio Facilities, Ltd., is being honored at a meeting

Washington Bureau, RADIO DAILY  
 Washington—FCC Chairman Fly will return to testify this morning before the Senate Interstate Commerce Committee, now deliberating on the White-Wheeler bill. This morning promises a new high point in interest, with Committee Chairman Burton K. Wheeler, ill for the past week, also expected back. Yesterday the committee heard Luigi Antonini, president of the Italian-American Labor Council and secretary of Local 89, ILGWU, plead

## NBC Employees School Opens, Jan. 5

NBC will inaugurate its second season of employees group instruction in announcing, sound effects, production and script writing on January 5. C. L. Menser, vice-president in charge of programs, announced yesterday. According to Menser, this year's curriculum will embody several changes based on experience gained

## Engage Industrial Engineer To Design Post-War Radios

Raymond Loewy, industrial engineer, yesterday was commissioned by Benjamin Abrams, president of Emerson Radio and Phonograph Corpora-

**"The Shadow"**  
 Philadelphia—Tom Moorehead, WFIL's sports authority, plugs job applications for a local shipyard on his thrice weekly program. In yesterday's mail he received a letter from irate fan who signed himself "The Shadow" and suggested that Moorehead use an application for himself. The thing that hurt Tom most was the fact that the "Shadow" even quoted "Dear Sir."



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Tuesday, December 14, 1943)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/8	154 1/2	154 1/2	- 1 1/8
CBS A	24 1/2	24 1/4	24 1/2	+ 1/4
CBS B	24 1/2	24 1/2	24 1/2	+ 1/4
Crosley Corp.	16 1/2	16 1/2	16 1/2	- 1/2
Farnsworth T. & R	9 3/4	9 5/8	9 5/8	- 1/2
Gen. Electric	37 1/8	36 5/8	36 5/8	- 1/2
Philco	23 5/8	23	23	- 3/8
RCA Common	9 1/2	9 3/8	9 3/8	- 1/4
RCA First Pfd.	70 3/4	70 3/4	70 3/4	+ 1/4
Stewart-Warner	11	10 7/8	11	+ 1/4
Westinghouse	95 1/2	95	95 1/4	+ 3/8
Zenith Radio	33 3/4	33 3/8	33 3/4	- 1/4

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21	24
WJR (Detroit)	30	

### Stork News

Columbus, Ga.—Griffin Godwin, engineer on WRBL, and Mrs. Godwin, celebrating arrival of a son.

# 20 YEARS AGO TODAY

(December 15, 1923)

Widely advertised Christmas bargain is the Westinghouse Aeriola, Sr., a one tube set complete with headphones for \$34.95... Mrs. Charles Dana Gibson, wife of the artist tells on WEAJ "How Homeless Children Found New Homes" ... writer in N. Y. Sun suggests installation of radio sets in schools "to keep students more attentive" and to "take the burden of their lessons off their minds."

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

**WSAY**  
ROCHESTER  
N. Y.

## H. Carson Being Honored By Canada Associates

(Continued from Page 1)

of the organization's 15 managers this week. The managers will present Carson with a scroll in celebration of the 10th anniversary of All-Canada organization and as a tribute to his leadership. Carson's organization started 10 years ago with four employees and one radio station and today they have 300 employees in an organization operating 11 broadcasting stations with offices in Vancouver, Calgary, Winnipeg, Toronto and Montreal.

## Engage Industrial Engineer To Design Post-War Radios

(Continued from Page 1)

tion, to design Emerson radios of the future. According to Abrams, Loewy and his staff have done considerable research in the field of radio-electronics and are working out practical designs in keeping with post-war radio developments.

## WOR Sponsors Survey

Twenty-two per cent of 1943 sponsors on WOR have been using the outlet consecutively from four to 18 years, according to a survey just completed by the station. Of the 65 advertisers, 25 have been with WOR for seven years or more. Longest record is held by Dugan Brothers, makers of whole wheat bread, and Paton Products for Golden Blossom Honey. Both sponsors are still with the program they signed for 18 years ago—Alfred W. McCann's "Pure Food Hour." Following up with a 15-year record are Dole's Pineapple Juice and Richmond Chase Co. for Heart's Delight Canned Fruit.

## W. E. Dividend

At a meeting of the directors of the Western Electric Company held yesterday, a dividend of 50 cents per share on its Common Stock was declared. The dividend is paying on December 30, 1943, to stock of record at the close of business on December 23, 1943.

## Will Address Press Club

Mrs. Irene Kuhn, NBC manager of program and promotion, will address the Women's Press Club of New York at the Hotel Pennsylvania on Dec. 16 on the subject of "Radio and the Public in Peace and Wartimes."

## Improved Short Wave Forecast In Canada

(Continued from Page 1)

the Royal Canadian Institute, Canada. Dr. Frigon envisages a future when few people will have shortwave receiving sets and when broadcasting will be improved by the introduction of FM transmitters.

Shortwave receiving sets are decreasing in popularity, he believes, because of reception difficulty which is exaggerated in Canada by the presence of the magnetic pole and consequently of an area of great disturbances.

In the post-war period rebroadcasting of shortwave programs for local listeners will be extended and in preparation for this the CBC is installing elaborate equipment in a new shortwave station in Sackville, New Brunswick. Investigation had proved magnetic pole disturbance to be far less there than in the Ottawa region where the work is now done.

### Discusses FM

In dealing with frequency modulation as a new basis for broadcasting. Dr. Frigon said that its value lay in "FM" transmitters being able to operate in large territories on the same frequency without interfering with each other. At present, for instance, the quality of CBC's broadcasting in Montreal is weakened by the interference of a Cuban station transmitting on the same frequency.

When FM transmitters are installed, individual receiving equipment will have to be changed from the present standard band and shortwave sets. This change-over presents difficulties and will be expensive. Because of this, as in the case of television, he believes it will be years before it can be generally applied.

## OWI Regional Meet Held By Station-Relation Heads

(Continued from Page 1)

office of Mrs. L. S. Schwartz, Chicago regional station relations chief, for a discussion of the forthcoming war information campaign, including the Fourth War Loan drive, starting in January.

Attending the meeting, in addition to Mrs. Schwartz and Rod Holmgren, associate Chicago regional chief, were Al Llewellyn, Cleveland; Hayle Cavanor, Minneapolis; Jerry Deane, Kansas City, and William Welch, Denver.

## COMING and GOING

HARRY BETTERIDGE, sales manager of Detroit outlet of NBC, a visitor yesterday at the station relations department of this work.

H. E. FAST, sales manager of WKRC Cincinnati, is in town for conferences with New York representatives of the station.

ALFRED CRAPSEY, sales manager of this station, has arrived from San Francisco for a stay here on station and network business. Paid a call yesterday at NBC.

RICHARD W. DAVIS, general manager of WNBC, Hartford, in town from Connecticut yesterday and talking with the local radio men.

MERRILL MULLER, who has been newsmen from Algiers for NBC, is expected back in New York momentarily.

BEATRICE KAY is in Philadelphia, where she is being featured in the stage production "Marching with Johnny."

C. B. LYFORD, of NBC's station relations department, has returned from a business trip to Michigan.

## Whiteman's Interpretation Of "Nutmacker Suite"

Paul Whiteman's orchestra playing Tchaikowsky's "Nutmacker Suite" will be one of the highlights of the "Hall of Fame" broadcast over Blue Network on Sunday from 8 p.m. Guest stars on next Sunday program will include Bob Burns, Ter O'Keefe and Brian Donlevy.

## Burke Rejoins CBS

James Burke, fully recovered from his recent illness, has returned to the CBS organization yesterday. Rating analyst of the research department. Burke was formerly assistant editor of the CBS department of editing and copyright.

## JACKPOT SOLD!

The House of Kenny, one of Baltimore's grandest, oldest firms buys Housewives' Jackpot on W-I-T-H, Baltimore's newest radio station. This firm knows what Baltimore likes. In radio, too!

# WITH



## 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

★ ★ ★ ★ ★



**POPULATION**

Grand Rapids is the market center of Western Michigan. WOOD in Grand Rapids is the only station between Chicago and Detroit that delivers the unbeatable combination of the 3 P's — POPULATION — PROGRAMS — POWER.

Grand Rapids is the largest market in Michigan outside Detroit. Grand Rapids is larger than the next three West Michigan cities — Kalamazoo, Muskegon and Battle Creek — combined.

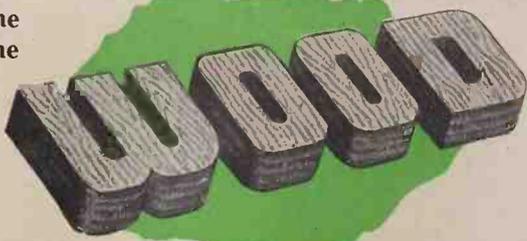
**PROGRAMS**

WOOD is the only NBC outlet between Detroit and Chicago. WOOD's Parade of Stars is radio's finest entertainment. WOOD programs are tops in popularity ratings.

**POWER**

WOOD is the only high-powered station transmitting from Grand Rapids. Its 5000 watts are radiated not from the fringe of the Western Michigan area, but from the very center.

The "Rule of 3 P's" is a time-tested guide to station selection. 68 National Advertisers are currently using WOOD to sell 108 Quality Products in the Western Michigan Market.



PAUL H. RAYMER CO.  
Sales Representatives

**GRAND RAPIDS** NBC 5000 Watts  
Outstate Michigan's Greatest Station

PROGRAM REVIEWS

"MRS. MINIVER"

Sustaining

WABC-CBS, Fri., 11:30 p.m.-midnight, EWT. DRAMATIZATION OF BEST-SELLER LOOKS STRONG.

An evenly paced radio adaptation of Jan Struther's best-selling novel, "Mrs. Miniver," bowed in a new weekly series last Friday with agreeable results. Characterization, which figured substantially in the film version, was not the production's chief asset, though Broadway stage actress Judith Evelyn portrayed the title role with admirable sensitivity.

Standout of Carl Bixby's entertaining dramatization was the narration, which put across the literary flavor of the original and acted as a perfect bridge to the action. Often reaching into the poetic, the narrative account, as related by Arnold Moss, set the mood with the aid of Van Cleve's responsive musical background. Perfect blending of the two was achieved by director John Dietz' method of broadcasting drama and music from separate studios, thus insuring complete control in movie-lot fashion.

Action began in England where the book left off. Change was the reported death of the eldest son, Vim, in the R.A.F. Government assignment of Mr. M., an architect, to study housing in the States provided the opportunity for transporting the menage. By sign-off time, the M.'s had reached the Statue of Liberty.

Miss Evelyn played Mrs. M. with a depth of feeling and understanding. Unfortunately, the same can't be said for her spouse, as portrayed by Karl Swenson, who gave a weak, stand-offish characterization. The M.'s kids, enacted by Betty Jane Tyler and Alistair Kyle, were adequate. Comedy relief was supplied by Carl Eastman in the part of a cockney serviceman aboard ship and Sarah Burton's role of irascible secretary to Mr. M., though she was a little strident at times.

If the show sustains its opening power, a sponsor may be in the offing. Its literate quality and lack of condescension to the adult listener are high points in its favor. Co-producers Henry Souvaine and CBS may find they have a hit on their hands.

For the record, Judith Evelyn proved herself a real trouper when, despite a severe attack of the flu, she managed to premiere the series. Wrapped in blankets and with a nurse standing by, she played the difficult number-one role without betraying any sign of her illness to the radio audience.

Westinghouse Renews

Westinghouse Electric & Mfg. Co., through Young & Rubicam, Inc., has renewed the Westinghouse program, Sundays, 2:30 EWT., on full NBC, effective Jan. 9. Program features John Charles Thomas, Mark Warshaw's orchestra, John Nesbitt and the Lynn Murray chorus.

MAIN STREET



Notes From A Ringside Seat...!

● ● ● Lionel (Mayor of the Town) Barrymore will portray the role of Charles Dickens' immortal "Scrooge" for the eighth time, when he ushers in the Yuletide next Wednesday on his CBS show. . . . Incidentally Dickens wrote this classic just one hundred years ago. . . . It can only happen in show business. . . . Harriet Clark, estranged wife of Maestro Charlie Barnet, will be the featured vocalist when his band opens an engagement at the Gotham Strand Dec. 31. . . . Bernard Dudley, who did a fine job as last-minute substitute on the WOR "Treasure Hour of Song" when commentator Paul Frank was kayoed by Kid Flu, has just taken on the announcing chores for NBC's "Just Plain Bill". . . . Milton Rosenberg, young attorney, who, after serving with the U. S. Marines in the Solomon Islands, was honorably discharged, has joined the legal dept. at General Amusements. . . . Byron Hayford, formerly with WCOA, has been appointed station manager of WDLP to succeed Virgil Evans is now in Uncle Sam's armed forces. . . . Bunty Pendleton, Blue Angel songstress, made her radio debut yesterday morning on the "Gloom Dodgers" program at WHN. . . . belongs on the ether. . . . Somebody should tell Ralph Peer that 'one of the best of the current war songs' is gathering dust on his shelves. . . . we're referring to a song titled, "The World We Love Will Live Again," which stirs the heart. . . . Little six-year-old Bobby Hookey still signs autographs with a scrawled "X," but Mother Hookey has enrolled the radiomite in the Professional Childrens' School and if he takes to the pen as he did the 'mike,' he'll soon satisfy the autograph seekers.



● ● ● Talk has it that the musical comedy stars, the Duncan Sisters may do a radio version of "Topsy & Eva" a la soapera. . . . Welcome Lewis' Blue Net show, "Singo," will be heard five times weekly (Monday through Friday) at 10:15 a.m. starting Jan. 3. . . . It was a sight for sore eyes. . . . we mean, walking into studio 3A at NBC and welcoming back to Gotham the "Songs By Downey" gang. . . . Morton, Ray Paige, David Ross, Bill Glascock, Leah Ray and the band. . . . Publisher Alex Hillman, one of the backers for the forthcoming Vinton Freedley play, "Jackpot," will produce a newspaper story by Ed Cronin and Bill Manners, titled "We Go To Press," and wants Perry Como to play the musical lead. . . . Xavier Cugat's MBS show for Dubonnet, is being scripted by Phil Davis and Carl Manning, who also toss scripts, gags, zanies and consequences at Ralph Edwards' "Truth Or Consequences" editors. . . . A Radiokay to the Song Spinners, who will bring their close harmonies to Vets' hospitals every Monday. . . . We've often written anecdotes about Toscanini but the following on the Maestro, we think, is one of the best. . . . in Howard Taubman's book, "Music Is My Beat," the N. Y. "Times" music critic relates that "Toscanini often relaxes by twisting the radio dials at home. . . . bawling out a bad performer, reviling a careless conductor or sputtering at a pitch-wavering tenor. . . . once he tuned in on the middle of a symphony. . . . "hmm" hmed the Maestro, and turning to some of his friends, said, "not bad—not bad". . . . when the selection had been completed, the announcer was heard to say, "You have been listening to a recording of Beethoven's Sixth Symphony, conducted by Arturo Toscanini."



● ● ● 20th Century Fox will film "Moment For Music" based on the life of Benny Goodman. . . . Carol Kay, vocalist with B.G.'s swingsters, makes her screen debut in this. . . . Ginny Simms leaves for the coast today where she'll thrash in the forthcoming M-G-Movie, "The Ziegfeld Follies" . . . . Ed East & Polly's Blue Network program, "Ladies Be Seated," renewed for another 13 weeks starting Dec. 27.



Remember Pearl Harbor

LOS ANGELES

By RALPH WILK

UNION ICE CO. of California signed a contract to air "Buffet At Sardi's," from 10-10:15 PWT, over the Pacific Blue Network, starting Jan. 8. Program will plug fancy ice dishes. George Wessels agency, Los Angeles handling the account.

John Masterson, manager of "Buffet At Sardi's," is ill with influenza. Don E. Gilman has returned from business trip to San Francisco.

Martha Curry has rejoined the publicity office here, succeeding Cora Davis, who was transferred to the NBC home office.

When Skinnay Ennis and his Anita base band were unable to film on the Army Special Services program at the Los Angeles Advertiser Club luncheon at the Biltmore Hotel, Jimmy Grier and his service band were called into action.

Wayne Miller, who writes the "Richfield Reporter" program, is editing "Richfield Reporter," a new organ.

The makers of Dr. Pepper, the drink, sponsors of "Al Pearce and Gang in Fun Valley" heard over Blue Network Sundays from 1:00-1:30 p.m., PWT, have renewed the program for another 13 weeks, effective January 2, 1944.

It is now Captain Bob McAndrew, the former NBC-Western division promotion sales manager who recently been promoted from a lieutenantancy. He is with the Army Force public relations bureau in Washington. Incidentally, the Stork is expected to pay a visit to the Andrews domicile in February.

Dick Mack, who directs "Blue Bon Town," starring Groucho Marx, missed his first rehearsal this week when an attack of "flu" laid him low. He crawled from bed, however, to appear at the Saturday broadcast.

Mystery Show Sponsors

"Adventures of Nero Wolf" mystery series, will be sponsored by the Blue by the Elgin National Watch Co., Elgin, Ill., over a net of 140 stations, starting Jan. 21, J. Walter Thompson agency, Chicago, announced yesterday. Show will be heard five days from 7 to 7:30 p.m., with a repeat broadcast at 10:30 p.m.

SPECIALIST

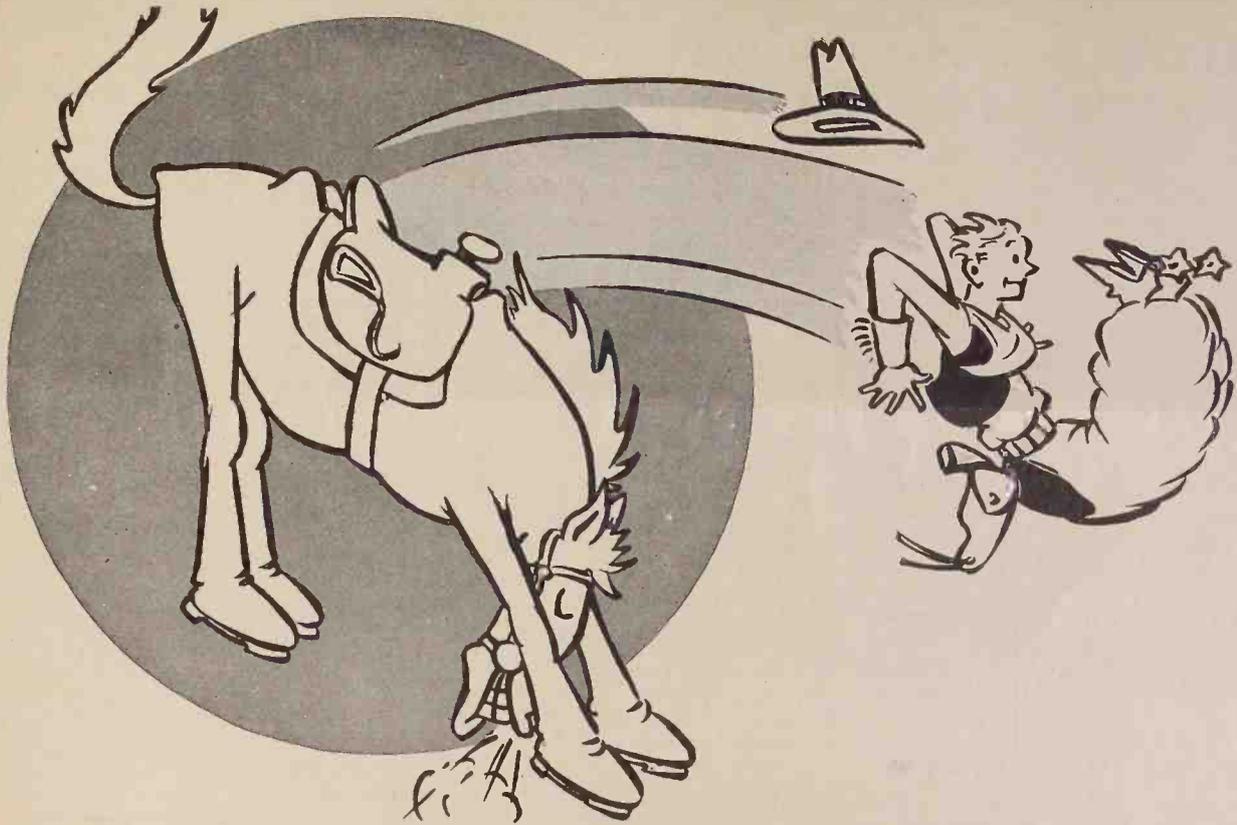
SERVING ADV. AGENCIES & STATIONS

RADIO PRODUCERS  
PROGRAM DIRECTORS  
ANNOUNCERS  
SCRIPT WRITERS  
WRITERS OF "COM'LS"  
PROMOTION-PUBLICITY  
LICENSED OPERATORS  
TIME SALESMEN

FRANK McGRANN

POSITION SECURING BUREAU, INC.  
(Agency)

331 Madison Ave., New York, MU. 2-6494



... Give An Advertiser \* A Horse He Can Ride

(And Radio Stations, Too) \*



**Tall Enough, So** she won't drag your feet! *The Texas Rangers* transcribed library of western entertainment is riding to new heights with a selected list of blue book nationally known advertisers—on America's prestige radio stations.



**Plump Enough, So** she's sure riding from mane to tail! *The Texas Rangers* music with mass appeal has been solid comfort to advertisers large and small—dealing in bread to hair tonic—from Maine to Honolulu.



**Fast Enough, So** she's a winner in every race! *The Texas Rangers* with its flexible program building is receiving testimonials daily from those in the saddle—dealing in beer to cold tablets—from Minnesota to Louisiana.



**Gentle Enough, So** she's easy on the pocketbook! *The Texas Rangers* with its Hollywood and network radio talent has a reasonable feed bill, whether it's for fashionable stables in New York or for a little gray barn in the West.



**Yet, Spirited Enough, So** she's worth the owning! *The Texas Rangers* is one transcribed library that hasn't been ridden by every Tom, Dick and Harry. If you're one to treat her right, we'll be glad to give you a breeze about the paddock in the form of a sample program. You won't have to buy her, of course.

*The Texas Rangers*  
LIBRARY

An Arthur B. Church Production—Write George Halley, Pickwick Hotel, Kansas City, Mo.

## Charges FDR Letter Killed CP Of WWNY

(Continued from Page 1)

dent had sent the letters to the FCC, whereupon the Commission had wired revocation of the permit.

Garey charged also that the information sent the President was not true. Over \$15,000 was lost when the permit was cancelled, he said.

There was some discussion of this matter in a public session hurriedly called yesterday. No public hearing was scheduled but an executive examination of J. B. Beadle, chief clerk of the amateur section of the FCC and for a time last year personnel director for the Commission, was to be held. Only Rep. E. J. Hart, D., N. J., was on hand, however, and new committee procedure requires that three members of the committee be present for the taking of private testimony. In order that the examination might continue, the hearing was thrown open, Garey explained, adding that he did not even know how the witness would answer the questions he put to him.

### Finger-Print Matter Discussed

There was discussion of the controversial matter of the 200,000 or more finger-prints of amateur and commercial radio operators taken in 1940 by the FCC. The FBI asked for these in September of 1941 and the Commission was loath to turn them over because they had been given with the understanding that they were for Commission record only. After Pearl Harbor, however, the Commission agreed to turn them over, provided they would be used for purposes of national defense only. The FBI refused to be bound, and finally the prints were turned over unconditionally, despite assurance by the Commission that they would not be used for other than Commission purposes. There was also some discussion of alleged misuse of appropriation by the FBIS to raise the pay of its employes, a matter fully aired last summer, and some discussion also of the refusal by the State Department to issue a passport for the FBIS employe, William Dodd, Jr., to go to England for the agency. Dodd was recently let out by the Commission because of the House vote to sustain Dies and Kerr committee findings that he is a Red.

### WORL Subject Today

Joseph Hines, Boston attorney, will be on the stand today. Discussion, said Garey, will deal with the means by which Harold A. Lafount obtained control of WORL, Boston.

### Join Mutual Staff

Henry M. Poster, formerly of the Biow Company, and Gus Mosca, formerly of the Esquire Art Department, have been added to the staff of the Mutual Promotion and Research Department, it was announced by Robert A. Schmid, Director of Promotion and Research. Schmid also advised that Walter M. Stein, formerly a member of the Mutual Mailing Division has been promoted to his department.

## Chairman Fly Testifies Today At White-Wheeler Bill Hearing

(Continued from Page 1)

for legislative action to prevent the killing of Italian-language programs on the air. Local stations throughout the country, he said, are dropping their foreign-language programs and the FCC is powerless to do anything about it.

Speaking of the educational program aired by his union group for the past ten years, an anti-Mussolini program from the beginning, he said that WELI, New Haven, dropped the program this Fall and that WPEN, Philadelphia, is dropping it after January 1. The program originates with WEVD, New York, and was formerly carried by the two stations named above and WCOP, Boston. In the case of the Boston station, said Antonini, his union pulled it off prior to Pearl Harbor because the station was "filled with Fascists." (It was the setting for hearing of the WCOP license which caused the FCC to come in for considerable criticism from what was the Cox committee).

The radio is among the most effective instruments for strengthening Americanism in the ranks of all the foreign born, those of Italian descent included; "Why reject the radio as a means of 'Americanization,'" he said.

Cutting off of Italian language programs, he added, will force Italian Americans—particularly those whose

English is poor, to rely upon the Axis short-wave for all their radio in their native tongue.

Senator Wallace K. White, co-author of the bill pending, made it plain that he sees no solution to the problem which can be accomplished by law.

Edgar C. Brown, chairman of the National Negro Congress, appeared briefly to ask better treatment on the air for America's 13,000,000 Negroes, and proposed an amendment to the radio law prohibiting, along with obscene language and profanity, "terms of opprobrium" sometimes thrown at Negroes and other racial groups. He called also for the use of radio for discussion of the racial question, telling the Senators that in most instances discussion of racial questions are banned by broadcasters on the ground that they are controversial. Brown also expressed his hope that when facsimile comes into wide use, Negro news and also pix will be carried.

Announcement of Fly's return to the stand this morning was greeted with mixed feelings by committee members on hand, several feeling that the FCC head should not be recalled, and that if he is the hearings should then be protracted further by calling in prominent opponents of the FCC who have already testified.

## Finlay Named Manager Of CBL-Trans-Canada Net

Montreal—James R. Finlay, senior producer at the Toronto studios of the CBC, has been appointed manager of station CBL, according to an announcement by the Canadian Broadcasting Corporation.

Having one of the four most powerful transmitters in Canada, CBL will be the key station in the new trans-Canada network beginning operation in the new year. The outlet broadcasts with 50,000 watts.

Before joining the CBC, in 1937, Finlay was with the Marconi Company in Montreal where he was engaged in the technical end of broadcasting. Joining the CBC, he was transferred to the program division and after three years in Vancouver returned East to Toronto, in January, 1940.

## BBC's "Navy Log" On Blue

Because the BBC's "U. S. Navy Log," a one-shot broadcast about our sea forces prepared particularly for British listening, appealed to the Blue, the production will be aired first over WJZ and the rest of the web Saturday at 11 a. m., EWT. A disk will be cut for English use. Roy Lockwood, of the BBC staff in New York, will produce and direct. Special music has been composed by Van Cleve, who also has scored a number of Norman Corwin's shows. The program is described as an "eavesdropping preview."

## IRE Luncheon Crowd Plan Winter Meeting

(Continued from Page 1)

neers' publicity committee, who were present, included: O. B. Hanson, chief engineer and vice-president of NBC; Edwin K. Cohan, Columbia's director of general engineering; George O. Milne, chief engineer of the Blue Network; George McElrath, operating engineer of NBC and assistant to the vice-president; Thomas R. Kennedy, of "The New York Times," and Keith Henney, editor of "Electronics" magazine.

After Poppele sketched the 31-year-old history of IRE, he introduced Dr. Shackelford, chairman of the technical meeting to be held at the Commodore Friday, Jan. 28 and Saturday, Jan. 29. Object of the conference which is open to all, was described by the RCA frequency chief as an endeavor to help radio engineers to orient themselves in the coming shift.

Highlight of the first day's sessions will be a symposium on the work of the Radio Technical Planning Board to be addressed by Dr. W. R. G. Baker, chairman of RTPB, and several of the convention's panel leaders. The RTPB, as Poppele later observed, is presently studying the entire spectrum and attempting to chart it.

Engineering work of the FCC will be discussed by the Commission's chief engineer, E. K. Jett, as a feature of the second day's talks. Also scheduled to speak are G. P. Adair, assistant chief engineer of the FCC, on

## Ascap Gross Large For Fourth Quarter

(Continued from Page 1)

but ion and members receive checks in time for the Christmas holidays.

Gross amount available is held to be one of the largest 4th-quarter sums in Ascap history and the amount to be distributed will be somewhat less than the gross. Certain sum will be put way in escrow to cover foreign payments; virtually little foreign money is now coming Ascap's way due to the war. Huge gross for the current quarter gives the society a total distribution on the year in excess of \$5,000,000. Estimated that possible half of the total sum is for radio broadcasting licenses. Fourth quarter for instance, possibly derives \$650,000 from radio, the rest from other sources, including cafes, motion pictures and other users of music.

Understood that payments to publisher and writer members are now larger in proportion to the gross revenue, due to lower operating costs.

Ascap's top annual gross hit a high mark of \$7,250,000 a few years ago, and the comeback of radio revenue is held to be good. Society revenue has increased in no small measure to the additional places amusement now open which music and these include restaurants where servicemen patronize to great extent. This is reported as offsetting the closing of many places due to rationing and other wartime developments.

## Joins Regional Net

St. Paul—John W. Boler, president of North Central Broadcasting System announces the addition of KICD, Spencer, Iowa, to this regional network. This is the third station in Iowa to join North Central, which has main offices in St. Paul, Minnesota, and brings to a total of 23 the number of stations affiliated with NCBS.

## NBC's Mueller Returning

Merrill Mueller, NBC reporter who went through more than a thousand air raids during course of his work, foreign correspondent for the network from London to Java, to Sicily is returning to the U. S. for a vacation being en route from Africa.

## Jo Ranson To Speak

Jo Ranson of NBC's Press Department will address the Rotary Club at Nutley, N. J., Thursday, December 16, on "The Blue Pencil for Radio." The talk is one of several arranged by the NBC Speakers' Bureau.

"Timely Broadcast Matters"; W. Krebs, chief of the Safety and Special Services Division of the FCC; "Police, Aviation and Maritime Services," and F. P. Siling, chief of the International Division of the FCC Engineering Department, "International Point-to-Point and Allocation Problems."

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

### —NEW YORK—

**TRACUSE**—A series of dramatizations, based on actual war front experiences of boys in service from New York State, will start on WSYR, Friday, December 19 at 6:15 p.m. Directed by Ray Servatius, author of generous radio plays, the series will be entitled "Heroes From Your Town" and will be sponsored by the New York State Savings Bank Association. . . . N. L. "Cap" Kidd, treasurer of WSYR is author of a chapter devoted to accounting in radio contained in the new "Handbook of Accounting Methods," recently released by the D. Van Nostrand Publishing Company.

### —CALIFORNIA—

**ONTANA**—Bill Elliot, chief announcer for radio station KVOE, has been added to the colors. Bob Blackburn, a new voice to radio, will carry on. . . . Wallace S. Wiggins, program manager for KVOE, is the proud father of a baby boy. Born December 10, at Whittier Hospital, the first edition to the Wiggins family was named Wallace Lutrell.

### —MONTANA—

**MISSOULA**—Theola Morris, women's program director of KGVO, bids adieu to her station farewells immediately after Christmas, when she will take the marriage vows. Mary Ruth Smith will replace her. . . . "The Open Book," a weekly series sponsored by the Missoula Public Library and aired over KGVO, has added a new feature. . . . In a month a dramatization from a children's book is presented by grade high school pupils on the program. Series is directed by Mary V. Davis, dramatics instructor of Missoula County High School. . . . New announcer arrives at KGVO on January 15. His name is Herbert Pijan.

### —CONNECTICUT—

**HARTFORD**—Annette Lansing-Jones has been named in as the first woman announcer on NBC. Her rise has been a stream-lined Horatio Alger story. She started at the station some months ago as switchboard operator and receptionist, and her voice evidently sounded so well over the air that she was asked to give out the news on the radio—resulting in the present job. In addition to her mike chores she will present a women's information program from 10:45 to 11 a.m. . . . WNBC'er

Bob Mooney is now working the swing shift at the outlet, moving up from the daytime schedule. . . . Richard W. Davis, WNBC general manager, is back at work again but still taking it easy. He has been ill for the past month. . . . Jan Miner, heard on WNBC's 8:15 to 8:55 a.m. "Woman's Point of View," recently emceed a women war workers style show at a local defense plant.

### —INDIANA—

**FORT WAYNE**—It's a 7½ pound baby girl at the home of George Hatch, engineer for stations WOWO-WGL. . . . Robert Runyan, WOWO announcer who is active in the Fort Wayne Civic Theater, recently had a leading role in the presentation of the "Bat". . . . Bob Sherman, WOWO news chief, served as electrician for the touring Metropolitan Opera Company in their presentation of "Faust". . . . Leaving for the United States Navy is Clair Weidenaar, announcer and production manager of stations WOWO-WGL. Clair has been with the stations for three years. . . . For the seventh consecutive year station WGL will carry the "School of the Air" sponsored by the Public School System of Fort Wayne. This half-hour program, aired every Saturday, will feature participation by a different Fort Wayne grade or high school each week.

### —TEXAS—

**SAN ANTONIO**—As a means towards stepping up the recruiting of Air-WAC's the Brooks Field Public Relations Office is airing a quarter-hour Monday through Friday program over KTSA titled "Wings and Women." Broadcasts feature the field's own dance orchestra. . . . Pearl Brewer of the KTSA continuity department has joined the staff of the Pitluk Advertising Agency. Her post will be filled by Mary Jane Spears. . . . "Speak Up For Democracy," a quarter-hour series of programs, is being aired over KTSA under sponsorship of the Sam Houston Post No. 76, Veterans of Foreign Wars. Broadcasts feature Joe C. Bettencourt, aide-de-camp to the national commander in chief of the organization, and are heard each Saturday.

### —UTAH—

**SALT LAKE CITY**—The long arm of the draft board need hold no terrors for the personnel director of KDYL so long as the station's farm director, Will Wright, is around. In addition to his early morning broadcasts, Will can conduct an orchestra, pound a piano, or pump an organ. Recently, while preparing an audition, Will was found at the organ recording his own recital, with no assistance from anyone. . . . KSL announces the broadcast of a new Saturday evening feature produced with the cooperation of the USO and the Ninth Service Command. Featuring music of a classical and light classical nature, the program is heard from 6:30 to 6:55 and originates in the USO Club House before an all-soldier audience. . . . A "Fashion Forecast," KSL show

aimed at the feminine portion of its listeners, has been sponsored by the Whipple Style Shop of Salt Lake City. A style expert from the store gives tips and anticipates trends in women's styles for the coming seasons.

### —SOUTH DAKOTA—

**YANKTON**—Latest addition to WNAX, announcing staff is Al Constant, lately of KOWH, Omaha. George Johnston, former head of continuity department, replaced by Marjorie Gies. New continuity assistant is Marjorie Mikkelsen. . . . New head of mail department at WNAX is Pat Donaldson, with Beverly Synoved assistant and receptionist. . . . Marguerite Mahan is new head of traffic department, replacing Ted Mathews, resigned. . . . New business on WNAX includes 26-week contract for Robert's Dairy Company placed through Bozell and Jacobs, Omaha, calling for eight one-minute spot announcements daily in behalf of new evaporated milk. . . . Hatcheries in the WNAX area already set with studio programs are: Lincoln Hatchery, Lincoln, Nebraska, and Nishna Valley Hatcheries, Shenandoah, Iowa. . . . The Manchester Biscuit Company's "Stumpus Program" has renewed for second year. This show, starting January 1, will be heard over WNAX, Yankton, and KSO, Des Moines, with Mal Murday, new emcee, officiating.

### —MINNESOTA—

**ST. PAUL**—Rockwood & Co., has renewed its three-a-week participation in Bee Baxter's "Household Forum" on KSTP for another 13 weeks. Rockwood Bits is product advertised. . . . National Biscuit Company continues its sponsorship of the 8:30 to 9:00 p.m. period on KSTP's Saturday night "Sunset Valley Barn Dance" for an additional 52 weeks. . . . Lambert Pharmacal Co. on KSTP with five-a-week spot sked for Listerine through Lambert & Feasley, New York.

### —OHIO—

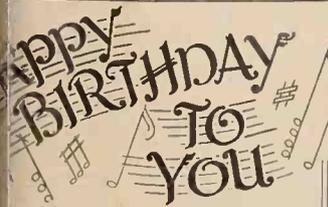
**CINCINNATI**—Gregor Ziemer, WLW European authority, has been invited to write an article for the "Public Opinion Quarterly," published by the Princeton University Press. The article, titled "Fascist Youth After War," will appear in the winter issue of the journal. . . . Announced in Cincinnati was the engagement of Miss Margaret Whitehead, WLW-WSAI news writer, and William Dowzell, news editor for the Crosley stations. . . . Ruth Lyons will take her WSAI "Pettycoat Partyline" show to the stage of the RKO Albee Theater in Cincinnati for four days, week of December 20. Broadcasts will originate from the Albee stage, with Frazier Thomas doing the announcing.

If You Value  
The Opinion of—

**Harriet Van Horne**

Radio Editor,  
World-Telegram,  
New York, N. Y.

Watch for Results of  
Radio Daily's 7th  
Annual Radio Editor's  
Poll.



December 15

- |                     |            |
|---------------------|------------|
| Merion Barney       | Art Brown  |
| Maxine Chaffin      | Phil Dakin |
| Daniel M. Eisenberg | Bob Hawk   |

# Radio Contributing Factor In "Global-Conscious" Trend

(Continued from Page 1)

a Business Proposition" and he strongly reiterated that in the post-war period American business will be faced with its own rehabilitation problem, the solution of which was not international but global in aspect. "As aviation has shattered our concept of distance," he said, "so radio has revolutionized our concept of time." He continued, "we are about to see another great upsurge in the field of electronics. The General Electric Laboratories are already foreseeing the day when man can travel from 2,000 to 5,000 miles per hour in a vacuum tube controlled by electronic devices... but in the more immediate future we can be assured of such advances as: radio broadcasting of higher quality and greater realism; automatic, unattended radio weather stations and more reliable beacons and many new radio devices for use on aircraft, ships, trains and automobiles; inexpensive home sets providing standard broadcast reception, television, frequency modulation, facsimile and improved phonograph reproduction—all in one cabinet; three dimensional television in color and extensive use of television in churches, schools and factories."

"Since almost all of these strides in aviation and radio communications are being developed by Amer-

ican business," said McClintock, "it becomes the responsibility of American business to put them to uses that will best benefit both us and the rest of the world. Only when you realize how aviation and radio communications alone can pull the entire world together, can you appreciate the extent of this responsibility... they are destined to change our business and social relationships with the rest of the world, and will become our most powerful single factor in our struggle for world peace."

"It is significant," continued the Mutual prexy, "that broadcasting is the only advertising medium that could undertake such a world encompassing job. For in radio the story is told by the human voice, which even the illiterate can understand. No one even needs to learn to read to understand radio." To overcome language obstacles, McClintock suggested the adoption of Basic English as the solution to the problem of broadcasting to a world-wide audience. He gave a concrete example of the use of Basic English, showing its strength and simplicity.

McClintock also cited Department of Commerce figures which estimated post-war volume of goods produced should top \$165,000,000,000. This is 69 per cent over \$97,000,000,000 for 1940.

## Radio Delivers News Of Montreal Strike

(Continued from Page 1)

exactly 25 years after the city's first and only previous police and firemen's strike, which lasted a day and a half and caused \$300,000 damage, was called because the city while offering to raise wages approximately \$500 a year refused to recognize the police and firemen's unions, of the Canadian Congress of Labor, a CIO affiliate.

Citizens went about their business as usual today and stores and theaters were thronged this afternoon. If any violence occurs it is thought it will happen after dark. According to Mayor Adhemar Raynault "all necessary steps to prevent danger" have been taken, but he did not particularize. Mounties, auxiliary mobile

## NBC Employee School Set To Open On Jan. 5

(Continued from Page 1)

in the first series conducted last Spring. All enrollees will register for the Primary Class or Classes of their choice. After three or four weeks in these fundamental groups, students who qualify will be promoted to Advanced Classes. Remaining students will continue in the Primary Classes for the full course of at least 12 weeks, after which if conditions warrant the extension, instruction will continue for an additional 12-week period.

police and firemen, and the civil defense corps were ready to take up duty in the city if called on. Citizens at home and in offices kept the radio turned on to keep posted on strike bulletins.

# HOW TO BUY 7 NEWS PERIODS FOR THE PRICE OF ONE



Would you, sir, like to maybe make one dollar equal seven? Or eight, perhaps? Or maybe more? Would you like to be able to write a letter like the one written to us the other day by a famous lady time-buyer?

Listen... "On November 8, as part of a national radio campaign, we started to offer a free sample of Mentholatum on WOR's 7 A.M. news. So far, we are pleased to inform you, WOR HAS PULLED APPROXIMATELY SEVEN TIMES BETTER THAN THE NEXT HIGHEST RANKING STATION!"

Remarkable? NOT when you consider that WOR is the favorite news-station of most of the people all of the time.\* NOT when you remember that WOR jabs its potent news-programs into an area that includes 16 war-wealthy cities of over 100,000 population each.

Can you buy that particular 7 A.M. news-program? Sorry, it's sponsored. But between 10:00 and 10:15 A.M.—and between those two audience-attractors, Alfred McCann and Bessie Beatty—there's another powerful WOR news-strip (with Henry Gladstone) which is available. We urge you to put your bid in early.

\* Based on the WOR-Crossley continuing study of radio listening in Greater New York.

That power-full station

# WOR

1440 Broadway, New York

WHERE MUSIC BRINGS GLEE

For the best programs of 1943  
Keep tuned to WMBG  
From "Morning Neighbor" and "Road of Life"  
"Sketches in Melody" to "Guiding Light"  
Then at night "Bob Hope," "Red Skelton" too  
Bring one full hour of pleasure for you.  
For the best in '43, stay tuned to WMBG.

## NBC Richmond, Va. NBC



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 25, No. 51

NEW YORK, N. Y., THURSDAY, DECEMBER 16, 1943

TEN CENTS

## Fly Answers Testimony

### WORLD-Stock Dispute Before Lea Committee

Washington Bureau, RADIO DAILY  
Washington—Failure to discharge liabilities in connection with the stock ownership situation of WORL, Boston, was laid to the FCC yesterday by witnesses before and counsel for the committee of the House, investigating the Commission. The witnesses were the Boston attorney, Joseph A. ... and FCC Attorney David H. ... both interrogated by committee counsels Eugene L. Garey and ... V. McCall.  
The picture, as presented, was one  
(Continued on Page 6)

### Eighteen Stations Go William L. Shirer Net

Eighteen more CBS stations have been added to the net carrying the William L. Shirer news program. It is sponsored by the J. B. Wilcox Company. Stations added are: WIS-Milwaukee, Wis.; WGAN-Portland, Me.; WCSC-Charleston, S. C.; WJL-Charlotte, N. C.; WBIG-Greensboro, N. C.; WTOG-Savannah, Ga.; WAB-Birmingham, Ala.; WNAX-Indianapolis, S. D.; WCCO-Minneapolis, Minn.; and the CBS Florida  
(Continued on Page 2)

### Bisco Gets Promotion; New UP Gen. Sales Mgr.

Bisco, who has served in various capacities with the United Press since 1930, yesterday named general sales manager of the organization by Hugh Baillie, president of UP. He succeeds as general sales manager, Edwin Moss Wilcox vice-president and general advertising manager.

### Two For One

Two girls, one a star and the other a chorus girl, played one part during the "Carmen Jones" presentation on last week's Philco Radio Hall of Fame over the Blue Network. Muriel Smith's laryngitis prevented her singing of the title role but permitted her to speak Carmen's lines. Singing portions of the role were taken care of by Inez Matthews.

### Sign of New Year

Annual presentation of dramatization of news events of the year will be broadcast over WOR on Tuesday, Dec. 28, from 9:30 to 10:30 p.m. Program is titled, "1943 in Review." Prescott Robinson will be the narrator; Roger Bower, producer, and music will be by the Sinfonietta orchestra.

### Three-Year Licenses Given FCC Approval

Washington Bureau, RADIO DAILY  
Washington—Three-year licenses will be issued standard broadcasters hereafter, the FCC announced yesterday. In order, however, to spread the work-load involved in examination for renewal, outstanding licenses will be extended at first for from one year to two years and nine months. Present licenses are for two years. Three-years is the maximum license.  
(Continued on Page 4)

### Oboler Post-War Drama To Be Premiered By Blue

A dramatic excursion into the post-war future, entitled "Holiday Nineteen Forty X," will be presented over the Blue Network on Saturday, Jan. 1, from 1 to 2 p.m., EWT. Written by Arch Oboler, the script tells the story of an American family on the first passenger ship to leave these shores for Europe after the peace is declared. Prominent figures of the theater will enact the principal roles.  
(Continued on Page 2)

### New WPB Survey Reveals 32,529,500 Radios In Homes

Nationwide advertising campaign in behalf of NBC's television broadcast last Monday night of official Army films of the historic Teheran Conference got under way in New York yesterday with full-page ads by the parent company, RCA, in "The Times" and "The Herald Tribune";  
(Continued on Page 2)

### NBC Using Tele Ads In Key Center Cities

A recent survey conducted by WPB revealed that U. S. homes with one radio set or more have increased to 32,529,500 out of an estimated total of 36,500,000 American residents indicating an 89 per cent radio saturation, Frank H. McIntosh, chief of the WPB radio-Radar division, Domestic and Foreign Branch, told a luncheon meeting of the American Marketing Association in New York yesterday. McIntosh was one of two speakers  
(Continued on Page 3)

### Disagrees With Web Witnesses At ICC Hearing On W-W Bill; Says Supreme Court Edict Was Misrepresented

Washington Bureau, RADIO DAILY  
Washington—The NAB and the two major webs tried intentionally to mislead the industry, Congress and the press in promulgating an "absurd" interpretation of the Supreme Court decision on the network rules, FCC Chairman James Lawrence Fly told the Senate Interstate Commerce Committee yesterday. Appearing as one of the windup witnesses, Fly failed to refer to the newspaper-ownership matter, although there is a strong likelihood that he will do so this  
(Continued on Page 5)

### Blue Net Names Hough To Web's Directorate

Blue Network Co. at its regular monthly directors meeting yesterday named Harold V. Hough, a member of the board. Hough is chairman of the network's stations planning and advisory committee and is general manager of KGKO, Fort Worth-Dallas. He is also chairman of the Newspaper-Radio Committee's steering committee, and has been an important  
(Continued on Page 2)

### Official Of RCA-Victor Clarifies ET Position

Refuting a statement made by a network official last week that RCA-Victor would suspend business rather than sign a recording contract similar to the one entered into with AFM by Decca, J. W. Murray, general manager  
(Continued on Page 5)

### Finnish Govt. Use Radio In Russian Peace Feeler

Use of radio in transmitting a peace proposal beamed to the Soviet Union by the Finnish radio was reported by BCC in a program recorded  
(Continued on Page 2)

### Seek Aid Of Radio In Medical Field

Radio was urged to join medical interests in a national organization for the effective promotion of public health education over the air by Dr. Ernest L. Stebbins, New York City Health Commissioner, in an address Tuesday before the annual Health Education Conference of the New York Academy of Medicine. Other speakers included: Miller McClintock,  
(Continued on Page 3)

### "Fats" Waller Found Dead Aboard Eastbound Train

Kansas City, Mo.—"Fats" Waller, the 278-pound Negro pianist heard frequently as a guest artist on radio network shows, was found dead  
(Continued on Page 2)

### Service

"What good is half a recipe?" says Mary Lee Taylor, CBS cooking expert. To guarantee that her listeners get their recipes without missing any important ingredient, Mary Lee has announced Gordon Ellis write the recipes as she gives them. If he's missing anything, Gordon gives her the hi-sign and the directions are repeated again more slowly.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, December 15, 1943)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(December 16, 1923)

Carrie Chapman Catt and Gen. Charles H. Sherrill in a heated argument on "The Monroe Doctrine" at a foreign policy luncheon broadcast... Miss Cecil Arden of the Metropolitan Opera tells "How To Use Perfume" in song and story over WEA-F... A. V. Lufrio, popular announcer, is doubling as tenor these days.

NBC Using Tele Ads In Key Center Cities

(Continued from Page 1)

identical spreads have also been placed for later insertion in the New York "News," "Wall Street Journal," Philadelphia "Bulletin," three Washington papers, Chicago "Tribune" and Los Angeles "Herald-Express." Newspaper drive, first of its kind under RCA sponsorship, is being handled by Ruthrauff & Ryan.

Understood that RCA is mulling other major news telecasts, which will be publicized similarly as they come up. Though present tele transmission is limited to the neighborhood of 60 miles, and NBC has only one transmitter, in New York, the parent organization is looking ahead to post-war developments and tele hookups. Plan of RCA is to run ads where people are interested in television, it was learned.

Ad copy yesterday pointed out, "Television Network Demonstrates in thousands of homes How Millions Will See World Events!" Allusion to web transmission was justified by Philco's pickup of the Army movie for a simultaneous rebroadcast over WPTZ, Philadelphia. Prediction was made that, in the years ahead, great events would be televised "while they are happening."

Add Eighteen Stations To William L. Shirer Net

(Continued from Page 1)

group of stations, which includes WMBR-Jacksonville; WQAM-Miami; WDBO - Orlando; WDAE - Tampa; WAAC-Fort Myers; WSPB-Sarasota; WFOY-St. Augustine, and WJNO-West Palm Beach.

"Fats" Waller Found Dead Aboard Eastbound Train

(Continued from Page 1)

aboard the Santa Fe Chief eastbound from California yesterday. Waller was returning to New York after a movie assignment in Hollywood.

Finnish Govt. Use Radio In Russian Peace Feeler

(Continued from Page 1)

by CBS yesterday. The speech was made by the Finnish Foreign Affairs Commissioner and was a definite peace overture to the Russians.

Blue Net Names Hough To Web's Directorate

(Continued from Page 1)

figure in radio for more than a decade.

Hough being named to the Blue's board is in conformity with the network's policy set forth by Edward J. Noble, at the general meeting of affiliates in Chicago last month, and marks the first time in network history that an affiliate's representative, who is not a web stockholder has been named a network director.

Regarding the appointment, Noble, chairman of the board of the Blue, stated: "A broadcasting network, in the final analysis, is composed of two things—the programs broadcast over the network, and the affiliated stations comprising the network. It is extremely difficult for network management to formulate policies and operate in the best interests of the American public without the counsel and guidance of men in day by day contact with the immediate problems of the affiliated stations."

"It is for this reason that, at the beginning of the Blue Network's corporate existence, the network's planning and advisory committee was formed. This committee has been of inestimable service, and has given freely of its time and counsel. The time has come when the stations should be represented, not only by this committee, but also by a stations' man sitting with the company's directorate."

Hough's background fits him well for his post as a director of a nationwide broadcasting system. Familiar with broadcasting and its problems from every angle, Hough is a native of Oklahoma and was educated in Texas. More than 20 years ago he joined the staff of the Forth Worth "Star-Telegram," and when that organization branched out into the comparatively new field of broadcasting, assumed supervision of all of the newspaper's varied radio interests.

Press Club Hears Driscoll On Handling War News

"Radio news coverage of the war is primarily concerned with basic physical progress," charged David Driscoll, director of war services and news for WOR, and a recent arrival from the Italian battlefront, during an address yesterday before a luncheon meeting of the Overseas Press Club of America at the Lotos Club, New York. Alternative offered by Driscoll was "helping the general public understand the reactions and effect on the people involved in the war."

Other speakers, newly returned from the war fronts, were: Jerzy Szapiro, former Warsaw correspondent of "The New York Times"; Hal Lehrman, back after a year in Istanbul for the OWI, and William L. Holland, editor of "Pacific Affairs."

Special Christmas Program

Madame Maria Kurenko, Russian soprano, will present an aria from Rimsky-Korsakoff's "A Night Before Christmas" opera during her broadcast over CBS on Sunday, 11:15 p.m. EWT.

COMING and GOING

JAMES G. RIDDELL, assistant commercial manager of WXYZ, Blue Network affiliate in Detroit, is spending this week in New York. He visited for a while yesterday at the feller Center offices.

J. ROBERT GULICK, sales manager of the Mason-Dixon Radio Group, who has been spending a few days in New York, left yesterday for his headquarters in Lancaster, Pa.

VIVIEN DELLA CHIESA will sing Saturday night in New Rochelle.

RICHARD W. DAVIS, general manager of WNBC, has returned to Hartford for a few days here on business.

PARKS JOHNSON and WARREN HULL will go to Denver, Colo., for the broadcasting of today's "Vox Pop" program on CBS as a part of the Highlander Boy Foundation.

H. E. FAST, sales manager of WKRC in Cincinnati, who has been in New York for a few days conferring with the station's reps, left yesterday for the home offices.

HAROLD R. KRELSTEIN, commercial manager of WMPG, Memphis, is back in Tennessee. He was in New York the latter part of the week.

"Baby Institute" Marks First Year On The Air

"The Baby Institute," yesterday celebrated its first anniversary on the Blue Network. Following yesterday's broadcast a birthday party was attended by a typical mother who appeared on the program to tell of the difficulties faced by a Navy and mothers, her 11-month old child and officials of the network including Edgar Kobak, executive vice-president.

Program is heard Monday through Friday 10:30-10:45 a.m., EWT.

XMAS SALES!

Baltimore merchants report unprecedented buying of Christmas gifts. And — Station W-I-T-H is the number one radio station with merchants in this market. If you'd like this kind of action, write or wire now for availabilities.



IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WE MASTER, BUILD AND GROW

Listen to WMBG For entertainment priority All through 1943 They've been tops in variety, News, jive and frivolity Song, story and Symphony. For the best in '43, stay tuned to WMBG.

NBC Richmond, Va. NBC

# Hirschmann, McIntosh Talk On Tele's Future

(Continued from Page 1)  
discussed radio and television. Another speaker was Ira A. Hirschmann, vice-president of the Metropolitan Television, Inc., and Bloomington Brothers department store. Hirschmann explored the future of merchandising with the visual con-

tinuing his breakdown of new statistical information on radio, McIntosh disclosed that 66.2 per cent of total homes contained one set; 27.2 per cent, two; 5.0 per cent, three, and 1.6 per cent, four or more. Sets out of service, because of the need for repairs, the WPB learned, have affected 7.8 per cent of the Nation's homes as compared with a normal range of 4.0 to 6.0 per cent, making an estimated total of 2,537,301 radio receivers now out of condition.

**Production Mostly Military**  
Radio production for civilian requirements is now 2.0 per cent of the total in relation to military use, McIntosh signified. Need for tubes and other civilians necessitates diversion of 12 per cent of present total military tube production for home uses. Output of tubes for civilian requirements currently averages 40,000 a month, he pointed out, as compared with twice that amount in the pre-war period.

The public is completely sold on television," said McIntosh. But the problems influencing the development of the sight-and-sound medium, he pointed out, were (1) economic; (2) programming; (3) part of the spectrum which it's going to occupy; and (4) technique or type of television—black and white, color or sound.

Transition problems in converting from civilian to military use were also discussed by the WPB executive. Progress in the war had been made with an electronic device, he wasn't permitted to name, he stated, obviously referring to radar. The detection instrument had worked out very well in naval and submarine engagements, he indicated.

**Tele Programming**  
Emphasizing the need of good standards of programming for television in its early stages, Hirschmann stated that while tele's technical development has made much progress, thought has been given to programming.

He told that technically most of the things have been taken out of television through the co-ordination of the best engineering minds working under the auspices of the government during the war," Hirschmann said. "Progress hasn't even had a start. That's a field that will interest all of us and will call for the best talent and the best implements. We have learned to use in other arts. I have absolute faith that we will learn how to do it well and learn how to do it inexpensively. I think that we will probably find the hardest way, which in the long run is the best way and the way

# PROGRAM REVIEWS

## FIRST PIANO QUARTET

Sustaining  
WEAF-NBC, Sat., 3-3:30 p.m., EWT  
FOR KEYBOARD SOPHISTICATES.

The enterprising brothers Fadiman—Ed, Kip (Clifton) Bill—are managing a quartet of concert ivory ticklers who have just bowed in with a deft, half-hour fingering exhibition after more than a year in a 15-minute spot. Reputed to be the only four-piano aggregation in the business, the long-haired keyboard thumpers labored diligently under the too high-sounding name of the First Piano Quartet, a little on the precious side for the palate of a coast-to-coast audience.

Playing their own novel 40-finger arrangements of classical items, the dexterous pianists at the four concert grands were Edward Edson, Adam Garner, Frank Mittler and Vee Padwa. Programming was too sophisticated, picked up considerably at the close with a lively interpretation of Liszt's "Second Hungarian Rhapsody." Commentary was handled pleasantly by Arthur Gary, whose neighborly tone strengthened the brittle content.

we seem to do things in this country."

### Boon to Merchandising

Turning to application of television in the field of merchandising Hirschmann made some interesting predictions.

"Merchants who are struggling to find the solution to the present static window display will eventually find their answer in the dynamic television screen which will give movement, vitality, interest, change and immediacy," the speaker declared. "Your customer of the future facing what is now the framed still-life window display will find herself looking into active moving exhibits of merchandise either from within the store or other interesting sources.

"As I think of it, the present window display compared with the future television window will probably seem to us at a not distant time like a framed picture of dead fish in a Victorian dining-room.

"Department stores will do well at this time to begin studies of these television techniques.

### Use For Store Interiors

"The interior use of television within the store, of course, will be interesting. For the first time it will be possible to see some samples of goods from one floor to another. Displays within store will be very much influenced by this new resource.

"One of the prospects that seems especially inviting to me about the advent of television is the bridge that it will create between the merchant and the customer. As the big stores became larger they became more impersonal and naturally lost touch somewhat with the individual customer. Television will help bridge this gap. It will create, if not an individual association, a closer feeling between the actual store and customer."

## "LIGHTED WINDOWS"

Aluminum Company of America  
WEAF-NBC, Sat., 11:30 a.m.-noon, EWT  
Fuller, Smith & Ross

PROBLEMS OF WARTIME FAMILY LIFE  
DRAMATIZED IN USUAL AYEM STYLE.

Though pre-opening fanfare held out promise of an unusual story formula for this new weekly half hour of daytime drayma, there's little to distinguish it from routine ayem fare. When heard at its second airing, the production developed into an ordinary situation piece about the tribulations of a typical U. S. family affected by wartime problems.

The highly touted "connectives," which were to have replaced the commercials, sounded just like plugs with an institutional slant. True, the sales-styled enthusiasm of the customary announcer was fortunately absent. But the inspirational tones of a narrator stressing the war-effort contribution of the Aluminum Company's many employees didn't alter established ether format. Instead of the box-top mail-in, a global war map was offered free.

"Well, right at this moment, the

# Seek Aid Of Radio In Medical Field

(Continued from Page 4)

MBS, prexy; Morris S. Novik, director of WNYC, the Municipal Broadcasting System of New York; Willard D. Egolf, assistant to the president of NAB, and Dr. Lyman Bryson, Columbia's education director.

Stating that the industry has the same objectives as public health organizations, McClintock explained that allotment of time is now restricted by the frequent presentation of shows connected with the war. Novik declared that radio should lead, and not merely take part, in the advancement of public health education.

### Bryson Offers Cooperation

Major role that local outlets can play in disseminating health info was described by Egolf. Dr. Bryson indicated that, if the health groups supplied the trained personnel for the broadcasts, the air time would be given.

light in 'Lighted Windows' seems to flicker a bit," said the narrator during a pause in the action. And in this reviewer's opinion he was, right.

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

710 770 880 930  
WEAF WOR WJZ WABC WPAT

**WPAT**

**ON YOUR DIAL AT 93**

**TIME... for RESULTS!**

No matter what time you buy on WPAT... you're buying audience! That's because we know that we never really sell time... **WE SELL RESULTS!**

Consistent advertising in important New York and New Jersey dailies assures WPAT advertisers of increasingly greater audiences.

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

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

# Three-Year Licenses Given FCC Approval

(Continued from Page 1)

License term permitted by law. Licenses were first issued for only 60 days, in 1927, going to three months a year later, to six months in 1931, a year in 1939 and to two years in 1941.

Initial renewals will be for staggered periods, ranging from one year to two years and nine months. Thereafter, all regular licenses will be for the full three-year period. In this way the plan will be placed in operation in such manner as to spread the work load incident to examination of applications for renewals over the full three-year period. Stations are grouped in order of the different license expiration dates in such manner as to include in each group a fair cross-section of the entire industry. This will automatically accomplish a fair distribution of the work load on renewal applications, FCC explained.

### Fly Explains Move

"This action is in line with the policy of the Federal Communications Commission and its predecessor, the Federal Radio Commission, to extend the length of licenses whenever the advancement of the radio art and the growth of the radio industry seemed to warrant such extension," Chairman Fly said, and added:

"In deciding the matter of extending the normal term of licenses, the Commission has always had to consider the concept of a license as a public trust and the need of the industry for all the assurance and stability that seemed consistent with the public trust concept."

First licenses to be issued hereafter will expire on the following dates, then to be followed with renewals for the full three-year period:

For stations operating on 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940 kilocycles: November 1, 1946.

For stations operating on 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580 kilocycles: May 1, 1945.

### Additional Expiration Dates

For stations operating on 550, 560, 570, 580, 590, 600, 610, 620, 630, 790 kilocycles: May 1, 1946.

For stations operating on 910, 920, 930, 950, 960, 970, 980, 1150, 1250 kilocycles: May 1, 1947.

For stations operating on 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360 kilocycles: November 1, 1945.

For stations operating on 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600 kilocycles: November 1, 1947.

For stations operating on 1230 kilocycles, February 1, 1946; 1240 kilocycles, August 1, 1946; 1340 kilocycles, February 1, 1947; 1400 kilocycles, August 1, 1947; 1450 kilocycles, February 1, 1948; 1490 kilocycles, August 1, 1948.



## ... Including a Serious Thought For Today !!!

● ● ● Tuesday afternoon we were privileged to witness a Special Presentation of the War Department Documentary Film, entitled, "War Department Report".... government is especially anxious that representatives of the press, radio and magazines see this one-hour film.... which is the most absorbing drama ever witnessed by Americans and certainly most vital that every adult, in or out of the service.... war worker or just plain white-collar tax-payer, see it, hear the narrator and have something to think about aplenty.... and you might ask.... what has it to do with radio.... or, better yet, what can radio do about it.... first a word about the picture.... according to the most authentic information, Germany isn't quitting tomorrow.... there are scenes of her industry going full blast and the why and wherefore it keeps on going despite bombings etc.... our long supply lines.... needed to get even the smallest amount of gasoline to China, flying it over the Himalayas whose topmost peak stares you right in the face.... because they show you if you don't believe it.... and a plane uses almost as much gasoline for fuel as it transports to its destination.... from the angle of logistics.... this is indeed tough sledding.... the film shows you the landing barges on the beaches and doughboys rushing to dig in.... the wreckage of our supplies that piles up on the beaches.... the dogfights in the South Pacific.... the battle over Germany.... the huge pile of twisted steel near Berlin that was once proud Flying Fortresses.... and when you see the Fortresses hit by flak, going down in a tail spin.... one of Our ships, Our men in it.... it will tear your heart out just as her starboard engine was by shrapnel.... then there are animated charts revealing Japan's intricate defense zones and you'll get a faint idea of what lies ahead.... oh, there's good newsreel stuff there too showing the Nazi picked paratroops dropping from the sky to rescue Mussolini.... you may have seen some of it but this captured film will wake you up.... so it does.... covering all angles in global fashion.



● ● ● Those who saw the film immediately were of the opinion that everybody should see it and every movie theater should show it.... but will they?... movie operators figure people come to see Abbott & Costello and laugh.... it might ruin their trade.... as a matter of fact it is a film of the kind.... many would consider sacrilegious to show along with any other film.... it should be shown by itself.... this is where radio can help.... all commentators should see it and tell the listeners about it.... broadcasters themselves can procure the picture.... it's free.... and arrange showing in their studios or special auditoriums.... the Radio Executives Club and the Overseas Press Club.... for instance should arrange showing soon as possible.... it can be done without too much hullabaloo.... it is not a propaganda film.... it is a plain report of fact from the War Department, made in co-operation with the Office of Strategic Services.... your respective Area Commands will lend you the film.... in New York the Second Corps Area Command.... Captain Grauer at 90 Church Street may be contacted, or, the Office of Strategic Services in Washington.... enough prints are expected for use by the end of this month. Take a look, and tell the listeners.



● ● ● "Man of Magic" is being groomed by WMCA.... for a Friday night start and he goes commercial in January.... done by Felix Greenfield of Warner Bros.... they say he out-Dunnings Dunninger.... John Sebastian, harmonica virtuoso of Uptown Cafe Society will be guest-starred on Sunday's "Radio Hall of Fame" on the Blue.... Members of Moss Hart's "Winged Victory" cast will be on WNEW this afternoon via Paula Stone's "Hollywood Digest."



Remember Pearl Harbor

# CHICAGO

By BILL IRVIN

WBMM-CBS and WGN have reservations at the Medinah for their Christmas parties this WGN for Dec. 21 and WBMM-CBS for Dec. 22.

The 7th annual NBC Blue Christmas party for central division employees and their families is scheduled for Friday, Dec. 24, starting 11 a.m., in Studio "A" in the Merchandise Mart. Judith Waller, NBC central division public service director, is party chairman. Everett A. Schell, NBC central division director of agriculture, will impersonate Santa Claus. Other entertainment features will include Koko, the Clown, a shadowgraph skit, a juggler and a magician. Assisting Miss Waller in arrangements are Jules Herbuve, program director; William Weddell, assistant sales manager; Emmons Carlson, director of advertising and sales promotion, and Arthur Pearson, purchasing agent, all of NBC and S. Peterson, auditor, and E. S. Hunt, sales promotion director, both of Blue.

KODY, North Platte, Neb., joins the NBC network Monday, bringing to 133 the total of NBC affiliates. KODY is owned by WOW, of Omaha, of which John J. Gillen, Jr., is president and general manager.

## The TEXAS RANGERS

NOW

### Selling Hair Tonic on WBAL

Baltimore, Md.

... also selling many other products on many other stations.

George E. Halley

TEXAS RANGERS LIBRARY

HOTEL PICKWICK • KANSAS CITY, MO.

# Fly, At W-W Bill Hearing, Charges NAB And Webs Misled The Trade

(Continued from Page 1)

...ning, when he returns to the ...id. It is believed that a document ...orporating the deliberations of the ...ommission in its long executive ses- ... Tuesday, during which the news- ...er matter is believed to have been ...ked out, was being prepared in ... Commission yesterday for pre- ...ation this morning.

AB head Neville Miller will also ...heard briefly when Fly concludes, ...ably this morning. No other wit- ...nes are now scheduled. Both ... and MBS have informed Chair- ...man Burton K. Wheeler in tele- ...grams which he inserted into the ...ard yesterday that they had no ...einent information to add to the ...ard. These messages came in re- ...ponse to verbal and wired invitations ...e two nets.

### Five-Word "Battle Cry"

Fly charged that five words in the Supreme Court decision, "the com- position of that traffic," were "ripped from their context and adopted as the battle cry of the two big networks of the NAB in their war on the Commission's anti-monopoly regula- tions." He said the Commission's regu- lations meant the breaking down of monopoly formerly enjoyed by the two nets, and that the only hope of capturing their position was to capture Congress to change the law. "And the campaign had to be pitched on the same plane. It would not do to come before this committee crying, we are our monopoly back."

... of those five words as a battle- ...worked fine," Fly continued re- ...g to editorial comment inspired, ...id, by NAB propaganda.

... then expressed doubt that the ...me Court would have "strayed ...e reservation and gone out of ...ay to pass on the Commission ...ers with respect to programs," ... that issue was not before it.

... added that it is unlikely that ...ourt would decide the Commis- ...has the power of program control ...e face of section of the act, ... declared flatly against such ... "Neither the words program ...ol" or "programs" or anything ...arable to either occurs in the ... preceding or surrounding the ... phrase so carefully culled out of ...aningful environment."

### Comment By Wheeler

Chairman Wheeler interposed here ... it is absurd to hold that the ...me Court overruled the law," ... which Fly agreed that anyone ...g Justice Frankfurter's decision ... any perspective at all" would ... and it ambiguous.

...enting copies of the court's deci- ... he went through it in detail, ...ng out that the first question ... the court was whether the ...ission had any power to write ...etwork regulations. Introductory ... portion of the opinion con- ...the much-discussed paragraph. ...he act itself establishes that ... Commission's powers are not

limited to the engineering and technical aspects of regulation of radio communication. Yet we are asked to regard the Commission as a kind of traffic officer, policing the wave lengths to prevent stations from interfering with each other. But the act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic. The facilities of radio are not large enough to accommodate all who wish to use them. Methods must be devised for choosing from among the many who apply, and since Congress itself could not do this, it committed the task to the Commission."

### "Traffic . . . Refers to Stations"

The court, said Fly, says the Commission is not simply a traffic officer, policing the wave lengths to prevent stations from interfering with each other. Obviously, the traffic there referred to is the stations themselves, or the radio emissions from those stations. Then the court goes on to say that the Commission does something more than supervise the traffic.

"Again, the traffic refers to the stations. Then follows the sentence which the two big networks and their associate NAB choose to misconstrue, it puts upon the Commission the burden of determining the composition of that traffic. Permit me to underscore that traffic, because, again, it refers to the same traffic in the preceding lines and can refer to no other traffic. The composition of that traffic is again the composition of the electrical traffic, that is, the stations that are on the air. In other words, the court is saying that far from simply policing the existing traffic, the Commission shall by licensing choose the stations which shall operate on the other highways. To put it in another way, the traffic officer simply guides and controls the traffic which comes along on the highway, but the licensing authority determines what cars shall compose the traffic, or what cars shall be allowed upon highways.

### Calls Selection FCC Duty

"Let us take a look at the next sentence, "The facilities of radio are not large enough to accommodate all who wish to use them." "All who wish to use them" must necessarily refer to persons or concerns who desire to establish stations. This necessarily means, again, that the licensing authority must pick from the different applicants, and that is exactly what the next succeeding sentence says, "methods must be devised for choosing from among the many who apply." This is simply again a reminder that a selective process is necessary in the granting of applications, and the choosing of the licensees who may put stations on the air.

"The language immediately following the paragraph in question con-

tinues to discuss the licensing process and the standard to be relied upon in the selection of licensees. The court stresses that public interest involves something more than technological considerations in the process of choosing licensees, but at no point either before or after the quote paragraph is there any reference to programs or program control. The court points out that the public interest is the interest of the listening public in the larger and more effective use of radio. The court said that radio facilities are precious and cannot be wasted. It was on this basis that the court reached the conclusion that the Commission could properly refuse licenses to stations engaged in the monopolistic practices at which the chain broadcasting regulations were directed. The court said that, in essence, the eight regulations represent a particularization of the Commission's conception of the public interest sought to be safeguarded by Congress in enacting the Communications Act."

### Sees Only One Interpretation

Wheeler remarked here that, from his first reading of the Frankfurter opinion he has never seen how it is possible to reach any other conclusion than that presented by Fly. "I never felt," he said, "from my first reading, that the Supreme Court had in mind anything by composition of the traffic but radio stations themselves." He referred again to Section 326 as a safeguard against program control.

Actually, said Fly, the FCC has the same authority it has had all along, providing for "review of program conduct over the long stretch." Since he has been with the Commission, he said, no license has been revoked for program content, and he added that the Commission has conceivably been at fault for "bending over backwards" to avoid letting itself in for charges of "censorship." He said that the Commission "should have no authority to rule on particular programs."

### Criticizes "Soap Operas"

Wheeler remarked here that propa- ganda sent out—"and I think that was unfortunate"—instilled fear in the minds of station owners, and Fly added that he thought most broad- casters and newspapers acted in good faith when they raised the freedom of speech issue. They were honestly misled, he said, by "The stuff NAB has peddled out."

Holding up a copy of the program listings for yesterday in a local news- paper, Fly said, "I don't want to take responsibility for that sort of thing. I want to wash my hands of it." He referred specifically to the daytime schedule for WRC, local NBC outlet, declaring that, from his personal viewpoint, "it's a shame the public must stand for" the soap operas and other daytime shows listed. He said the industry should move itself to better its program level.

## RCA-Victor Official Clarifies Positions

(Continued from Page 1)

ager of the RCA-Victor record divi- sion, Camden, issued the following clarifying statement yesterday:

"Rumors, which are wholly un- founded have been circulated in trade circles and elsewhere that RCA in- tends to dispose of its Victor record business because of the demands made upon it by the musicians union. These demands are for payment by us of a fee on all our recordings direct to the union.

"The company continues to main- tain its position that to yield to such unwarranted demands made upon it by the union, (and not by those who are directly employed by the com- pany) would be uneconomic and un- social. However, there is not the slightest reason for the rumor being circulated and they are wholly un- founded.

"Both sides to this controversy have submitted their case to the War Labor Board which has only recently com- pleted hearing the testimony sub- mitted to it. We now await the decision of this board which is expected shortly. The RCA Victor division has no intention whatsoever of retir- ing from the record business in which it is the pioneer and the leader."

### Wedding Bells

Chicago—Don Jacoby, lead trumpet in the Blue Net's "Meet Your Navy" band will be married on Dec. 28 in the First Methodist Church in Waukegan, to Miss Doris Robinson, daughter of Mr. and Mrs. Hugh D. Robin- son and a musically famous trio of Bluejackets will stand up with Jake. Best man is to be Warren Brown, Les Browns' brother and Billy Bailey, former arranger for Jerry Wald and Eddie Scherr, another Les Brown tune-ster will also be on hand.

### New Business At WOR

Two new sponsors and a renewal were announced yesterday by WOR. The Taylor Reed Corporation has bought participating time on the Martha Deane program and the Allen B. Smith Company joined the list of sponsors on the "Food and Home Forum" program. Renewal of the Alfred W. McCann "Pure Food Hour" for 29 weeks by Abbots Dairies, Inc., was also announced.

### Wanted-Producer

Permanent position available with 50,000 Watt Mid-West Station. State age, scholastic background, experience, draft classification and salary expected.

RADIO DAILY, Box 782, 1501 Broadway, New York, 18, N. Y.

# WORL's Stock-Acquisition Dispute Heard By Committee Probing FCC

(Continued from Page 1)

of the closing out from beneficial interest in the station of Miss Natalie S. Whitwell, Boston octogenarian, \$70,000 of whose money had been used to purchase the station in 1935. Miss Whitwell is now practically penniless, her attorney, Hines testified.

The testimony brought out that Miss Whitwell, in 1935, loaned \$40,000 to George A. Crockwell, to be used for the purchase of WORL from the Roger Babson Statistical Organization, Inc. Subsequently, it was reported, Crockwell, who had some sort of authorization from Miss Whitwell to invest her funds, obtained another \$30,000, apparently without her knowledge, for use in connection with the station. Transfer of the station was approved by the Commission in late 1935, from the Babson Company to a combine including Crockwell, William Fynan and Joseph Phelan, with Crockwell holding 400 of the 1000 shares, the other two 300 each.

In the summer of 1936 another 1000 shares of stock were issued, described as Class B. Voting privilege was transferred to these, with the original stock thereafter a non-voting preferred issue. Of the new issue, 500 shares went to Robert A. Nordbloom, 200 to Crockwell and 150 each to

Fynan and Phelan. In the spring of 1937 Fynan and Phelan turned over their original 600 shares of Class A stock to Crockwell. Shortly thereafter they turned over their 150 shares each of the Class B voting stock to Harold Lafount, former member of

## Pardon, Mr. Johnson

*A telegraphic error in yesterday's story on the report of the House special committee investigating FCC, carried the call letters of WNNY, Watertown, N. Y., instead of WNNY, proposed station in the same city, whose construction permit was denied by FCC. Harold B. Johnson is president of WNNY, CBS outlet in Watertown, and his station does not figure in the investigation proceedings.*

the Federal Radio Commission and close associate of Arde Bulova. Nordbloom also is reported to have turned over 100 shares of Class B to Lafount at that time, with Crockwell turning over 100 shares of Class A to Lester Ender.

In September, 1930, Crockwell turned over his remaining stock to Lafount and Lafount's attorney, Sanford H. Cohen—the 900 Class A shares

going to Lafount and the 200 Class B shares to Cohen. Ender, in 1941, transferred his 100 shares of the preferred to Lafount.

Stockholders at the end of 1941, thus, were Lafount, with 400 shares of the Class B and the entire 1000 shares of Class A; Nordbloom, with 400 shares of Class B, and Cohen, with 200 shares of Class B.

Garey said he intends to show later that Nordbloom has actually been out of the picture since 1937. Lafount and Cohen are expected to take the stand today.

## FCC Refused to Act

Considerable correspondence between Hines, attorney for Miss Whitwell, and the FCC was introduced, beginning in 1938 and extending until October 1943. The Commission refused to institute proceedings against WORL, and Hines refused to supply information in his possession. The FCC took the position that here was a matter of private difference between individuals, and implied that it should be settled in court. Actually a case was brought in civil court by Hines, thrown out, and an appeal is now pending.

On the grounds that unauthorized transfer of control appeared to have taken place, however, Deibler had recommended investigation by the FCC, but no investigation had taken place. He saw the possibility of violation of Section 310 B of the Communications Act. A memo from Lucien Hilmer, then assistant FCC general counsel, to Deibler, advised that Hilmer did not see the need for investigation but suggested that Deibler look into the matter further with investigation in mind. This was late in 1941, with Deibler's study having been inspired by a communication from Hines who, after two years of silence, had named the station involved and gone into other details. Some of the details of stock ownership, however, were news to Hines when he arrived in Washington Tuesday.

## Sees No "Relationship"

Pressed by Garey, Deibler said he knew of no "relationship" between FCC Chairman Fly and Lafount which might have been a determining factor in the Commission's failure to push investigation of this case.

As for court action, he said he had failed to bring any criminal action on behalf of Miss Whitwell because of the pending civil action, and also because he wishes to spare his client expense.

The hearing was marked by several clashes between Garey and the two committee members on hand—Chairman Clarence F. Lea and Rep. E. J. Hart. Garey was bitter because of the refusal of the chairman to admit without full committee consideration the content of examination of Lafount and Cohen taken before Rep. Richard H. Wigglesworth, R., Mass., in Boston;

## AGENCIES

SWITCHING of GE's appliances account from Maxon, Inc., to Young & Rubicam, Inc., effective January 1 will not affect the Detroit agency's continued handling of the GE six-week news roundup, "World Today" over CBS, it has been learned reliably. Another change is in the way, though, for the equipment company's electronics billing, which may be transferred from N. W. Ayer & Sons, Inc., with no decision yet as to successor. Understood that status remains in effect for GE's "Hour of Charm" via NBC, which remains with BBD&O and Foster & Davies of Cleveland.

GEM PACKING CORP., producer of Edible Oil, have announced the appointment of the Emil Mogul Co. as their advertising agency, effective January 1st. An expanded campaign will be launched. Radio will be included.

JACK A. PEGLER has resigned vice-president of Foote, Cone & Belding. Resignation will take effect Jan. 1.

JAN HART, formerly of the International Musician and the ex-McErnie Watson, is now a WAC assigned to the public relations branch of the Signal Corps at Fort Monmouth.

ALFRED POLITZ joins Compton Advertising as research director. He comes to Compton from the Ethel Roper organization, where he was head of the research department. Politz also will continue his independent activities of audience and readership measurement. CRAIG DAVISON, who joined Compton Advertising, Inc. in 1939 as an account executive, and was later made a vice president, has been elected a director of the agency.

CHARLES M. STORM COMPANY has named Raymond Everett Nelson to head its radio department.

although this testimony will probably be admitted, it requires special authorization because of the new committee ruling requiring the presence of a committee quorum in the event of taking testimony in private session. Garey also clashed with Hart on one or two occasions when Hart objected to his method of questioning.

Friday will see Miss Sylvia Mercer of Chicago, on the stand. She is expected to testify regarding the license control of WGKV, Charleston, W. Va. where the committee staff expects to show that the FCC was deficient in performing its duties. The station, they will charge, has actually been controlled by persons other than those to whom the license was issued.

Appearance of the FBI head, J. Edgar Hoover, will also be asked for January, it was revealed. Garey wanted him called today but Chairman Lea refused.

## TODAY

The

# RADIO EXECUTIVES CLUB

OF NEW YORK

BUSINESS MEETING  
FOR MEMBERS ONLY

Thursday December 16th

Gothic Lounge  
Hotel Shelton

Members ..... \$2.00

Table Service Starts at 12:30 Sharp



RADIO DAILY'S

CHRISTMAS ISSUE

Containing the Results of the  
RADIO DAILY'S RADIO CRITICS POLL

WILL BE

PUBLISHED ON

FRIDAY, DECEMBER TWENTY-FOURTH



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — CONNECTICUT —

**HARTFORD**—Educational Director Sterling V. Couch of WDRC has made a special arrangement to get important guests on the "American School of the Air," participating broadcast, each Friday morning. The Connecticut War Finance Committee has agreed to delegate important personages for many of the broadcasts on which pupils from two high schools are heard discussing current events. The new program over WDRC entitled, "What Is It?", gives the station a chance to introduce each employee, as well as the details of his job, to the public. Each weekday afternoon, station employees gather round a microphone and try to guess what it is, a game modeled after the oldie, "Vegetable, Animal or Mineral."

## — FLORIDA —

**ST. AUGUSTINE**—Bell Bakeries have just upped their budget with WFOY for second time within the year. "Santa Claus' Secretary" has been sold to Usdin's Department Store and is broadcast daily from store. Sponsored remote broadcasts marked re-opening of St. Augustine's tourist attraction, "Oldest Orange Grove." WFOY recently aided in locating three missing children. After all efforts to locate children had failed, police notified WFOY to broadcast an "emergency call."

## — MASSACHUSETTS —

**WORCESTER**—Utilizing the facilities of its shortwave station, WBEE, WTAG aired a broadcast direct from the Worcester postoffice emphasizing the importance of proper pre-Christmas mailing in view of the manpower shortage and transportation difficulties. Program was covered by Special Events Chief Bob Dixon and announcer Bill Fariss who broadcast a behind-the-scenes description of the procedure when mail is received at postal headquarters. Visiting WTAG during a recent trip was Henry Tobias, youngest member of the songwriting Tobias Brothers. Together with Don Reid, former tenor on the Sammy Kaye show, Tobias sang several popular tunes during a broadcast over the station. Beyond the call of duty went Bob Martin, WTAG announcer. When his alarm clock rang briskly one recent morning he sprang up out of a sound sleep shouting; "WTAG, Worcester!"

## — CANADA —

**TRAIL, B. C.**—CJAT, in a one-hour all talent jamboree, sent a special salute to the retail merchants of Trail for the manner in which they are meeting difficulties brought about by material shortages, thinning staffs and various wartime restrictions. As a pre-season series, CJAT will broadcast weekly flash-backs to Christmases of other years. CJAT celebrates its biggest year with a staff dinner in the Blue Room of the Crown Point Hotel, December 18. B. A. Stimmel, president of Kootenay Broadcasting Co. Ltd., will be guest of honor and distribute bonus checks.

## — WASHINGTON —

**TACOMA**—Sears Roebuck & Co., Tacoma Retail Store, after a test period of daily news stints, Monday through Friday, has now signed with KMO for a 52 week period. The National Bank of Washington, sponsors of the "Five O'clock Final" heard over KMO across the board, has renewed for another year; this making their second year of sponsorship on the same program. Langendorf Bakeries have upped their ET spot campaign over KMO by an additional two times a week. The Hub Clothing Co., sponsors of three five-minute newscasts weekly over KMO for the past year, have expanded their budget to five, five-minute news periods weekly.

## — NEBRASKA —

**OMAHA**—Roy "Tex" Glanton, veteran of 15 years with WOW, has been named chief of WOW's transmitting staff. Harriet Harris, script writer, is leaving for work in Warner Brother's studios and will be replaced by Barbara Bates, who comes to WOW from Potts-Trimble agency, Kansas City. Jennie Lou Dwyer is leaving the program desk for United Press radio news work in Chicago. New Engineers recently added to the WOW staff include: Cecil Hagerman, from Columbus, Neb., and Frederic W. Fry. Tom Ingoldsby, city editor of WOW's news department passed his 60th birthday with the only excitement being that the candles on his birthday cake caused so much heat—the top of it caught fire. Two former WOW employees were married in Camp Kohler, California, recently. Bride is former Dorothy O'Connor; groom is Russ Baker, well-known radio announcer now a sergeant in the orientation branch of the army signal corps.

## — PENNSYLVANIA —

**PHILADELPHIA**—Benedict Gimbel, Jr., president of WIP is in Temple University Hospital, Philadelphia, undergoing care and treatment for a foot-injury. Mrs. Minnie Dee Dawson, wife of WIP-Production Manager Ronald Dawson, is having a book of poems published by Dorrance & Co. Olsen and Johnson have promised to write a foreword for the volume. Alexandria MacLennan Best, formerly Music Supervisor of Schools in upstate Pennsylvania, has replaced Jeff Radley at WIP in caring for commer-

cial transcription department. Charles C. De Klyn, recently appointed Night Manager at WIP away from his duties for the past month due to illness is expected to return before the start of the New Year. Franny Murray, WIBG sportscaster will do the play-by-play broadcast (8:40 p.m., EWT) of the collegiate basketball games on WIBG, from Philadelphia Convention Hall this season.

## — RHODE ISLAND —

**PROVIDENCE**—"This Thing Called Love," a drama featuring the great love stories of the ages, will be heard over WEAN Monday through Friday in the 2:05 to 2:10 p.m. spot and on Sunday at 1:15 p.m., sponsored by Scott Furriers, Inc. Providence youngsters are enjoying 15 minutes of "Streamlined Fairy Tales" each Monday through Friday from 5:30 to 5:45 p.m. on WEAN through the courtesy of The Shepard Stores. The show continues in this spot until December 23, 1943.

## — WEST VIRGINIA —

**WELCH**—WBRW doesn't believe in hiding its boners under a bushel basket. Comes their communique that Mary Del Signor who does the station's woman feature, "Listen Ladies," arrived at a place in the script, on a recent program, which read, "Pour the batter on a hot griddle." Mary read over the air; "Pour the batter on a hot girdle"; Bill Allen, staff announcer, while spicing a beer commercial advised listeners to ask for the product at their favorite "Rest Room" instead of restaurant; and Johnnie Villani, who does a daily program called "Noontime Tunetime" introduced it recently as "Toontime Noontime."

## — MISSOURI —

**ST. LOUIS**—As part of his share in current post-war planning and as a service to his listeners, Ed Wilson, emcee on KWK's two daily "M.I.B." shows, is learning to fly one of the new-type family airplanes which have been designed for post-war production. KWK's 15-minute news program for Bond Stores during the last four years can't be accused of not bringing results to its sponsor. Overheard near the KWK switchboard on a recent morning; "Be careful girls!—he's a wolf in Bond's Clothing."

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—Jimmy Gibbons, announcer of station WMAL has moved into the sports announcer field taking over the assignments of Ray Michael, now of the U. S. Army. "War and Words," a new show bowed in on WMAL last Sunday night in the 10:30-11:00 p.m. spot. Sponsored by the P. J. Nee Co. of Washington, the format is a dramatization of events of the past week; the manner in which Axis treated those events; and the truth. Program was placed by the Harwood Martin agency, and is produced by Gordon Hubbell of the WMAL staff.

## — COLORADO —

**DENVER**—Local department store, May Company, after a one month trial on KOA of the new a.m. show, "The Company Presents," has signed a 2-week contract, effective January 1. Program is aired six days a week from 15 to 9 a.m. Another 52-week contract this time a renewal, has been inked by Kay's Jewelry Co. for their "Monday Melodies," thrice weekly musical club program on KOA, heard from 7:15 to 10 a.m. Morton's Dress Shop has added four one-minute announcements to its sent schedule on KOA. Expanded schedule will run for a year on the station. KOA announcer Jack Hitchcock did a special remote from Union Station with the Army's overseas type hospital that passed through the town recently. Miller Furniture Co. has renewed its schedule on KOA for another year.

## — ARKANSAS —

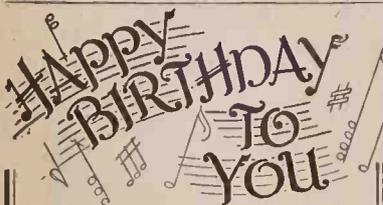
**HOT SPRINGS**—December 2 marks the nineteenth anniversary of KTHS, which started at 500 watts, progressed to 750 then to 1,000 and now operates at 10,000 watts. According to the station's files, some of the big radio names got their start at KTHS. Lum and Abner made their first broadcast on an amateur station over the outlet. Ross Graham, singer with the Cities Service show, won Atwater Kent Auditions while at KTHS. Dick Powell, screen star, made his first broadcast over KTHS and the Hunbard family, now a five-a-week on the Blue, started on KTHS station while the children were attending Hot Springs High School. Gala birthday celebration will be aired next Saturday, Sunday and Monday. Local merchants have bought over 40 quarter hours to salute KTHS, and networks will also take their hats on several shows carried by the station.

## — TENNESSEE —

**MEMPHIS**—Two holiday campaigns on WHBQ are Mulford Jewelry Co. and Scott-Kelly Furniture Co. Both have taken spot schedules on the outlet. WHBQ sales manager Bob Stephens is sponsoring Clausling daily on the air for John Gerber Co., local department store. Station called upon Stephens, one-time stock actor, when it was discovered that manpower shortages has caused a dearth of St. Nick. Bob Alburty, WHBQ's manager, turned newsboy recently in the interest of a local charity. While hawking his wares, the Memphis "Press-Scimitar," he collected as high as \$5 per paper from his customers.

## Forecasts Tele Boom In Post-War Period

Venturing a prediction that television in the post-war period will be a bigger industry than radio, David B. Smith, director of research for Philco Corporation, told the Association of Customers' Brokers in New York yesterday, that the industry is on the threshold of an era of expansion.



December 16

Jessie Block                      Lily Golden  
Lucile Lortell                    Daniel C. Studin



# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

Vol. 25, No. 52

NEW YORK, N. Y., FRIDAY, DECEMBER 17, 1943

TEN CENTS

## W-W Hearing Completed

### La Group Will Probe Licensing Of 14 Outlets

Washington Bureau, RADIO DAILY  
Washington—Probing by the Lea committee investigating the FCC into license matters affecting 14 stations in all was promised yesterday by committee counsel Eugene L. Garey. He has already gone into the affairs of WRL, Boston, with Commissioner Nathan S. Case yet to appear and the construction permit allegedly issued and then denied for a Waterbury, N. Y. station which was to have been called WNNY.

(Continued on Page 6)

### Reynolds To Be Honored By Jewish Charities

Clinton Reynolds will be guest of honor at the annual luncheon of the Broadcasting and Radio Artists Division of the New York and Brooklyn Federations of Jewish Charities, at the Ambassador Hotel, Thursday, December 23, at 12:30 p.m., it was announced by Milton H. Biow, Division chairman.

The luncheon will climax the efforts of the Broadcasting and Radio Artists Division to enlist support in the field for the 1943 campaign of Federal

(Continued on Page 2)

### Radio Broke First News Strike Being Called Off

Montreal—Listeners to the news-over CFCF five minutes before midnight last night obtained first news of the settlement of Montreal's involved Police and Firemen's strike.

### Solved

Washington—Sneak thief who broke into the NAB offices and got away with Neville Miller's desk set, several portable radios etc., was apprehended in Baltimore while trying to pawn one of the receivers. However, while the police were examining his draft card, he broke and ran away. All property was recovered, and the man's identity is known.

### Nice Goin', Kate

Kate Smith broke all records for guest spots on "Command Performance"—the program which is transcribed and short-waved to our boys overseas—when she appeared on eight shows within a three-day period! Kate emceed three variety shows—one of which was a special New Year's broadcast—and sang 12 numbers. Then she made five special album shows, singing six popular numbers on each!

### Network To Screen Film For War Dept.

Columbia Broadcasting System will show the film, "War Department Report," to CBS employees and their families, tomorrow night (Saturday) at Playhouse No. 3, at Broadway and 53rd, Street. Showing will start at 6 p.m. EWT and runs approximately one hour.

Film, produced by the War Department and the Office of Strategic Services, is a War Department Document. (Continued on Page 7)

### REC Benefit Xmas Party Planned For Thursday

Members of the Radio Executives Club during a luncheon meeting at the Hotel Shelton yesterday adopted amendments to the club's by-laws and voted to hold a Christmas cocktail party on next Thursday with program. (Continued on Page 2)

## Nets Donated 902 Programs To 'Public Health' Past Year

### Hope Leads Survey In National Ratings

Nip and tuck situation between Bob Hope and Fibber McGee and Molly, alternating in first and second places, finds Bob Hope in top position during the first week in December according to the Hooper "national" program ratings. Fibber McGee of course is in second place with Edgar Bergen (Continued on Page 2)

### FCC Chairman Fly, At Closing Session, Outlines In Detail Objections To Bill; Suggests Revision Of Libel Rule

### More Tubes Sought For Civilian Market

Washington Bureau, RADIO DAILY  
Washington—The development of a program to provide dealers with more balanced stocks of radio tubes for civilian use was urged by the Electronics Distributors Industry Advisory Committee at a meeting with War Production Board representatives in Washington, WPB has announced.

The committee was of the opinion (Continued on Page 2)

### Oil Company Sponsors West Coast Xmas Party

Los Angeles—Standard Oil Company of California again will sponsor the network Christmas hour over NBC, December 25th. Program will be heard from 12 to 1 Eastern time; 9 to 10 a.m., PWT. "The Second Anniversary" (Continued on Page 7)

### Publicity Club Luncheon Hears Avery Radio Talk

Analysis of the psychological factors that radio presents to publicists and their clients was offered by Lewis H. Avery, NAB director of broadcast (Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Public hearings on the White-Wheeler bill drew to a close yesterday, with FCC Chairman James Lawrence Fly presenting a detailed critique of the pending bill and discussing with committee members various "odds and ends" brought out earlier during the testimony. Fly again advanced his charges of "monopoly" against NBC and its parent company, RCA, charging that RCA, holding over 700 television patents, holds a stranglehold on the television (Continued on Page 3)

### AFM To File Brief With WLB Monday

American Federation of Musicians will file their brief with the War Labor Board on Monday afternoon, according to Henry A. Friedman, attorney for the AFM. Brief is in connection with the dispute with three recording companies who are petitioners before the WLB. They are RCA Victor, Columbia Recording Corp. and Radio Recording Division (Continued on Page 2)

### Barnes New Quizmaster Of 'Correction, Please'

Pat Barnes, writer and radio actor, becomes the new quizmaster of CBS's "Correction, Please" on Saturday, Jan. 1, succeeding Jim McWilliams, it was (Continued on Page 2)

### Kelly's Choice

Joe Kelly, Quiz Kid announcer, obliged to remain in Hollywood on a motion picture set for a couple of weeks was asked to select a substitute to handle next Sunday's show on the Blue. Kelly picked Joel Kupperman, eight-year-old mathematical wizard. Joel got the job and so will emcee on Dec. 19 for the benefit of his erudite contemporaries.



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FINANCIAL
(Thursday, December 16, 1943)

Table with columns: Bid, Asked, WCAO (Baltimore), WJR (Detroit). Includes stock exchange data for various companies like Am. Tel. & Tel., CBS A, Farnsworth T. & R., etc.

REC Benefit Xmas Party Planned For Thursday

(Continued from Page 1) ceeds going to the Army and Navy Relief fund. It was announced that at the next regular luncheon meeting on January 6, Westinghouse Radio Stations, Inc., would present a sound motion picture "On The Air," the story of radio broadcasting. Walter Evans, vice-president, Westinghouse Electric & Manufacturing Company, will be present and make a short address.

20 YEARS AGO TODAY

(December 17, 1923) The American Radio Relay League is conducting an experiment and contest from December 22 to January 10. American amateur operators will try to copy code messages from amateurs in France and England. 8 p.m. to 1 a.m. has been set as a quiet period for amateurs here while the transatlantic tests are going on.

Reynolds To Be Honored By Jewish Charities

(Continued from Page 1) eration, which maintains 116 health and welfare agencies in the Greater New York area, Biow stated. Nathan B. Spingold, campaign manager of the Amusement Division of Federation, is a member of the committee of sponsors enrolled for the luncheon. Other members of the committee are: Nathan M. Abramson, I. S. Becker, Herman Bess, Martin Block, Raymond Block, Himan Brown, Charles Cantor, Dave Elman, William Feinberg, Charles Gaines, Leon Goldstein, Ben Grauer, Henry Greenfield, George Heller, Bernice Judis, Joseph Lang, Bert Lebharr, Jr., Marx B. Loeb, Charles Miller and Irving Miller. Also, Michael Nidorf, Herman Paley, William S. Paley, Merle Pitt, Larry Puck, Kenneth Roberts, E. J. Rosenberg, Jack Rosenberg, Herbert I. Rosenthal, David Ross, Elliott M. Sanger, Ben Selvin, Lew Shoobee, Robert A. Simon, Henry Souvaine, Leopold Spitalny and Mark Warnow.

Hope Leads Survey In National Ratings

(Continued from Page 1) (Charlie McCarthy) in third position. Bergen appears to be more or less stable in this spot with Jack Benny moving up to fourth place. Lux Radio Theater, also strongly entrenched around the fourth or fifth spot is again in the latter place. Rest of the "first fifteen" in succession are: "Aldrich Family," sixth place; "Mr. District Attorney"; Frank Morgan-Fanny Brice; Eddie Cantor, Walter Winchell, Bing Crosby, Kay Kyser, Abbott and Costello, Screen Guild Players and Fitch "Bandwagon."

Seek More Radio Tubes For Civilian Market

(Continued from Page 1) that wider distribution of non-military receiving tubes for household sets would be accomplished if the interchange of various types of such tubes between manufacturers and the pro-rating of tube supplies among distributors on the basis of their 1941 deliveries could be accomplished. This would not increase the number of tubes available for civilians, but would improve distribution. Some manufacturers now supply tubes to distributors on the basis of precedence of orders, although others have been using the proposed pro rata distribution system voluntarily.

AFM Will File Brief With WPB Monday

(Continued from Page 1) of NBC. Friedman stated that the brief would probably run about 40 pages. Last week the recording companies filed their brief with the War Labor Board panel which heard the case in New York recently. Arthur S. Meyer, is chairman of the panel.

Publicity Club Luncheon Hears Avery Radio Talk

(Continued from Page 1) advertising, yesterday at the monthly luncheon of the Publicity Club of New York in the Belmont-Plaza Hotel. Referring to the NAB Retail Promotion Committee's study made by the Columbia University Office of Radio Research, Avery said: "Our search for the reasons why people listen to the radio in ever-growing numbers, for increasingly longer hours, disclosed that radio meets certain basic psychological needs. It provides companionship for those physically or psychologically isolated, escape from normal worry and anxiety; sets standards of judgment for those who seek standards; provides a vicarious life to add to a normally well-chaumeled existence."

Inclusion of one or more of these basic psychological needs, he pointed out, in radio publicity campaign or client's program can aid in reaching an ever-growing audience. From this examination, the NAB executive summed up: "(1) Radio has become, today, an almost universal and peculiarly intimate part of the lives of the American people. (2) The power of radio is inherent in certain basic psychological principles which cannot be denied."

Explaining what all this meant to the audience as professional publicists, Avery indicated that, since radio was still a growing habit with both listeners and advertisers, more and more publicity clients were making radio an increasingly important part of their advertising program. "If that client had need for your services when he was using a less spectacular and personal medium than radio," the speakers emphasized, "then he has ten times the need for your advice and counsel when he has embraced radio."

Ken Farnsworth, merchandise reporter for WJZ, also addressed the gathering, speaking on "Radio's Opportunity for Publicists."

New Britain Invasion-News Flashed On Blue Network

News of the American invasion of the New Britain-Arawa sector in the South Pacific was picked up by the Blue Network yesterday at 7 p.m., EWT, in a direct broadcast from General MacArthur's newly established base in New Guinea. Reporting for three and a half minutes was Cleve Roberts, recently sent by the web to Allied Force Headquarters in the Southwest Pacific.

At the time, other pickups were reported to have had their signals washed out by unfavorable atmospheric conditions. First word of the invasion story was released at 6:38 p.m., EWT, fom General MacArthur's headquarters.

Called To Colors

Joseph Shaw, for the past five years Art Director of Franklin Bruck Advertising Corporation, New York, has joined the U. S. Army.

COMING and GOING

WILLARD D. EGOLF, assistant to Pres Neville Miller of NAB, left New York last for Washington, D. C.

A. L. GLASMANN, president of KLO, Og Utah, leaves for the home offices today following a short stay in New York.

HARRY RAUCH, of the Blue Network publicity department, left yesterday for Boston where he will lay the groundwork for a campaign which will publicize the Christmas Day Debut of the Boston Symphony under sponsorship of Allis-Chalmers.

J. KELLY SMITH, general manager of Radio Sales, has returned to his headquarters at WBBM, CBS-owned outlet in Chicago.

T. S. MARSHALL, president and commercial manager of WOLF, Syracuse, is in town for conferences with the New York representatives of the station.

FRED L. HART, president and station manager of WLPN, Suffolk, Va., is here on a business trip.

BILL HIGHTOWER, who has resigned NBC announcer, leaves Sunday for Miami. He will be accompanied on his trip by his son.

J. W. DUCKWORTH, president and general manager of KID, Idaho Falls, Ida., is spending a few days in New York.

B. B. MUSSELMAN, JR., and GEORGE SNYDER, of WSAN, Allentown, Pa., are visiting briefly here on station business.

CHARLES GODWIN, manager of Mutual Southern division, is expected back tomorrow from a trip through the Southern states.

Barnes New Quizmaster Of 'Correction, Please'

(Continued from Page 1) announced yesterday. Kirby Ayres directs the show and music on the program is furnished by Nat Shilkret's orchestra.

Over-subscribed!

Baltimore again goes over the top... this time, breaking its record in the National War Loan Fund drive. Baltimoreans have the heart and the purse to dig in and do a real job. Remember — W-I-T-H does a great sales job in Baltimore.



IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

# W-W Hearing Completed

## Fly, Final Witness, Calls NBC, RCA "Monopolies"

(Continued from Page 1)

...ment future, influencing post-conditions in the industry. ... he does look for competition, ... a CBS and Dumont prepared to ... a strong job, but added that any- ... going into television strongly ... need to be licensed by RCA for ... of some of its patents.

### Wants Libel Ruling Changed

...noting several court decisions ... broadcasting to be a matter ... interstate commerce and thus sub- ... to Federal regulation, FCC Chair- ... James Lawrence Fly yesterday ... posed a re-draft of Section 315 of ... Communications Act to eliminate ... ability of broadcasters for libel or ... broadcast over their facilities. ... would, of course, be liable for ... statements made by themselves or ... employees but not for those made by ... speakers over whom they have no ... of censorship.

...tion 315, if Fly's version is ac- ... ed, would read as follows.

...ec. 315 (A). If any licensee shall ... mit any person who is a legally ... alified candidate for any public ... ce in a primary, regular or other ... ction to use a broadcasting sta- ... , or shall permit any person to ... a broadcasting station in sup- ... of any such candidate, he shall ... rd equal opportunities to all ... er such candidates for that office ... persons designated by them in ... use of such broadcasting sta- ... , and if any licensee shall per- ... any person to use a broadcast- ... station in opposition to any ... candidate or candidates, he ... ll afford equal opportunities to ... candidate or candidates so op- ... ed or to a person designated by ... in the use of such broadcast- ... station.

...B). If any licensee shall permit ... person to use a broadcasting ... ion in support of, or in opposi- ... to, any public measure to be ... ed upon as such in a referen- ... , initiative, recall or other form

of election, he shall afford equal opportunities for the use of an equal amount of time of equal desirability over his station for the presentation of different views on such public measure.

(C). The rates charged for the use of any station for any of the purposes set forth in this section shall not exceed the regular rates charged for the use of said station to sponsors furnishing regular programs and shall not be discriminatory as between persons using the station for such purposes.

(D). Licensees shall have no power of censorship over the material broadcast under the provisions of this section provided however that licensees shall not be liable for any libel, slander, invasion of right or privacy or any similar liability imposed by any state, federal or territorial law for any statement made in any broadcast under the provisions of this section except as to statements made by the licensee or persons under his control.

(E). The Commission shall make rules and regulations to carry this section into effect.

### Lists Detailed Objections

The FCC head expressed opposition to the requirements of the bill making division of the Commission into two sections, with the chairman a voting member of neither mandatory. He pointed out that division had been tried and abandoned as unsatisfactory in 1937, declaring that "the proposed bill would compel the Commission to adopt a system which was tried for three years and found to be unsatisfactory." He objected also to Section 4 of the bill which calls for written application before the FCC may grant special authorization. "It is vitally important that the Commission have the power to issue special authorizations in emergency both in time of war and in time of peace," Fly said. Although there is a clause in the bill to permit such grants in event of danger to life or limb or national emergency, Fly pointed out that it might be desirable to permit a station operating days only to carry a night program or outstanding interest of importance. He feels that he should have legal authority to issue such an

authorization without awaiting written application.

As for Section 5, said Fly, it would direct the Commission "to grant applications without a hearing if it can determine from an examination of the application that the public interest, convenience or necessity would be served thereby. The Commission is required to hold hearings where it cannot make such a finding. In other words if the applicant does not get his license he is entitled to a hearing as a matter of right. Under the proposed section, said Fly, in order to make a grant without a hearing not only must the Commission find that public interest would be served thereby but also that the grant would not aggrieve or adversely affect the interest of any licensee, applicant or other person. Moreover, even if the Commission were to conclude from an examination of the application that public interest would be served thereby and that no person would be adversely affected by the grant, any interested person may file a protest within 30 days and require the Commission to set aside the grant and to designate the application for hearing upon the issues set forth in the protest.

### Quotes Sanders Case

"It is entirely proper that any one whose legal rights are affected by a grant should have an opportunity to be heard by the Commission before any application affecting that legal right is granted by the Commission. But Section 5, in requiring a hearing where any person would be aggrieved or its interests adversely affected, goes far beyond protecting legal rights.

"The Supreme Court decision in the Sanders Bros. case," said Fly, held that existing stations have no legal right to be protected against competition but that so far as the appeal section of the act is concerned they are persons aggrieved or whose interests are adversely affected by the action of the Commission in authorizing the establishment of a station in the same community.

### Sees Bar to Newcomers

The same result would undoubtedly be reached if the application was not for a new station but to change the facilities of an existing station. Since practically all applications request authority to bring either new service or better service to communities which already have one or more stations, the net effect of the proposed Section 5 would be to make virtually impossible the grant of any application either for a new station or for change in facilities without a hearing. In any business activity there is a tendency on the part of those already entrenched to seek to bar newcomers. The proposed Section 5 would reward legal maneuvers and obstructive delays by subjecting newcomers in the radio broadcasting field to harassments and delays in hearings. The procedure prescribed in this bill de-

## Committee Retires To Mull Revised Radio Laws

...nitely acts to keep such newcomers out of the field.

This would be particularly unfortunate in new fields such as FM and television. As soon as the war is over many thousands of applications for FM and television stations will unobdubtedly be filed. The public is vitally interested in securing these new services as soon as possible. Yet under the provisions of Section 5 the Commission could not grant any of these applications without a hearing if an FM or television station already existed in the community involved or, indeed, even if a standard broadcast station were operating in the particular service area."

### "Field Day for Lawyers"

The bill would provide also, Fly said, "for any one to intervene in the hearings whether or not he had anything to contribute." He said this would mean "a field day for lawyers" and unendurable delays.

"Unfortunately" Fly said "the group which will be most severely affected by this change in the intervention rule namely prospective applicants for new facilities have not been represented at these hearings."

Fly said Section 8 of the new bill providing against "supervisory control over programs" by the FCC is unnecessary. "The present explicit prohibition in Section 326 against the

(Continued on Page 6)

# MAIDLESS CARLESS POINT-LESS STEAKLESS

No wonder New York women listen gratefully to

Charlotte Adams' helpful program

"RUN OF THE HOUSE" Tues., Wed., Thurs., 10:00-10:15 A.M.

MRS. ADAMS is always ready to save the day with a tasty recipe for "point-less" mock steak or a bright new idea for running the house more efficiently, with less waste of time and money. No wonder the program is so popular that advertisers participating in it (inexpensively) are getting such satisfying results! Inquire about it, now!

**WQXR** 730 Fifth Avenue New York 19, N.Y. Circle 5-5566

## WHERE METERS BRING GLADNESS

What are the best in Forty-three?  
Why, Amos, Andy and McGee,  
The Guiding Light, the Firestone Voice,  
The Aldrich boy — just take your choice —  
Or John Charles Thomas, Lowell, too  
On WMBG for you!  
For the best in '43, stay tuned to WMBG.

**NBC Richmond, Va. NBC**

# LOS ANGELES

By RALPH WILK

**JACK EDWARDS, JR.** and Ted Mayers have been set as principals for a new Blue Network show, "Captain Quiz," to be previewed over the air, Sunday (26). Sponsored by the Beneficial Casualty Company it joins the list of major network shows under the guidance of the radio division of Hillman-Shane-Breyer, Los Angeles advertising agency.

Norman Panama and Melvin Frank will have a professional reunion with Ed Gardner, having been assigned to the "Duffy's Tavern" treatment at Paramount. Panama and Frank were Gardner's writers when he produced the Rudy Vallee show. They have been writing Bob Hope scripts at Paramount.

Frank Bull will be heard on his own full-hour of chatter and recorded music five nights a week at 6 p.m. over KFWB. The program, called "America Dances," will be sponsored by Marshall and Clampett, auto dealers, with Bull as master of ceremonies. Time has been bought by Marshall and Clampett for one year. Deal was set by Smith and Bull Advertising Agency.

Seaman First Class Joe Roybal, of El Paso, Texas, one of the few survivors of the U. S. Destroyer "Cushing" which was sunk in the Battle of Guadalcanal, was guest of honor on Sammy Kaye's "Everybody's Inn" airshow for Old Golds.

Friends of Lum's Abner (Norris Goff) are circulating petitions for his nomination for the Arkansas Senatorial campaign.

Our selection of the week of the most photogenic non-professional—Maxine Shelley of the Ascap office.

Standard Brands Christmas all-star radio show, "Bakers of America Program," scheduled for the full CBS network on December 21, 7:00 to 8:00 p.m., PWT, will have two cut-ins from New York. Fred Allen and Jose Iturbi will both be heard from the East. Don Ameche, who will act as emcee of the broadcast, Bob Burns, Ray Noble and his orchestra, Spike Jones and His City Slickers, Edgar Bergen and Charlie McCarthy, Dorothy Lamour, and the Dudley Chambers Choral Group will emanate their portion of the broadcast from CBS-KNX studios out here.

"I Love a Mystery," written and produced by Carlton E. Morse, and his other success, "One Man's Family," are being sought by Rarmers, Ltd., the Australian station operators, for rebroadcast "down under."

## Another Christmas Show Set By WOR For Dec. 24

Another special Christmas program, featuring a reading of "Twas the Night Before Christmas," by Michael Strange, will be broadcast on the day before Christmas, Friday, Dec. 24, over WOR from 3:15-3:30 p.m., EWT.

# MAIN STREET

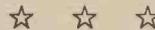


## Reporter At Large. . . !

● ● ● It may not come as a surprise but Christmas is just around the bend and all ye faithful readers of this pillar know that **RADIO DAILY** makes a habit of chronicling what the Big and Little people in, or and about Radio, would like to find in their rayon hose. . . . (remember those good old days when stockings were made of silk?) . . . . come come, Ol' Scrooge, (printer that was an error, the word is "Scoops") get to the point . . . . well, as we were saying when we so rudely interrupted ourselves, (editor's note: Looks as though Scoops has already contacted the Christmas "Spirits") we try to list what you would like to have from the jolly old bearded lad with the Monty Woolley prop. . . . let's hear from you. . . . and being a fellow who never permitted work of any kind to interfere with his peaceful pursuits Ol' Scoops, here and now replies to the five or six of our 19 readers who may (or may NOT) remember to send us the Season's Greetings, with "Same to Yez All and many happy returns" . . . . "Deadline Dramas," which was NBCast back in 1941 as a sustainer, has been sold to Arrid by Small & Seiffer. . . . the program will start on the Blue Network Dec. 26 and will feature Irene (Singing Lady) Wicker, Bob White and Jackson Beck with Eddie Pola, directing. . . . Guy Lombardo, whose orchestra goes off the Ballentine program this week, will start a new show, Jan. 16 selling Chelsea Cigarettes over the Blue Network.



● ● ● Dunninger, the mental wizard, who will "Airmaze" tuner-ners for Kem-tone, starting Jan. 5, will be honored by his new sponsors with a cocktail party at the Waldorf-Astoria, Jan. 3 . . . . we finally got around to tuning in on this NCAC and we say "the performance of this new radio personality is truly amazing. . . . a show that should thrill every type of audience, entertaining to children as well as adults" . . . . Mrs. Lillian Waring Earle, one of the Gripsholm repatriates, asked to be taken to see Fred Waring's "Pleasure Time" broadcasts at the Vanderbilt Theater. . . . it was the first time in eight years that the bandleader had seen his aunt . . . . A low bow to Mrs. Bert Hauser, who makes special trips from her home in New Jersey to Gotham to play the piano for the artists singing "The Star Spangled Banner" at the bi-monthly REC luncheons. . . . George Trendle should get a kick out of this item: It happened in Wingham, Ont., Canada. . . . seems that a young lady and her boy-friend decided to take in a local movie and unfortunately had to take little Johnny along. . . . in the middle of a love scene featuring Hedy LaMarr and William Powell, Johnny spotted the time and tuned in (but loud) to KCNX to hear the "Lone Ranger," on the portable radio that he packed along, hidden under his coat.



● ● ● Sounds to us like a most timely show. . . . we mean the new program, produced by Basch Radio Productions, titled, "In the Air, On Land and Sea" which will feature the opinions of Major Alexander de Seversky (Air), General John J. Bradley (Land) and Admiral Yates Stirling Jr. (Sea) with George V. Denny of "Town Hall" Fame, moderator. . . . Ed East & Polly's "Ladies Be Seated," has been renewed for another 13 weeks as Dec. 27. . . . Chucho Martinez, the Mexican Thrush will guestrill tonight on the CBStage Door Canteen. . . . It's an ill wind that blows nobody good. . . . for instance don't feel too sorry for Raymond Paige because "Salute To Youth," goes off the air Jan. 11. . . . seems that every performance was "an audition for the Draft Boards" who, each week "hired" at least five members of the youthful orchestra. . . . in fact many a Service Band, on our far-flung fronts, includes a Raymond Paige Alumnus . . . . Dick Haymes CBSinging star of "Here's to Romance" will be "part-tyed" by that network Wednesday at the Berkshire Hotel. . . . wait till you hear of his sensational climb.

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**WLS** broadcast a farewell tribute from 7:30 to 8 p.m., CWT, of Rear Admiral John Downes, who will retire on January 3, 1944 as commandant of the Ninth Naval District. The program which originated from the stage of Ross auditorium on the grounds of the Great Lakes Naval Training Station featured the former Metropolitan Opera tenor, Jim Carter, now a bluejacket, and star star Guy Robertson, now a chief petty officer, who sang the music loved by Admiral Downes. The salute was starred the Great Lakes Bluejacket Choir, under the direction of Chaplain Hjalmar Hansen, singing Admiral Downes' favorite hymn, "The Rugged Cross."

Mrs. Florence Werner, WBBM educational director, is in Passavant Hospital suffering from pneumonia.

Shepard Chartoc, WBBM-CBS director of publicity, is just out of hospital after a bout with flu.

Northwestern Yeast Company, Chicago, through McFarland, Aveyard Company, Chicago, has contracted sponsorship of "Songs of a Dream" 15-minute musical program to be heard once a week Saturdays, 10 to 10:15 a.m., EWT, over the Blue Network beginning January 8, 1944. Program will feature songs by Gene Baker, organ music by Irvin Glen and guest personalities.

Starting date for "Sweet River" new dramatic serial sponsored by A. Estaley Manufacturing Company, Decatur, Ill., has been set for January 3, according to an announcement by E. R. Borroff, vice-president of the Blue Network central division. The program will be heard Monday through Friday, 10:00 to 10:15 a.m., EWT, over the entire lineup of Blue Network stations. The series will advertise a new soy bean flour retail under the trade name "Stoy." Blackett-Sample-Hummert, Chicago is the agency.

Veteran WBBM sportscaster Flanagan leaves today for California where he will make his home. Flanagan was tendered farewell dinner last week by his announcing colleagues at WBBM and the Chicago sports announcers group, including Hal Totten, Bob Elson, Jack Burns, Jim Crusinberry, Harry Creighton, Val Sherman, Grayle Howlett, J. Boland and Bert Wilson.

## Fulton Oursler Recovers

Fulton Oursler, who conducts "The People's Reporter" over Mutual, Monday through Friday at 8:15 p.m., EWT, has returned to the broadcast after a short siege of the flu. Frank Singler substituted for him.

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

**NEW BUSINESS**

**TBO**, Cumberland, Md.: Maurice's Department Stores, Cumberland, Md., Bedford and Everett, Pa., has expanded "Maurice's Musicale" from three nights weekly to six nights weekly, 15 minutes, direct; C. D. Keay Company (Kenny's Norwood Co.), Baltimore, Md., six 100 word announcements weekly for 13 weeks, through Joseph Katz Agency, Baltimore; Personal Finance Company (Lins) ten one-minute transcribed announcements weekly for 13 weeks, through Al Paul Lefton Co., New York City; B. Beneman & Sons, Cumberland, Md. (Retail Furniture) five one-minute newscasts and five spot announcements weekly for 13 weeks, through Wolf Furniture Company, Cumberland, Md. (Retail Furniture) five-minute newscasts weekly for 13 weeks plus 10 spot announcements weekly, direct; Ort's Bakery, Cumberland, Md. (Soft-Spun Bread) two one-minute transcribed programs weekly, through Four Home-Front Quartermaster, direct; Monticello Drug Company, Jacksonville, Fla. (666 Tablets) 10 spot announcements, direct; Mediflora Pharmacy, Cumberland, Md. (Retail Drugs) two 15-minute transcribed programs weekly (Shadow of the Lanchu), direct; Peoples Store, Cumberland, Md. (Retail Clothing) renewed contract for 13 weeks—five one-minute newscasts and seven spot announcements weekly, direct.

**W. L.**, Washington, D. C.: Adam spot announcements, through R. Browning & Hersey; Ernest spot announcements through Agency, Washington, D. C.; Capitol Service, spot announcements, direct; Coronet Magazine, "Coronet Show," Sunday 6:45 p.m. through Mutual network; Americana Sale Co., "First Nighter," 6 to 6:30 p.m. through Mutual network; Capitol Classics, spot announcements, direct; Christian & Servicemen's Campaign, one hour program, Saturday, 8 to 10 p.m., direct; C. W. Products Co., spot announcements, through Craven Advertiser Advertising Agency; Esquire Magazine, spot announcements through Schwimmer & Scott Advertising Agency; Grove Laboratories, news by Ray Dady, Monday through Friday, 1 to 1:15 p.m. through Mutual network; The Gables Hotel, by Billy Repaid, Thursday, 8:30 to 9:55 a.m., direct.

**Chicago Theater' Skeds  
Hansel and Gretel' Opera**

Chicago—Humperdinck's fairy tale "Hansel and Gretel" will be staged on "The Chicago Theater of the Air" over WOR and Mutual, Monday, from 9 to 10 p.m. Marion Anderson, soprano prima donna of the Chicago Theater of the Air series, will star in the role of Gretel. Later, contralto, will sing the role of Hansel; and Bruce Foote, baritone, will be heard as Peter, the

**Washington Front**

By **ANDREW H. OLDER**

**J**AQUES DOWNS, librarian for the FCC's FBIS (You get to talking that way after being in Washington for three hours) gave the Lea committee quite a workout last week. Downs is a veteran of the first world war and has been around this globe quite a bit. Occasionally, when excited, he lapses into use of the third person when discussing himself. . . . He was plenty excited when confronted with what purported to be a record (not verbatim) of an examination regarding FBIS in which he was questioned by Committee investigator Harry S. Barger last May. The statements attributed to him did not seem to him to reflect accurately his remarks on that date, and he made no bones about saying so. He said, "That doesn't sound like Downs," and "Downs didn't say that," and "Downs didn't see anyone making notes," and Downs this and Downs that. . . . At lunch, Rep. Louis Miller found himself saying, "Miller doesn't think that's quite right," "that isn't the way Miller sees it," etc.

We fail to see that the Interstate Commerce Committee of the Senate got the picture of the future of radio clarified for it. The six engineers discussing new services, and Niles Frammell, told them what, collectively, amounts to this: Inside of two years after the war ends, we'll have television networks springing up, but on the other hand it's going to take at least a decade for television to advance even to the present status of FM. Although we're going to have 25 million television receivers in America within ten years after the war, we not going to have 25 million receivers. Television will emerge as a strong commercial force in black and white, with color to follow, but it is likely that sight broadcasting will gain its full public acceptance in color, rather than in black and white. Present broadcasting facilities will be scrapped for tele, but they'll be scrapped for FM. Television will be the most important service in a few years, but FM will. There will be no shortage of wavelengths for all the various services, but unless frequency allocation is mighty carefully worked out there won't be enough wavelengths to go around. Standard broadcasting—you, and you and you—will be obsolete as silent films in a short time, but your service is bound to be the dominant service for a good many years to come. (That last is on the basis of current facilities—60,000,000 AM receivers, 500,000 FM and 10,000 tele.) So now the Senators can go ahead and write radio law with full knowledge of what's to come.

When Senator Clyde F. Reed, kindly, earnest Republican and former governor of Kansas, left the Senate hearing Wednesday morning rather early in the session, Chairman Fly pressed upon him two or three

mimeographed forms of some length, portions of his statement and a copy of the Supreme Court decision. Committee Chairman Wheeler remarked here that "He'll never read them," to which Reed replied that—horrors, he said this was off the record—the chairman is measuring me by his own standards. . . . Wheeler's rejoinder was that if Senators ever read all the stuff that they promise to read, "they'd be sitting up all night" . . . When, 20 minutes later, Senator White had to leave, he was again given all the mimeographed statements, etc., after Fly had facetiously asked that the session be adjourned. White promised at this point that he would read every word. And we'll bet he will.

We note that Gene Cox, after not having been heard from for several months, inserted in the record Monday the piece from the "Wall Street Journal" which charged of men who, sent FCC is composed of men who, because of their "zealotry" should not have been appointed to administrative posts. Appropriately enough, the Cox piece in the record was entitled "One Word More."

And since there's been so much discussion of fair treatment on the air for speakers on controversial issues, have you noticed the furore in Canada these days. "Partisanship rampant in CBC Management," says the headline in the lead editorial in the influential Toronto "Telegram" last Thursday. Charge is that opponents of the Canadian administration are denied time on the air. . . . On CBC today, says the editorial, "there is no opportunity for free discussion of public issues," and it presents some rather convincing facts surrounding the refusal to air a conservative leader early this month.

**AGENCIES**

**JOHN W. STURDIVANT**, account executive and director of the media department at Erwin, Wasey & Co., Inc., has been elected a vice-president of the agency. He has been associated with the organization for 25 years.

**JOHN A. SIDEBOTHAM**, formerly with Knight & Gilbert and Fuller & Smith & Ross, has joined Compton Advertising, Inc., as an art director.

**CONSOLIDATED ADVERTISING AGENCY, INC.**, has been appointed to handle a spot radio campaign for the women's specialty stores operated by Ralph H. Miller, Inc.

**BETH HOLMES**, formerly of BBD&O, has joined the copy department of Compton Advertising, Inc.

**WESTINGHOUSE ELECTRIC AND MANUFACTURING COMPANY**, in line with a WPB-approved increase in appliance manufacturing, is planning to step up the volume of its product advertising during the coming year. Institutional copy will be correspondingly diminished.

**COLGATE - PALMOLIVE - PEET CO.**, through Ted Bates, Inc., is planning an additional campaign for Palmolive soap.

**KEN ELLINGTON**, secretary of the Aircraft War Production Council, East Coast, Inc., will speak tonight to the students of the advertising and selling course conducted by the Advertising Club of New York.

**Via Gets New Post**

Lester Via has joined the engineering staff of John Meck Industries, radio parts manufacturers of Plymouth, Ind. Via will have charge of special crystal research.

**EVERY SUNDAY NITE**

**FRED ALLEN**

with **PORTLAND HOFFA**  
**AL GOODMAN'S ORCH.**  
**WORKSHOP PLAYERS**  
**JIMMY WALLINGTON**

*Famous Guest Stars*

**PRESENTED BY**  
**TEXACO DEALERS**

C. B. S.  
9:30-10 E. W. T.  
8:30-9 C. W. T.  
7:30-8 M. W. T.  
6:30-7 P. W. T.

## W-W Hearing Closes; Fly Is Final Witness

(Continued from Page 3)

Commission exercising any kind of censorship is entirely adequate for that purpose," he said.

Fly charged that NBC President Niles Trammell deliberately ignored FM in his testimony before the committee, emphasizing the importance of television because RCA holds such a dominant position in tele, while Maj. Edwin H. Armstrong controls the key patents in FM. Fly said that FM is "well developed and ready to go ahead," and is several years ahead of television. RCA, said Fly, has taken

### Decision Very Soon

Washington—FCC decision on newspaper-ownership should be forthcoming before the holidays, FCC Chairman James Lawrence Fly told the Senate Interstate Commerce Committee yesterday. Fly said it is now "down to a matter of days." It is expected that some message will be sent the committee next week.

a position on FM which has tended to discourage that service. The reason he said, is that the patents are controlled by Major Armstrong.

Radio law thus far, said Fly, has been written "in an RCA environment," and he warned that it is dangerous to leave RCA in as dominant a position as it has enjoyed in the entire radio field.

When Sen. Chan Gurney, R., S. D., asked if RCA's dominance had had a harmful effect on radio thus far, Fly replied, "I don't know. Before I could answer that I'd like to see the picture which an artistic psychiatrist would draw of the housewife's brain at six o'clock after listening to NBC all day."

Radio has done an excellent job, Fly said during discussion with Gurney, and there is no question but that we have the world's best radio system, but he sees no reason to assume that if radio had been in other hands the job might not have been done as well or even better.

Regulation Needed, Says Wheeler  
Committee Chairman Burton K. Wheeler then remarked that regardless of all the talk of free enterprise, some regulation is necessary. "We certainly don't want any monopoly on what goes over the air," he declared, and added that what network officials want when they talk about free enterprise is to preserve their privilege of saying what is to go out over the air. The Senate, he added, wants such control exercised neither by government nor any group of private citizens.

Wheeler asked Fly how much of the reduction in telephone line charges ordered last Spring by the Commission had been passed on to individual broadcasters. He said he had a complaint from a broadcaster that none of the reduction has come down to his station. Fly reported that he too has had complaints, but said the nets might well claim that they

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

### A Christmas Message . . .

"**D**EAR SANTA, I'm nine years old and have been listening to the radio since I was very young but most of the kids' programs are for boys though I like them very much too and I haven't been able to find many fairy tales and nice stories for a big girl like me and now I'm asking you dear Santa to get me a few Christmas radio shows that I can enjoy without having a lot of baby talk thrown at me."

(signed) Mary

★ ★ ★

"My dear Mary: If you promise to be a good girl and do everything that mummy and daddy tell you, I'll try to fill your Christmas radio stocking with programs for a grownup child like you. This year you have a lot to be thankful for, Mary dear. You're at home, safe and sound, with lots of presents, loving parents and a fine radio—if you care to listen—without being told what programs you must hear.

★ ★ ★

"Here, my child is a sample of the Christmas shows you may tune in during the next week or two: The Blue Network has promised a special musical variety show from Chicago on Christmas day, from 1 to 2 p.m., EWT, and it's called, of all things, 'Where's Santa?' There are many others, too, but you ought to learn a lesson in Christmas spirit from the same network's 'A Present for Daddy,' also to be put on that day from 6:15 to 6:30 p.m.

★ ★ ★

"During your school recess you should find good listening over NBC in Leopold Stokowski's 'Children's Christmas Concert' Thursday, Dec. 30, at 12:30 p.m. when music composed by kids under 15 will be played. If you're allowed to stay up Christmas Eve, you might dial in Amos & Andy on that network from 10 to 10:30 p.m. and hear Amos explain the meaning of the Lord's Prayer to his little daughter.

★ ★ ★

"The Night Before Christmas' will show up a week ahead of time over CBS with an adaptation under that title from Clement Moore's 'A Visit From St. Nicholas' on Nila Mack's 'Let's Pretend' program tomorrow at 11:05 a.m. There are many more on Columbia, including: Judith Evelyn reading from 'Cinderella' Wednesday, Dec. 22, from 6:30 to 6:45 p.m., and, later that evening at 9, Lionel Barrymore in his yearly portrayal of Scrooge from Charles Dickens' 'A Christmas Carol.'

★ ★ ★

"On Christmas Eve Mutual will give boy sleuth 'Chick Carter' a holiday, and the whole cast will present a special program of carols from 5:30 to 5:45 p.m. The next morning at 10 an all-child group will enact a radio version of Dickens' 'A Christmas Carol.' All these, dear Mary, ought to offer you a few hours of Yuletide listening, and, in the words of Tiny Tim, 'God bless us every one!'"

(signed) S. Claus

have been using the money saved by the reduction (approximately 25 percent of wire charges) to extend network service to remote areas.

He said also in response to questioning by Wheeler, that the Army and the Navy have actually used very little of the equipment reserved for them by the equipment freeze announced in April of last year. The military took almost none of this equipment, he said, the OWI took a little and most of it has just remained in the warehouses. Recent moves by the Commission to permit licensing of low-powered stations in areas inadequately serviced and to permit power boosts were decided upon because of the failure of the

military to use this equipment, he said.

Wheeler asked also why, in its recent multiple ownership order, the Commission had included an escape clause to permit continued dual ownership in cases where it finds such dual ownership justified. Fly replied that in effect that was merely verbiage. The "practical result," he said, "will be to eliminate all dual ownerships."

The Committee retires now into executive session to consider the whole problem of radio legislation. No final action is expected for several weeks at least, with the question as to what will finally be recommended anybody's guess at this point.

## Lea Group Will Prob Licensing Of 14 Outl

(Continued from Page 1)

cases of the following stations, Gary said, and will present findings of them: WMCA, New York; WJL Worcester; WAGE, Syracuse; WFTL Ft. Lauderdale; WGKV, Charleston, W. Va.; WTMJ, Milwaukee; WJL Trenton; KXEL, Waterloo; WPH Philadelphia; WIRE, Indianapolis; WSAL, Salisbury Md. Alleged operation of WGKV, Charlestown, W. Va. will be explored today with Sylvia Mercer, former secretary of John Kennedy, of WCHS, as the witness.

### Garey-Denny Clash

There was a brief clash yesterday between Garey, FCC general counsel Charles R. Denny and Rep. Elmer Hart, D., N. J., over the presentation of the commission answer to various charges hurled at it in the course of the investigation. Garey said he has been trying to arrange such presentation since July, but that Denny had kept delaying, finally reporting that FCC Chairman and the present Committee Chairman Clarence F. Lea were to get together and work out a method of presentation.

Garey apparently felt that going over his head was a slight to him, said he had been trying to work a procedure fair both to the committee and to the Commission but he had been thwarted and was unable to proceed. He has been going ahead with other matters long prepared, he said, because he had known what else to do.

### Lafount, Cohen Heard

Commission reply will be confined to the charges hurled against the RID, the FBIS and such matters as foreign language broadcast activities and IRAC, all of which Garey said are now substantially complete.

Testimony of Harold Lafount and Sanford B. Cohen regarding the acquisition of control of WORL, Boston, was accepted for the record yesterday thus eliminating necessity for them to appear. Lafount had testified in November before committee investigators Ambrose McCall and Rep. Richard B. Wigglesworth that he had failed to file application with the commission for transfer of control of the station because there were lawsuits pending against the party from whom he had bought the station. (See RADIO DAILY Dec. 16).

### Crockwell "Slightly Demented"

Lafount said he was unaware of the fact that George A. Crockwell from whom he bought the majority portion of his stock in WORL, had obtained his funds from Miss Natalie Whitwell, aged Boston woman. He refused to term Crockwell "dishonest," saying he didn't know enough of the facts, but said he did think Crockwell "slightly demented." He admitted also that he had bought out Robert Nordblom in 1940, although commission records of stock ownership still show Nordblom as partial owner.

# Public Health' Shows Totalled 902 In Year

(Continued from Page 1)

President of the NAB, Neville Miller. He pointed out that the 137 stations mentioned merely represent that portion of NAB member stations which were able to answer the questionnaires in time. About 204 outlets broadcast and 67 per cent of these carried the health programs. The station reports covered shows of local interest only, although some answers mentioned network programs in addition.

## Some On Air for Years

The breakdown of the activity of the 137 stations, it is revealed that 10 of the five-minute programs have been on the air for years, at three being on longer than five years and one more than 10 years. The grand total, it is found that there are 186 15-minute programs pertaining to health are broadcast each week, 38 of which have been on the air longer than one year and 40 longer than five years and 10 longer than 10 years. In the total is also included a health program of half-hour length on which has been on the air for a week for over five years. Total number of health shows carried by the 137 outlets is 197 weekly. Practically all stations reported making special announcements covering drives and such and also doing request programs on health. These are not included in the figures mentioned above. Relative to 67 stations which stated they do not carry health programs as regular features, it is listed they provide facilities when requested.

## Station Managers Heard

Many station managers explained their standpoint on the subject, one of the points being that he found permanent set-backs on health were not as effective as heavy radio coverage during specific time, such as an intensive drive, when certain projects are being carried out and the special material is being put into commentators' broadcasts. This he said at times out-pulled the special programs. Thus he pointed out the news angle on health problems for better results. It also revealed that the breakdown of health broadcasts showed that 10 stations, for instance, as being in a proportion as well as the other programs were on the air, showing that it was desirable and profitable to the home to best results. Problems faced by the broadcaster were also brought out and the variety of subjects ran as follows: Child care, venereal disease, tuberculosis, nursing and infantile paralysis.

## Special Mention

Organizations and individuals most frequently mentioned are listed as follows: State Board of Health, City Board of Health, American Medical Society, American Dental Society, Tuberculosis Association, Associated Hospital Association, Anti-Cancer Assn. and Na-

# ★ PROMOTION ★

## CBS Presentation

Two-fold exploitation of the "CBS American School of the Air" supplements the classroom acceptance of the network's five weekly educational programs with an adult-listening angle featuring the subject matter as class entertainment. Productions are then announced, for example, as "Tales From Far and Near," or "New Horizons," instead of the American School of the Air. Remaining three productions are "Science at Work," "Gateways to Music" and "This Living World."

Suggestions to outlets are incorporated in an attractive eight-page, 12-by-15-inch presentation piece reproduced by photo offset. A handsome 99-page booklet in 8½-by-six-inch letter-press format is also included in the station kit for school use.

Past holiday recess, it is indicated in the large presentation folder, will be utilized this year from Dec. 20 to 31 with the introduction of new material for the mutual enjoyment of small fry and grownups, at a time when the kids are home on vacation. Columbia figures in this way to maintain audience continuity and to expand adult listenership.

Additional helps are also offered by the web via: scripts of recorded announcements, scripts of local plugs, newspaper ads in proof and ad form, background material, a set of new photos and suggestions for interviews, display posters and postcards to selected lists.

tional Cancer Foundation and Negro Hospital Assn.

In tabulating network health activities, no breakdown of the webs was made as to name. However, of the 902 health programs broadcast by the four networks during the past year, 144 were half-hour in length, four were 60 minutes, two were 45 minutes, two were five minutes and 750 were of 15 minutes duration. Of the 702, these were originated one or more times weekly and 650 were originated on the basis of five or more weekly. Of the half-hour shows, 117 were originated once or more weekly.

## 50 Per Cent of Stations Serve

On the basis of allowances for some stations not carrying network health shows each and every time they are broadcast, it is estimated that a minimum of one half of all radio outlets in the country carry network produced health shows throughout the year.

Concluding with tentative proposals on how health programs could be furthered on the air, Egolf stated it would probably be easier for doctors to employ showmen than for radio to employ doctors, that there should be a go-between and finally, he advised that the Health Education Conference arrange to contact the station men for best results. This is because, as Egolf pointed out early in his talk, each station acts on its own, whether it is a network affiliate or an independent.

## WOL Folder

Under the title of "Test Tube Town," Washington, D. C.'s WOL has issued a two-page 8½ by 11 folder. The reproduction of a news article in which Washington is described as the ideal laboratory for all advertising media, radio in particular, highlights a list of facts in which the vast increase in the city's population in the past three years and the extensive strata of social types which make for good marketing, are cited. The folder, whose front page features a full cover drawing of a test tube, its top cut away disclosing the photo of a typical consumer group, is set off by the city of Washington in the background and is printed in green and black on a white background.

## Attractive NBC Booklet

Radio's fascinating history from its crude beginning in 1920 to date, and the relation of this growth to the important contributions made by the National Broadcasting Company, are portrayed in a 24-page illustrated booklet, "What Goes On Behind Your Radio Dial," issued this week by NBC's Promotion Department. Of a press run of 75,000 copies, 25,000 will go to the network's Information Department, 15,000 to affiliated stations and 7,000 to the NBC Public Service Department for distribution.

# Network To Screen Film For War Dept.

(Continued from Page 1)

mentary Film, designed to tell the story of the war's progress, Germany's production facilities which are held to be still tremendous and the vast problem involved in maintaining and keeping U. S. supply lines open around the world. Many dramatic shots are shown of dogfights, troops landing from LST boats and animated maps and charts showing Japanese defense systems, etc.

# Oil Company Sponsors West Coast Xmas Party

(Continued from Page 1)

Annual Christmas Standard Oil Party" will be dedicated to 6,000 employees of Standard Oil Company of California now in the Armed Forces of the United States.

Lewis Stone will be master-of-ceremonies and host. Frances Langford will be heard, as will Lee Sweetland, baritone. Robert Armbruster and his 38-piece orchestra, and a chorus of 18 voices which Howard Chandler will conduct. H. D. Collier, president of Standard Oil Company of California will speak. Program will be produced by Wayne Tiss of BBD&O. Virginia Cooke will do the script. Studio audience will consist of company employees and service men.

If You Value  
The Opinion of—

# Zuma Palmer

Radio Editor,  
Hollywood Citizen-News  
Hollywood, Cal.

Watch for Results of  
Radio Daily's 7th  
Annual Radio Editor's  
Poll.

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## — CALIFORNIA —

**SANTA BARBARA**—Lou Kroek, KTMS manager back at his desk following a week's confinement with flu... Bill McHardie has been named chief engineer replacing Winfred Wileman at KTMS, while Ernest Duque has joined the station's announcing and music staff... Jack McClaren of the announcing staff of KTMS has passed his Naval Pre-Flight tests and is awaiting a call from Uncle Sam... Log-Cabin Roman Meal Bread has renewed Frank Weltmer's "News Headlines," 6:55 to 7:00 p.m. Monday through Friday, over KTMS. Account placed through Dan B. Miner Co., Los Angeles.

## — OKLAHOMA —

**OKLAHOMA CITY**—New show on WKY "Local Federal Presents Local News" is aired across the board at 12 noon by the Local Federal Savings and Loan Association of Oklahoma City. Program is devoted to news of regional interest... Competition between two leading radio stations to exploit their talent staffs has provided a weekly stage feature for the Warner theater. One of the stations, WKY, has contracted with Standard Theaters to hold a "radio fun show" on the Warner stage each Saturday night at 11:30 p.m. The opposing station, KOMA, is renting an auditorium for its weekly talent exposition, but is dickering for a movie house location.

## — NORTH DAKOTA —

**BISMARCK**—The Theo Hamm Brewing Co., has purchased time on KFJR for an institutional type program. The 52-week contract calls for a quarter-hour studio musical group at 5:30 p.m., MWT, Monday, Thursday, Friday and Saturday and is known as "Preferred Melodies." All commercial time during the programs has been allocated by the sponsor to government messages. The account is handled by the Mitchell-Faust Advertising Co., Chicago.

## — OHIO —

**CINCINNATI**—Dr. Tracey Strong, general secretary of the World's Committee of the YMCA, who heads the YMCA's War Prisoner's Aid Service, will be heard on a special events broadcast over WSAI on Friday, December 17. Dr. Strong has been traveling to prison camps in countries throughout the world and will be in Cincinnati to address a "Next-of-Kin" meeting for the purpose of reporting to local citizens who have relatives being held prisoners by our enemies... Jack Whiting, one of the leading players in "Arsenic and Old Lace," showing in Cincinnati this week, will be guest on WSAI's fashion program "Views on Vogue and Value"... WSAI announces the appointment of A. J. Niedenthal to their sales staff. Niedenthal, a native of Cincinnati, was formerly a salesman with Paramount Pictures.

## — TEXAS —

**AUSTIN**—"Time Out" a quarter-hour presentation of new hit tunes, sponsored by the Price Specialty Shop, is being aired over KNOW each Sunday at 7:30 p.m.... "Santa Claus Parade" can be heard for a quarter hour, Mondays through Saturdays, at 11:30 a.m. and on Sunday at 10:45 a.m. A special prize as well as plenty of Christmas gift suggestions is offered each day to its listeners... Dr. Homer P. Rainey, president of the University of Texas has been scheduled for a series of talks on KNOW each Saturday at 12:15 p.m.... To take the mileage out of Christmas shopping, "Yarings," exclusive ready to wear store, is airing a program titled "Shopping With Sue"... The Bledsoe Furniture Co., has been signed to sponsor a series of five-minute newscasts Monday through Saturday over KNOW.

## — VIRGINIA —

**RICHMOND**—Starting with a broadcast over WMBG by Alexander W. Weddel, former U. S. Ambassador to Spain, the WAC recruiting campaign got off to a good start in Richmond. Participating in the broadcast was Lieutenant E. Morgan Winant, senior WAC officer for Virginia and niece of U. S. Ambassador to Great Britain, John Winant... Mrs. Cox's little boy, Hubert, of St. Charles, Virginia, discharged from the Army six months ago when it was discovered that the six foot two inch technical sergeant was only sixteen years of age, received his Mother's permission to enlist in the Marines on his 17th birthday. Hubert was sworn in at the WMBG studios and in his broadcast indicated being a Marine was the best birthday gift he had ever received.

## — CALIFORNIA —

**OAKLAND**—War training opportunities for women were discussed over KROW when the station's "Friendly Homemaker" Susan Little, presented a special interview with Mrs. Bernice Hubbard May. Mrs. May is coordinator of women's training at the University of California War Training Office... John K. Chapel,

newscaster and commentator of KROW was photographed by Universal Newsreel during a recent lecture engagement before the Fresno City Teachers Institute, when the instructors played host to a group of aviation cadets who had just received their wings. Chapel spoke on "Youth and War Tomorrow," and "Russia and the Balkans"... A. V. Bamford, KROW sales manager, was elected director of the Oakland Advertising Club at their annual meeting.

## — NORTH CAROLINA —

**ASHEVILLE**—"Letters to Santa Claus," running 26 daily programs to Christmas Eve on WWNC, is under its third consecutive year of sponsorship by Ivey's Department Store... Bill Melia, WWNC mikeman, will present an adaptation of the station's "Curbstone College" program following the youth division's annual banquet at the West Asheville Methodist Church next Tuesday evening.

## — MARYLAND —

**CUMBERLAND**—"Schriver's One-Stop-Service Station," of Cumberland, has expanded its Classified Ad service on WTBO from a thrice-weekly schedule to five days a week, Monday through Friday... Paul McKenzie, of Cumberland, has joined the technical staff of WTBO as transmitter engineer while Mary Caury has been appointed to the station's office staff... Stewart W. Phillips, program director of WTBO, has left the station and will soon join the armed forces... Mr. and Mrs. Ted Hodge are the parents of a baby girl. The father is sports announcer and asst. program director of WTBO.

## — CONNECTICUT —

**Hartford**—Pic Russel Naughton of the Army, former WDRG announcer, got a 10-day leave this month. He came home, married Miss Jean Kirwan, WDRG control operator, went on a brief honeymoon, returned and then spent most of his spare time doing announcing chores... WDRG put on a special drive to publicize the visit to Hartford of General Vandergift of the Marine Corps, who spoke to a public gathering sponsored by the Hartford Veteran council. Program Manager Walter B. Haase of WDRG attended a private dinner for the General before the lecture.

## — MINNESOTA —

**MINNEAPOLIS**—The "Times" of central high school, St. Paul, was given the award which WCCO presents annually to the Minnesota High School paper which makes the most effective presentation of radio news... Larry Haeg WCCO farm service director was guest of CBS Farm Editor Chuck Worcester on Columbia's "Country Journal." Haeg reported from Chicago the activities of the National Farm Bureau Convention which he covered... WCCO's mobile unit was used by the Army Air Forces in connection with a ceremony for the presentation of medals to fliers in this area, or their families, in cases where the men are prisoners.

## — PENNSYLVANIA —

**WASHINGTON**—Frank R. Curtis handled announcing chores at WJLA before entering the Navy, writes from Naval Air Training Center at Pensacola, Florida, that he spends most of his leaves helping at Radio Station WJLA in Pensacola... Big Slim, who presents three programs daily over WJLA, adding a big load upon Uncle Sam's totes. Slim according to the stats pulling mail from almost every spot in a 50-mile radius of Washington. If WJPA Manager Johnnie Croft haggard these days, don't blame dissipation.

## — DISTRICT OF COLUMBIA —

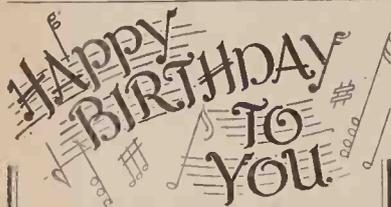
**WASHINGTON**—A "Board of Neighbors" have greeted two members of the WMAL announcing in the past few weeks. The rest of this government mail is that Michael is now serving in the Navy at Camp Meade, Maryland and Bradford is wearing the wide-tomed pants of the Navy... News on the WMAL announcing staff Bernard Bennet former chief announcer of WBTA, Batavia, N. Y. Bernie came to WMAL after honorably discharged from the Army.

## — TENNESSEE —

**MEMPHIS**—Jacobs Furniture Co., had a two-a-week 15-minute music on WHBQ for eight years added similar programs this week. Show run indefinitely... Sanders Clothing has bought a weekly half-hour on WRCB. Contract is for 13 weeks... RKO Pictures has bought a promotion campaign on WHBQ for its football picture, "Iron Major." Extensive spot schedule and three 15-minute sports broadcast a week, for three weeks running included.

## WLS Using Postal Zone In Station Announcements

Chicago—WLS as the first Chicago radio station to use its postal zone number in its station identification announcements, has received a lot of praise from Chicago's postmaster Ernest J. Kruetgen. "The repetition of the number as a part of the station address," wrote Postmaster Kruetgen, "serves to remind your listeners to use the postal delivery number for their own correspondence. Your operation and interest in your operation to promote the use of the postal zone number as an essential and permanent part of the address is appreciated, and we thank you for it." Before November 1, WLS station identification announcements consisted of: "this is the prairie radio station, WLS, Chicago." Starting on November 1 the station's postal zone number "7" was merely added to the announcement. Since then other Chicago stations have started giving postal zone numbers at the end of each station identification.



December 17

Dick Gilbert House Jameson  
Howard A. Miller Herbert Nelson  
Ray Noble Calvin J. Smith

Stella Unger

December 18

Sam Berger Lud Gluskin  
Ernie Jacobson Harry Kogen  
Jacko Maxwell Donald Stuart

December 19

Clark Dennis David Niles  
Charles Norwood Jack Rubin  
Tom Shirley



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 25, NO. 53

NEW YORK, N. Y., MONDAY, DECEMBER 20, 1943

TEN CENTS

## Big Web Shows For Xmas

### Miller In MBS Report Sees \$14,000,000 Biz

In his first annual report as president of Mutual Broadcasting System, Miller McClintock, in a comprehensive report, entitled "1943 in Review," revealed that the network expects to gross approximately \$14,000,000 for the year, based on the 10-month business volume. McClintock's report is contained in a booklet, also contains brief resume and history of the work, which was prepared by the public relations department. Analyzing the network's activities

(Continued on Page 7)

### New Series Of State Dept. Shows Arranged On NBC

A new series of programs titled, "The Department of State Speaks" will be presented by NBC as a public service feature on the net for four weeks beginning Saturday, Jan. 8, 7:30 p.m., EWT.

Programs were arranged through Wendell Hull, Secretary of State, by Charles Trammell, president of NBC. The broadcasts will bring to the telephone Secretary Hull, Under-

(Continued on Page 2)

### NAB Urges Showing Of War Dept. Films

Washington Bureau, RADIO DAILY Washington — The nation's 950 broadcasters were urged by NAB last week-end, in a special bulletin sent to members of NAB as well as members, to sponsor local showings of the war department film "War Department Reports," scheduled for public release December 26. Designed

(Continued on Page 2)

### Coop News

An inmate of the New York City Prisoner's Union, Estelle Sternberger following her broadcast the other evening, she said the warden wouldn't allow him to write a fan letter but consented to let him use the phone. "Go ahead," said the warden of Gotham coop, "and I hear I was listening, too, and enjoyed her talk very much."

### Field Day

At the Blue Network Athletic Assn. cocktail party and dance to be held Dec. 22 at the Waldorf-Astoria, the wallflowers, if any, will be male. "Men are at a premium," said the Blue A. A. in a masterpiece of understatement. Therefore the ladies will take the initiative and will do the inviting, with the result that the only involuntary bench warmers will be men.

### Bill Lewis Named V.P. of Amer.(FM) Net

William B. Lewis, formerly of the OWI Domestic Bureau, and one time CBS vice-president in charge of programs, has been elected executive vice-president of the American (FM) Network, the appointment becoming effective April 1, 1944. Lewis, who is currently carrying out a nationwide survey for CBS, was elected at the American net's annual stockholder's meeting in New York.

Directors elected for one-year terms

(Continued on Page 6)



W. B. LEWIS

### Unprecedented Holiday Program Sked; Plan Many Overseas Pickups, Also Shows To Armed Forces Abroad

### Fly Recommends Fines Instead of Revocations

Washington Bureau, RADIO DAILY Washington — Chairman James Lawrence Fly of the FCC has proposed the establishment of fines, with the Commission authorized to fine broadcasters in lieu of revoking their licenses. Maximum fine would be \$500 for each day the offense was carried on.

Wording of the new Section 312 (B)

(Continued on Page 6)

### RTPB Announces New Appointments

Radio Technical Planning Board, coincidental with the election of Dr. Alfred N. Goldsmith as vice-chairman of the Board and Administrative Committee, announced the personnel of four of the 13 panels it set up to carry

(Continued on Page 2)

### President On All Nets Friday From 3 to 3:30 P.M.

President Franklin D. Roosevelt will go on the air Friday, Dec. 24, at 3-3:30 p.m. EWT and will be scheduled on all networks and many independent

(Continued on Page 2)

With two and even three-hour shows scheduled, networks and stations throughout the country have set up an unprecedented and imposing array of programs and talent which for the next two weeks will spread Christmas cheer and gospel to all corners of the earth, bringing all-star shows to servicemen as well as to those in the home. Wartime influence will be strong, but not overdone; there will be a liberal sprinkling of Army and Navy officials on the air, picked up overseas and in the U. S., plus exchange programs with the BBC upon

(Continued on Page 7)

### Lea Committee Hearings Adjourn

Washington Bureau, RADIO DAILY Washington—Hearings of the Lea committee investigating the FCC were adjourned until next month after a brief examination yesterday of Sylvia Mercer of Kell, Ill., former secretary to John A. Kennedy of WCHS, Charleston, W. Va., under questioning by Committee Counsel Fred A. Wal-

(Continued on Page 3)

### Johnny Olson Joins Blue As Emcee Of Two Shows

Johnny Olson, former ace announcer of WTMJ, Milwaukee, and creator of "Rumpus Room," becomes a staff emcee on the Blue Network Jan. 1.

(Continued on Page 4)

## ★ THE WEEK IN RADIO ★

### W-W Hearings Close

By BEN KAUFMAN

WINDUP of public sessions on the White-Wheeler bill before the Senate Interstate Commerce Committee climaxed last week's Washington news affecting the industry. The Committee then retired to consider the whole problem of radio legislation, with final action not expected for several weeks. FCC Chairman James L. Fly was the final witness, spoke in rebuttal of the pending act intended to limit and define the Commission's powers. Repeating his

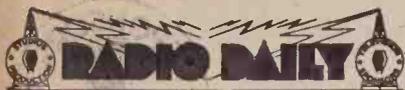
former charges of "monopoly" against NBC and its parent company, RCA, the Commission chairman accused RCA of holding a stranglehold on the future of television through its possession of more than 700 tele patents.

FCC decision on newspaper ownership should be forthcoming before the holidays, Fly told the ICC. Elimination of broadcasters liability for libel or slander beamed over their facilities was proposed by Fly via a

(Continued on Page 5)

### Clean Job

Washington — Ken Banghart, news purveyor for WRC, who has a Sweetheart soap commercial five times weekly, suggested to his sponsor that they give some of the product to the servicemen at this time of the year. Sponsor came through with 1,500 cakes of soap turned over to the Washington Stage Door Canteen for distribution to the servicemen.



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### New Series Of State Dept. Shows Arranged On NBC

(Continued from Page 1)

Secretary of State Edward R. Stettinius, Jr.; Assistant Secretary of State Breckenridge Long, Dean Acheson, Adolph A. Berle, Ambassador James G. Winant and other officers of the department.

The special programs are designed to portray the role of the Department of State in carrying into effect the nation's diplomacy as determined and expressed by the Congress and the President of the United States.

### 20 YEARS AGO TODAY

(December 20, 1923)

As a fitting ending to Harding memorial week, WJY will carry the first public rendition of "From 'Cross the Borderland," dedicated to the late President. Fred Stone and daughter, Dorothy, are appearing in a new hit, "Stepping Stones." Major L. D. Gardner, publisher and flying authority, told the story of the first airplane flight on its 20th anniversary, December 17th.

### RTPB Announces New Appointments

(Continued from Page 1)

out its work. Appointment of Dr. Goldsmith and the panel personnel was announced by Dr. W. R. G. Baker, chairman of the RTPB. Those panels whose personnel are well completed, will call meetings at an early date.

Four panels set are: Panel No. 1, on Spectrum Utilization. Scope: The analytical study of the factors pertinent to the most effective use of the transmission medium. Dr. Goldsmith is chairman.

Panel No. 2, on Frequency Allocation. Scope: The allocation of frequency bands to services on basis of propagation and equipment characteristics with due respect to military requirements, public interest and past practices. Dr. C. B. Jolliffe, is chairman. He is with the RCA Victor Division of RCA.

Panel No. 6, on Television. Scope: The review and further development of standards with respect to television. D. B. Smith, chairman; Smith is with the Philco Corp.

Panel No. 8, on Radio Communication. Scope: To review and further development of standards with reference to radio communications. Harnden Pratt, of the Mackay Radio & Telegraph Co. is chairman of this panel.

Other of the 13 panel chairman will be announced upon completion.

### NAB Urges Showing Of War Dept. Films

(Continued from Page 1)

as a morale film for war workers, this film was prepared by the Office of Strategic Services after the war department's industry-labor conferences of September, when Under-Secretary of War Robert P. Patterson was urged by both labor and industrial leaders to devise some means of giving industrial workers the same information given out at these meetings by the general staff.

NAB urges that broadcasters, as a signal public service, arrange to have the film screened locally for all citizens regardless of their work. The film, regardless to NAB, is one which should be seen by all Americans.

It runs about 45 minutes, and is made up of captured 16mm and numerous shots made by combat photographers both in and out of the services.

### President On All Nets Friday From 3 to 3:30 P.M.

(Continued from Page 1)

ent stations. FDR's talk will be in the nature of a message to the armed forces, and, a report to both the servicemen and those at home, on his recent trip abroad.

President Roosevelt will speak from his Hyde Park, New York, home where he is expected to spend the Christmas holidays.

### Heads 'Language' 'March Of Dimes' Group

Arthur Simon, general manager of WPEN, Philadelphia, has been appointed chairman of the National Foreign Language Radio Division for the 1944 "March of Dimes" campaign, it was announced yesterday by Basil O'Connor, president of National Foundation for Infantile Paralysis. This is the first time the National Foundation has had a national radio drive keyed to reach the listening audience of about 200 foreign radio stations in the United States.

### Leinsdorf To Conduct

Eric Leinsdorf, conductor of the Cleveland orchestra, conducted the radio world premiere of Bohuslav Martinu's Symphony No. 2 on Sunday, over the Mutual Broadcasting System at 9:00 p.m. This composition has been dedicated by the distinguished Czech composer to the 35,000 citizens of Cleveland, who are of Czechoslovakian descent.

### FINANCIAL

(December 17, 1943)

#### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	154	153 3/8	154	- 1/8
CBS A	24 3/4	24 3/4	24 3/4	+ 3/8
CBS B	24 7/8	24	24 7/8	+ 3/8
Farnsworth T. & R	9 1/2	9 1/4	9 1/2	+ 1/8
Gen. Electric	37	36 1/2	37	+ 1/4
Philco	23 1/4	22 7/8	23 1/4	+ 1/4
RCA Common	9 5/8	9 3/8	9 1/2	+ 1/8
RCA First Pfd.	70 3/4	70 1/2	70 3/4	+ 1/8
Stewart-Warner	11 3/8	11 3/8	11 3/8	+ 3/8
Westinghouse	95 7/8	95 1/4	95 1/4	+ 3/8
Zenith Radio	34 1/8	34	34	- 1/4

#### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	9 3/4	10 3/4
WCAO (Baltimore)	20 1/2	23
WJR (Detroit)	30	



"Gee! I just remembered — WDFP Flint said to avoid unnecessary travel."

### COMING and GOING

FRITZ BLOCKI, producer, and TOM SLAR, Mutual's director of special events, are from Muscle Shoals, Ala., where they originate a special program for the Reynolds Metal Company.

WALTER PRESTON, program director of WJLA, CBS-owned outlet in Chicago, has left for home offices following a brief visit in New York.

HARRY CAMP, commercial manager of WJLA, Cleveland, and RALPH WORDEN, news editor of the station, are here for conferences with their New York representatives.

NATHAN MILSTEIN, concert violinist, returned to New York and will make an appearance later this week at the Stage Company.

J. CARSON BRANTLEY, president of the Salisbury, N. C., agency bearing his name, returned to New York for transcription work at the headquarters of NBC.

GORDON OWEN, salesman in the Chicago office of CBS Radio Sales, is in town for a few days at the headquarters of the network.

C. P. "PETE" JAEGER is back at his New York offices following a short out-of-town business trip.

OSCAR LEVANT will return to New York today to take his regular spot on the "Information Please" program. He was in Philadelphia over the week-end, where he appeared as soloist with the Philadelphia Orchestra.

EARL WRIGHTSON, baritone who during early part of this year was heard on NBC's Blue Network as well as on several programs, has returned from a six-months tour of Army and Navy bases in Australia and South Pacific.

B. B. MUSSELMAN, JR., and GEORGE SNYDER have returned to WSAN, Allentown, Pa., after having spent the latter part of the week in New York.

MARIO BERINI has returned from a four week tour of Mexico.

### A Blue-Chip Buy for \$150.00

You can "own-the-air" from midnight to 5 a.m., seven days a week, for \$150.00 . . . forty five-minute AP newscasts all night long, all through the week. Get the big Baltimore war-worker market coming and going! For the small price of \$21.40 per day! Subject to prior sale, of course.

### WITH



### IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

### WITH MIGHT BROADCASTS GALORE

For news, there's Thomas, Kaltenborn;  
For fun there's Amos, so long gone;  
For music, sweet beyond compare,  
Hear John Charles Thomas, Lucille fair,  
The best of bands and Richard Crooks;  
For laughs again there's Baby Snooks.  
For the best in '43, stay tuned to WMBG.

### NBC Richmond, Va. NBC

# Sea Committee Hearings Adjourn

(Continued from Page 1)

Miss Mercer testified regarding circumstances leading to the licensing of WGKV, Charleston. According to the testimony, Kennedy induced W. A. Carroll to form Kanawha Valley Broadcasting Corp. in 1937, when he learned that the Storer group was seeking a construction permit for a new station in Charleston. The FCC awarded the permit to the newly-formed corporation, which, according to the testimony, was actually controlled by Kennedy, who was anxious to keep competition out.

It was another year before the station began operation, at which time it went on the air from the studios of WCHS and ran for about a year at WCHS facilities.

### Operated At a Loss

Walker's questioning brought out that the station had operated at a loss during this time, with the rates for its 100 watt power only slightly lower than those for the 5,000 watt WCHS. At a later date Albert Crawford was listed as controlling stockholder of WGKV. It was at about this time that Miss Mercer left the employ of WCHS, of which she had at that time been an officer, and her testimony was thus concluded.

Miss Mercer, according to Walker, did not volunteer her testimony, come on his demand. Crawford will be heard next month.

The FCC has already designated for hearing the application for renewal of the WGKV license, having so announced last October. Issues have already been listed, including questions regarding all parties in the licensee corporation, stock distribution, options for stock, financing of the original construction, stock transfers and the general question as to whether the legal responsibility for station operation has been borne by the licensee. The date for filing of appearance by the licensee is Saturday of this week.

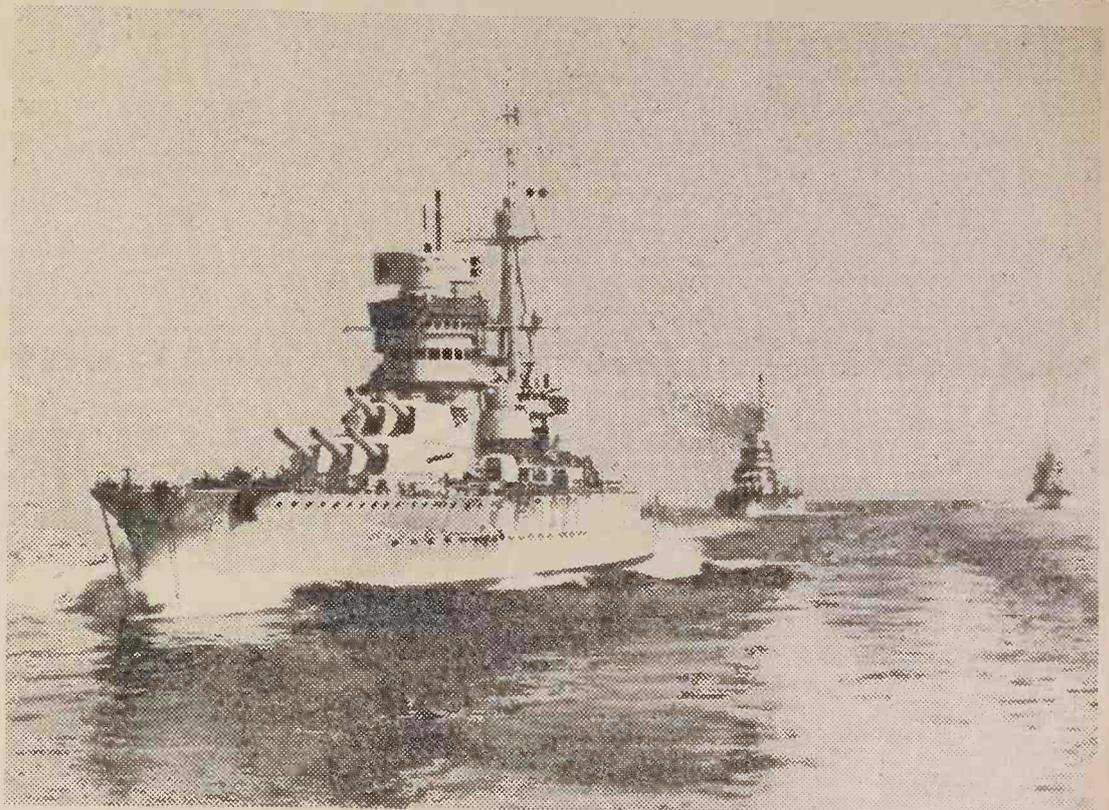
### Kate Smith Criticizes Record Show Ballotting

Throwing a verbal bombshell at the "Battle of the Songbirds," record show idea on several stations throughout the country, Kate Smith, took time out on her CBS network Saturday to criticize the sponsorship.

Arguing that contest inspired by ballotting clutters up already congested wartime mails and telephone lines, Kate asked her hearers to refrain from voting for her and recommended discontinuing the ballotting.

### E. Lazarsfeld To Speak

Paul Lazarsfeld, well-known socio-economist, director of Radio Research at Columbia University, spoke on "The Use of Socio-Economic Data in Market Research" at the regular luncheon meeting of the Market Research Council last Friday at the Yale Club.



## Surrendered...to an old radio transmitter

Italy was tottering . . . collapse of Mussolini's regime seemed imminent. But what of the Italian fleet at sea? Could something be done to bring it into an Allied harbor?

Naval commanders of the Allied forces hoped so; turned to R. Morris Pierce, chief engineer of WGAR, on leave to the OWI and stationed in the Mediterranean area. "Could terms of surrender be broadcast so all the Italian fleet would hear?" they asked.

There could be no guarantee the Italians would hear such broadcasts, Pierce advised, unless . . . unless terms might be flashed on the international distress frequency to which all ships constantly listen.

No suitable transmitter was available, but Pierce volunteered to retune an old one to a frequency on which it had never been designed to operate . . . a difficult task, even under the most favorable conditions. A few hours later, the terms of surrender were on the air!

The rest of the story is history. And, as Admiral Sir Andrew Browne Cunningham of the British navy watched the Italian fleet peacefully steam into Malta harbor, he paid tribute to Americans

and to American Radio. "They've accomplished in one day," he said, "what I've been trying to do for three years."

We of WGAR are proud that our fellow worker played such an important role in the surrender of the Italian fleet. We are proud, too, of our other men and women in the service . . . of our engineers who are working as instructors and technicians, our writers, announcers, production men, stenographers and salesmen who serve Uncle Sam . . . for these are the kind of folks who will help Radio play its part in winning the peace as it now is helping to win the war.



BASIC STATION  
COLUMBIA BROADCASTING  
SYSTEM

G. A. Richards, Pres. . . John F. Patt, Vice Pres. & Gen. Mgt  
Edward Petry & Company, Inc., National Representative

# LOS ANGELES

By RALPH WILK

IT WAS the doorway to the outer office of a theatrical agency in Durham, N. C., which turned out to have been the doorway to success for Freeman F. Gosden and Charles J. Correll. Gosden was going in, Correll was going out when the pair met. The partnership which sprang into being that day eventually resulted in the world-famous radio team, "Amos 'n' Andy."

James McKibben, radio writer, is back on the staff at KECA-KFI after having been given a medical discharge from the Army.

Lloyd Brownfield, director of press information, Columbia Pacific Network, has returned to his KNX-CBS offices at Columbia Square, Hollywood. He visited New York for conferences with George Crandall, CBS press information director, stopped over in Chicago on the return trip to visit with Shepard Chartoc, WBBM press information director.

Frank Morgan, whose tall tales are a mirth-producing feature of NBC's "Maxwell House Coffee Time," is going in for bigger and better livestock on his Hemet ranch. He has just purchased 11 of the top Aberdeen-Angus cows at the Los Angeles stockyards show and auction for breeding purposes. Another new Morgan acquisition is the grand champion Poland China bear of Illinois. Says Frank: "I'll soon have bigger and better hams than those on any sound stage in Hollywood."

Tom McAvity will produce the "Corliss Archer" program sponsored by Anchor Hocking Glass Company, which starts broadcasting over the Columbia Broadcasting System from KNX, Jan. 8. Art Baker will do the announcing. Deal set for 52 weeks was handled by the James Saphier Agency.

## Johnny Olson Joins Blue As Emcee Of Two Shows

(Continued from Page 1)

Olson has been assigned to emcee the "Swing Shift Follies" on Fridays at 10:30 p.m., and the new "On Stage Everybody" show which premieres on the Blue, Jan. 1, 11 to 11:30 p.m. Later he will introduce his "Rumpus Room" recorded show on WJZ.

# FRITZ BLOCKI

PRODUCTIONS

655 FIFTH AVENUE  
NEW YORK 22, N. Y.  
PLAZA 9-6180

# MAIN STREET



## Memos of an Innocent Bystander. . . !

● ● ● When your Ol Scoops sees more than two execs in a huddle he figures that something is up so when we spied CBS Commercial Program Manager Nick Keesely, Charles Hotchkiss, Chicago radio head of Blackett, Sample & Hummert, Producer Marx Loeb and Alan Reed, Fred Allen's gift to the Society of Executioners to Iambic Pentameter, Falstaff Openshaw, in what Red Barber would describe as "Crapshootin' formation," we ducked under an adjacent desk and listened to plans involving the preparation to audition a suitable cast for a program to be called, "Laff with Falstaff" for who else but Falstaff Beer. . . . Dick Gilbert celebrated two events Friday . . . the WHN disc-iple of platter-chatter, observed another birthday and signed a new three year pact with that station. . . . It was a most refreshing experience. . . . we mean hearing a fellow heaping praise on fellow-radio artists. . . . many another Kilocyclist would do well to forget themselves once in a while and emulate the lad we write about, Jim Waldron, NBC staff announcer. . . . Duke Ellington and his Band will start an engagement New Year's Eve at the Hotel Stevens in Chicago with three Network wires . . . Radio Actor Bill Grey's son, Ensign Warren Gruber has been reported missing with the crew of a Naval plane, patrolling our coast off the Virginia Capes. . . . The Kent-Johnson "jingle pair" have been signed by three nationally prominent manufacturers, to write jingles for their respective products to be used AFTER THE WAR. . . .



● ● ● Frank Sinatra made a hurried trip to New York yesterday from Philadelphia where he is currently larking at the Earle Theatre, to make six recordings to be used to help raise money for the National Infantile Paralysis Fund. . . . Herb Polesie will supervise the recordings which will be broadcast over about 900 stations. . . . Sinatra himself will present the moneys thus received to F.D.R. . . . We've been listening to John B. Kennedy's swell Blue Network programs lately. . . . we'd like to describe him as "the radio reporter whose tongue has a heart". . . . Janet Waldo, who brought her talents to Radio, after Hollywood couldn't "find" other than bit parts for her in horse operas, debuts as "Corliss Archer" January 8 over CBS . . . Maestro Mark Warnow, whose musical (the producer if you please) "What's Up" is a hit on Broadway, will produce a second musical comedy and has already hired Raymond Scott to write the score. . . . Scott is none other than Harry Warnow, Mark's brother . . . The theme song of the Blue Net program, "The Girl Back Home," titled, "Cheerio," is published by Shapiro-Bernstein and written by Irving Fields, the show's musical director. . . . That was very thoughtful of Art Green. . . . the WINS disc jockey, upon hearing the sad news of the death of Fats Waller, programmed a special Fats Waller Memorial program and invited as guests, Lionel Hampton, Coleman Hawkins, Art Tatum and Art Hodes. . . . tin pan alley has lost one of its favorite sons. . . . Escorts & Betty, after three years with NBC, will free-lance and will be heard as "guests" Wednesday on the "Home Front Matinee" CBS Show. . . .



● ● ● Too often, people in the public eye, are made victims of "scenes" such as occurred last week at EL Morocco. . . . in this case we are happy that Morton Downey, who was supposed to be the Fall Guy took care (but good) of the heckler. . . . artists are in a tough spot. . . . if they do not allow themselves to become involved in fights, they are branded as "yellow" . . . if they defend themselves, they receive, in most cases, injurious publicity. . . . Peggy Marshall whose quartette has been featured on numerous network programs, is seeking boys and girls for a new vocal group. . . . contact her at Havemeyer 3-9526. . . . Kirby Cushing commentator on WNEW, joins the U. S. Marines, Wednesday.

— Remember Pearl Harbor —



# SINATRA sings his greatest song . . . . . THE MUSIC STOPPED

Music by JIMMY McHUGH  
Lyric by HAROLD ADAMSON  
In RKO's First Musical of the New Year "HIGHER & HIGHER"

ROBBINS MUSIC CORPORATION • New York • Murray Baker, Prof. Mar

# THE WEEK IN RADIO

## W-W Hearings Close

(Continued from Page 1)

draft of Section 315 of the Communications Act. Suggested revision would still hold licensees liable for statements made by them or their employees, though not for those made by speakers over whom they have no power of censorship.

Proposition was voiced by Fly to delete provisions of the W-W bill, particularly to requirements for hearings on new applications, which, he indicated, would hinder the public in securing FM and tele services during the post-war period. The FCC chairman charged that NBC prexy Trammell had deliberately ignored FM in his testimony before the committee, emphasizing the importance of tele because RCA holds such a dominant position in the sight-and-sound field, while Maj. Edwin H. Clegg has strong controls the key patents in the field.

Chairman Burton K. Wheeler stated that, regardless of all the talk of radio enterprise, some regulation is necessary. In response to Wheeler's questioning, Fly asserted that the Army and Navy have actually used very little of the equipment reserved for them by the equipment freeze in the last year. Recent moves by the FCC in commission to permit low-power broadcasting in areas inadequately served and to allow power boosts, he said, were decided upon because of the failure of the military to use this equipment.

In earlier testimony the past week, he charged that the NAB and two radio networks tried intentionally to mislead the industry, Congress and the press in promulgating an "absurd" interpretation of the Supreme Court decision on the network rules. The FCC also heard a plea for legislation to prevent the killing of foreign-language programs from Luigi Monti, president of the Italian-American Labor Council and secretary of ILGWU Local 89.

The development of tele and radio new services in the post-war period was predicted before the ICC by B. Hanson, NBC vice-president and chief engineer.

The Nation's capital also came to realize that the FCC has given its approval to future three-year licensing of standard broadcasters instead of the present two-year period. Probe

of license matters affecting 14 stations was promised by Eugene L. Garey, counsel to the Lea committee investigating the FCC.

Radio was urged to join medical interests in a national organization for effective promotion of public health education over the air at the annual Health Education Conference of the New York Academy of Medicine. Industry speakers included Willard D. Egolf, assistant to the president of NAB. Egolf disclosed that the four major nets originated 902 public-health programs during the past year and at least 137 outlets carried regular programs of the same nature, according to a special NAB survey made for the Conference.

**Miscellany:** Ascap's gross collections for the fourth quarter of 1943 were estimated at about \$1,400,000, general manager John G. Paine reported to the board of directors. . . . Bob Hope and Fibber McGee and Molly placed first and second, respectively, in the Hooper "national" program ratings for the first week in December. . . . Harold V. Hough, general manager of KGKO, Fort Worth, was named a board member of the Blue Network. . . . Vincent C. Callahan resigned as advertising, radio and press head for the Treasury's War Finance Division in Washington.

Liberalized news censorship was announced by Censorship Director Byron Price through revision of the code of wartime practices. . . . George P. Ludlan, chief of the special assignments division of the OWI radio bureau, has added the duties of deputy chief in charge of the New York office of the bureau, succeeding Merritt Barnum, who is expected to return to Ruthrauff & Ryan about the first of the year. . . . "Fats" Waller, Negro hot-jazz pianist frequently heard over the air, was found dead on an eastbound train at Kansas City.



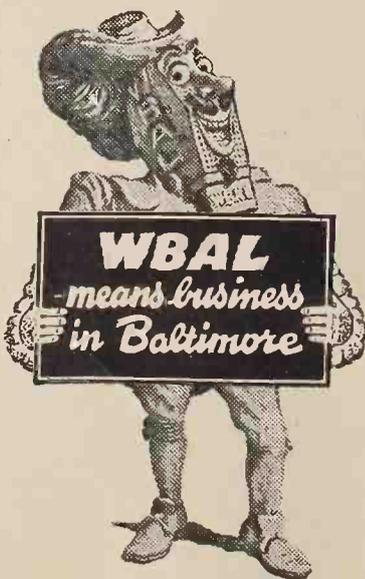
**ALL OVER AMERICA**

**PEOPLE ARE LISTENING TO**

**FULTON LEWIS, JR.**

From Maine's woodsmen to California's cuties; from Florida's fishermen to Montana's ranchmen . . . everybody, from helper to executive, listens every night to the authoritative voice of Mutual's ace reporter . . . Fulton Lewis, Jr. Indicative of his popularity are the reports of successful campaigns for advertisers sponsoring Fulton Lewis, Jr. He is currently sponsored on more than 160 stations . . . selling merchandise, selling good will, for every one of his many sponsors.

*Fulton Lewis, Jr.'s name is one with which any sponsor would be proud to have his product linked. Sell him at your one-time quarter hour rate per week . . . Wire, phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C. . . . TODAY!*



Edward Potry & Co., National Representative

50 WATTS 1330 KILOCYCLES

**WEVD**

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

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

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

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

## Fly Recommends Fines Instead of Revocations

(Continued from Page 1)

as proposed by Fly is as follows:

"(B). In any case where the Commission, pursuant to sub-section (A) hereof, is authorized to revoke a license, the Commission may, in lieu of revocation, after notice and hearing as prescribed by Section 312 (A), order the licensee to forfeit to the United States the sum of \$500 for each and every day during which the Commission finds that each and every offense set forth in the notice of hearing occurs, or such lesser sum as the Commission may find appropriate in light of all the facts and circumstances of the particular case. Any forfeiture ordered by the Commission under the provisions of this sub-section shall be paid by such licensee to the Treasury of the United States within 30 days after the order of the Commission becomes final, and if not so paid, the license shall be deemed revoked and shall be surrendered forthwith by the licensee unless within said 30 days the licensee shall file a suit in accordance with the provisions of Section 402 (A) hereof to enjoin, set aside, annul or suspend the order of the Commission assessing the forfeiture. If the order of the Commission is sustained, the forfeiture as ordered by the Commission shall, together with interest thereon, be paid into the Treasury of the United States within 30 days after the order of the court becomes final."

Fly called also for FCC authority in the event of stock transfers involving more than 20 per cent ownership offering an amendment to Section 310 (B) which would require FCC approval for such transfer.

## Listening Audience Growing, Report Reveals

Average of radio sets-in-use shows an increase of about 5 per cent over November evenings, with the average placed at 31.7 per cent according to the mid-December ratings report issued by C. E. Hooper. Sunday evening continues to attract the most listeners with a 38.1 per cent of sets in use as against Saturday evening which is placed at 27.7. Monday evening reveals an average of 33.0 with Tuesday at 31.6; Wednesday, 31.3; Thursday, 30.7 and Friday 29.0.

Contrasted with June 15, 1943 figures the average is 27.4 on Sunday scaling down to 19.7 on Saturday night. The low figure over the summer months seems to be during the latter part of July and into August. From August 30, the gain in sets in use is consistent coming up from 21.4 on July 15 (Sunday evening) and the Saturday night low of 17.0 was reached August 15. Since then the gains have been mounting each week.

During the past month coincidental with the additional sets in use, average ratings for programs went up 3 per cent.

## PROGRAM REVIEWS

### "STAR FOR A NIGHT"

Adam Hat Co.

WJZ-Blue network Wed. 10:30-11 p.m. EWT.  
Glickman Advt. Co.

### NEW AMATEUR TYPE SHOW AWAY TO WEAK START.

Adam Hats inaugurated its new program Wednesday night using the amateur angle, a professional artist as guest star and as "Paymaster of Ceremonies," Paul Douglass. Amateurs are selected from the audience and given an opportunity to emote, sing opera or otherwise do a bit to organ accompaniment, meanwhile playing opposite the guest star. Program is reminiscent of the one Haven MacQuarrie used to do in selecting amateur dramatic talent a few years ago. In this case however, the winner, gets \$1001, the extra buck being for income tax or something.

Wendy Barrie, the guest star did nicely as far as she was concerned and at least one woman among the amateurs also did very well. Final amateur was a member of the Navy who hardly uttered a squeak loud enough for the radio audience to hear him, and it must have been equally surprising to the listeners when the "paymaster" awarded him the \$1001 prize. Some of the other contestants received some small fee, at least it sounded as if they did. The sailor was supposed to "tear Carmen apart," but if there was any "opera," nobody would believe it.

The going was anything but smooth, throughout the effort at comedy was forced and unnatural, making the entertainment value fairly nil. According to the talk coming over the air, someone would now and then scale an Adam (6¾) into the balcony of the theater. Scramble must have helped the hat a great deal. On another occasion it seemed someone placed an Adam on the sailor's head for a moment and if such was the case it was a most unusual case of bad taste, let alone a breach of service regulations.

Sponsor undoubtedly believed he was going easy on the commercials. Whenever a make-believe effort at doing a plug cropped up, Douglass would yell, "no commercials etc." However there was certainly no lack of collateral advertising on the air. Truth of the matter seems to be poor production job and the handling as a

### Gaxton Gets New Show On CBS Net Starts Dec. 27

"Broadway Showtime," starring William Gaxton, and sponsored by P. Ballantine & Sons, will premiere on CBS on Monday, Dec. 27, at 10:30 p.m. Each week a streamlined version of a popular stage musicale will be presented featuring a guest girl singer. Johnny Morgan, comedian, has been signed for the first series of musicals. Jay Blackton, musical director of "Oklahoma" will direct the orchestra and chorus.

### "RED ROBIN PLAYHOUSE"

Sustaining

WNEW, New York  
9:30-10 a.m. EWT

Narrator: Sidney Berry  
Writer: Joan Dillon

### GOOD STUFF.

Here is a show which demonstrates what an indie can do with a narrow budget, a good continuity writer, a versatile narrator and a few disks. "Red Robin Playhouse" is WNEW's first venture into the juvenile field, and it promises to be a highly successful one. Format of the show is simple and the idea—story telling—is by no means unique, but the presentation makes it a highly entertaining program for both grownups and kids, and if future performances maintain the standard set by the initial production, there'll soon be many a dial turned to 1130 for a pleasant half hour at the Sunday breakfast table.

Sunday's offering was the story of "Pinocchio." Continuity was compact and lively and excellently narrated. Story was interspersed with music—songs from the sound track of the Disney picture. The charming tunes and refreshing voices were skillfully blended into the narrative and the result was a rich, distinctive production, differing greatly from the average gruel of feeble fables fed to kids via airwaves. The Disney records were, of course, an important factor in the effectiveness of the show, and next week's bill, "Dumbo," should prove just as entertaining.

The programs, however, will not be limited to filmed stories. Plan is to use all types of tales for which appropriate recorded music is available. This is a big order, as the Disney disks provide a perfect setup and there is probably not much music which can be adapted as easily. The task is not an impossible one, and the effort and ingenuity already displayed will no doubt carry through to produce many more successful shows.

whole sounded as amateurish as the poorest contestant. Less attention to the balcony and more to the listeners would help plus, of course, a smarter type of production. Then Ritz theater and radio after all, isn't Madison Square Garden. The influence seems to stick.

### Farnsworth Corporation Reports Profit Past 6 Mos.

Reporting a profit of \$513,814 for the six months ending Oct. 31, 1943, The Farnsworth Television and Radio Corp. gave as its current assets, as of Oct. 31, 1943, the figure; \$12,606,611. Current liabilities were \$9,056,306, leaving a working capital of \$3,550,305 compared with an adjusted working capital of \$2,988,874 on April 30, 1943. For the like period of the preceding fiscal year, the company reported a net profit of \$779,022.

## NEW BUSINESSES

WOV, New York: Southern Cement Co., through Tracy Locke Dawson, N. Y., 15-min. programs, 78 times; True Story Magazine, through Raymond Spector, N. Y., five-min. programs, 13 times; Paramount Macaroni, through J. Franklin Viola, N. Y., 15-hour programs, 312 times; Andy Products, through Chambers & Howell, Boston, Mass., 30-second as 156 times; Etna Food Products, 10-min. programs, 78 times; La Perla Products, through Filco, Passaic, N. J., half-hour programs, 312 times; La Perla Products, through Filco Adv., Passaic, N. J., 15-min. programs, 312 times; Buitoni Products, through Vinti Adv., N. Y., 15-min. programs, 312 times; Buitoni Products, through Vinti Adv., N. Y., 10-min. programs, 312 times; Buitoni Products, through Vinti Adv., N. Y., 15-min. programs, 312 times; R. Lom & Co., 15-min. programs, 312 times; direct, Pastene & Co. (Coffee), through Ausonia Adv., N. Y., 15-min. programs, 312 times; Pastene & Co. (Coffee), through Ausonia Adv., N. Y., 15-second anns., 3224 times; B. Oil, through Commercial Radio, N. Y., 15-min. programs, 312 times; Packing Co., through Commercial Radio, N. Y., 15-min. programs, 312 times; Kranks Shave Kreem, through Arthur Meyerhoff, Chicago, Ill., 15-min. programs, 78 times.

### Bill Lewis Is Named V.P. Of Amer. (FM)

(Continued from Page 1)

are: Carlyle A. Bethel, Walter Damm, Eric V. Hay, John Shepard III, Harry Stone and O. L. Taylor. New board in turn elected John Shepard III, as president; Walter Damm, vice-president and Robert secretary and treasurer.

Among other action, the stockholders voted to renew the American work's application for a construction permit for an FM station in the New York market. Also the group voted to apply for CP's in Los Angeles and Chicago markets.

Seven new membership applications in the network were accepted and will be announced as soon as contracts are executed. These will increase to 20, the number of markets in which the FM network will be represented.

Lewis has just returned from a tour of several weeks, through the Midwest and Middle West, where he interviewed broadcasters, public opinion and typical listeners as part of a survey to evaluate the present radio program service and report his findings to CBS. He leaves shortly for the South and later the Southwest, Mountain States and the Coast to complete his work for CBS.

### Stork News

Mankato, Minn. — J. Richard Loughrin, program director of KY, father of a baby boy.

**TELE TOPICS**

**Spectrum Beat**

NBC is planning to reopen its pre-war tele studios... Allen B. DuMont told your topicker the other day that he was already enlarging radio facilities to about ten times present size... McGraw-Hill is publishing "A Primer of Electronics," a new volume of fundamentals by Caverly, out about Dec. 29... It was mighty nice of GE to install a tele receiver in the service-lounge of New York's Grand Central Terminal... Program schedules are listed daily beside the set, which is more than we civilians get from the newspapers... In Gotham City, "New York Times" has a Sunday page, and there's little more.

Gerold Cock, former head of BBC in London and now Pacific Coast representative for the British Government web, off to London for talks on post-war tele plans... Gerold Cock, executive vice-pres of N. W. & Son, Inc., en route to New York from the British capital, where he looked into BBC tele... What's about NAB engineering director and Frazier escorting a bevy of names to the American Television Society's workshop meeting tomorrow night at the Capitol Hotel, New York... Story is that the girls are in the Broadcasters' Association week technical course at the RCA studios and are being shown around part of their schooling to replace power drafted by the military.

West Coast tele achievement will be given by the United States radio show tentatively set for Sunday, Jan. 23, over the Columbia Pacific Network... Events mark the kind of a record, we are told, commercial air show to give and sound a boost... Tele news commentator Sam Cuff has been appointed general sales manager for the division of the Allen B. DuMont stories... He will direct sales division on receivers, transmitters and sales for the company's out-of-NBC scheduled another live program from Madison Square Garden Saturday, beaming a double-card of collegiate basketball.

Swarth Television has registered a net profit of \$513,814 for the fourth period ended Oct. 31, as compared with the corresponding period of the preceding fiscal year... phone-in tele variety show was broadcast for the third time on GE WRGB, Schenectady, last Friday... Audience called in on a direct studio for encores, enabling the reviewer with a phone near his ear as well as hear the person at the other end of the line... CBS believed the tension of the last week Thursday by projecting the chapter of the oldie film serial, "Scotland Yard," which fin-

**Network Christmas Programs To Originate Here And Abroad**

(Continued from Page 1)

which American servicemen will also be heard.

Scores of programs on the major networks, sustaining and commercial, will devote one or more broadcasts to the holiday spirit. Scores of other programs have been especially arranged, particularly those of religious significance and nothing has been spared along these lines. Hardly a commercial program on the air will forego at least one show devoted to the traditional spirit of the holiday season or Christmas Eve.

**Three Hours On NBC**

Going all out, without stint as to facilities or expense, will be NBC's three-hour program on Christmas Day, 2-5 p.m., EWT which will take the season's messages and music to the homes in the U. S. and to all battlefronts where American soldiers and sailors are engaged. The network's news and special events department is preparing the longest and most complete Christmas Day program in NBC's history, calling in reporters from the four corners of the world to introduce members of the armed forces and civilians who will send messages, songs and cheer to those at home. From Bethlehem, at the Church of the Nativity, will come a special pickup as one phase of the program; Robert St. John, commentator, will emcee the program from New York. He will introduce Niles Trammell, NBC president and there will follow, pickups from Algiers, Guadalcanal, Iceland, Alaska, England, Stockholm, Panama, Honolulu, Chungking San Juan and many other points in this country. Conditions permitting, it is also planned to broadcast a message from Pope Pius Friday, Dec. 24, 7:15 a.m. EWT from the Vatican, and part of the Mass he will celebrate on the same day at 6:40 p.m.

**CBS To Have Elgin Show**

CBS will have a two-hour program similar to that of Thanksgiving Day, sponsored by Elgin National Watch Co. at 4-6 p.m., EWT. Among those in the cast will be: Jack Benny, Bob Hope, Bing Crosby, Aida Kuznetsoff, Judy Garland, Lena Horne, Cass

ally revealed the identity of the Scorpion, featured heavy.

At the American Marketing Association luncheon in Gotham the past week, Ira A. Hirschmann, vice-pres of Bloomingdale's department store and Metropolitan Television, Inc., indicated that, despite the coming of television, newspapers still represented the most economical form of direct advertising for department stores... In that case, wagged an imish observer to this pillar, why are Bloomingdale's and Abraham & Straus—an affiliated store in Brooklyn—laying plans for building a tele station and not starting a newspaper?... Is that buzzing among tele enthusiasts being caused by CBS tele manager Worthington C. Miner's article in the December issue of "Electronics" mag?

Daley, Carmen Miranda, The Revuers, The Charioteers and Henry Busse's orchestra. Robert Young, will again be master of ceremonies; Ken Carpenter will repeat as announcer. Apart from this program, over 50 CBS sustaining programs will have Christmas fare, not to mention the many commercial shows doing the same.

**Service Officers On Blue**

Blue Network's schedule will include U. S. Army and Navy commanders in the European theater of operations as part of the Christmas Day program, 10:15-11:30 a.m., EWT. Fifteen minutes of the big show will be allotted to this theater, and it will include statements by Lt. General Jacob L. Devers, Lt. General Ira C. Eaker, and Admiral Harold R. Stark. In addition, there will be a two-way broadcast between members of the armed forces in London and their families in New York.

Mutual Broadcasting System has already announced many special Christmas programs (RADIO DAILY Dec. 14). The schedule includes pageantry of religious songs under the direction of Father Finn. of St. Xavier Church in Chicago. Also services from the Percy Jones Hospital which will include a large orchestra and guest stars visiting the servicemen's institution; also on the Friday Dec. 24 Christmas Eve Mass from St. Patrick's Cathedral in New York. Three Christmas Day features will include one from the Walter Reed Hospital in Washington. Series of programs from Honolulu entitled, "Honolulu Xmas Show," are on the schedule for the network. In all Mutual will have over 25 special holiday programs

**Amos 'n' Andy Scheduled**

Many of the best known commercial programs will come through with an annual tribute, thus Amos 'n' Andy doing their interpretation of "the Lord's Prayer," on their Christmas Eve program. This Yuletide show will be the third successive year they have offered their homespun version. Not a few shows which are on weekly, such as a Sunday, did their Christmas program yesterday, including the Andre Kostelanetz Coca-Cola program. This was typical on all networks and local shows which are heard on Sundays only, and on mid-week shows which also anticipated the holidays in their scripts.

**Comedy Included**

Comedy programs also found ways of working in the holiday note without sacrificing dignity. Yesterday Jack Benny's holiday thoughts were: "What am I going to get, and what don't I have to give." Charlie McCarthy quipped: "Bergen's a good guy at heart; especially this time of the year... I hope." Phil Spitalny and his all-girl orchestra contributed traditional music, with Evelyn arranging a series of musical brides for the violin. Fred Waring, this entire week, on NBC is another example, devoting all pro-

**Miller In MBS Report Sees \$14,000,000 Biz**

(Continued from Page 1)

the report shows that in the first 10 months of the year, Mutual had 1,468 programs totaling 641 hours and 49 minutes devoted to the war effort. In this connection, Mutual in cooperation with the War Department, transmitted 305 Army programs. In cooperation with the Navy, the network had 298 Navy programs and 75 war bond shows. Other govt. agencies also availed themselves of Mutual facilities as well as public agencies. These programs are broken down as follows: War Production Board, 41 programs; Federal Security Agency, 33; Red Cross, 27; War Manpower Commission, 20; OWI 17 programs; Chamber of Commerce, 9; American Legion, 5; Maritime Commission, 3; Dept. of Agriculture, 2, and Dept. of Interior, 3.

**News Coverage Complete**

Complete coverage of the news at home and abroad was handled by Mutual's news commentators in the U. S., its own corps of overseas reporters and the far-flung staff of foreign correspondents of the Christian Science Monitor. During 1943 Mutual averaged 76 individual news commentaries a week, the booklet of Mutual reveals.

Heads of state, other world figures were heard over Mutual in 1943, with President Roosevelt topping the list of dignitaries. He spoke on 17 separate occasions, consuming six hours and four minutes.

In 1943, the booklet further reveals, Mutual added 15 more affiliated stations, effected a new standard contract plan for stations, and became affiliated with the 36 station hookup Radio Mil of Mexico, insuring a regular exchange of broadcasting programs between the two good neighbor nations. Mutual's hookup now totals 211 stations in the U. S., Canada and Hawaii.

To maintain a 365-day a year program operation, requiring 5,824 hours of broadcast time, the Mutual network, in 1943, greatly expanded its programming facilities. The network organized a Program Operating Board, comprised of program heads of five key member stations. Its prime function is to analyze program problems, take active steps to solve them.

**Aired 168 Sporting Events**

New public service features like the Cleveland orchestra, the University of Chicago's "Human Adventure," and new sponsored programs featuring Gracie Fields, Xavier Cugat, Fulton Oursler, Julia Sanderson, "Superman," A. L. Alexander's Mediation Board, and The Good Will Hour, complemented veteran Mutual shows of long standing.

Mutual aired 168 sporting events in 1943, including exclusive coverage of the baseball world series, the all-star baseball game, and top-flight boxing bouts staged by Mike Jacobs.

grams to favorite Christmas music selected by men in the armed forces.

★ ★ ★ COAST - T O - COAST ★ ★ ★

— PENNSYLVANIA —

PHILADELPHIA—New program at WPEN Monday through Saturday, 9 to 11 am., is "Vogues in Rhythm." Emcee Fred Darwin plays a "mystery tune" three times during the program and each day records are awarded to each of 12 letter-writers who identify the melody... Madelys Hudome, secretary to WPEN program director Lou London, was married to Corporal Robert W. Roberts, 513th Paratroop Infantry. Cpl. Roberts was formerly a WPEN announcer... Jim Hendrix is the newest addition to the WPEN announcing staff... Back on the air again over WPEN is "The Parisian Tailors Colored Kiddies Hour"; Sundays 1 to 1:30 p.m. Birthplace of such stars as the Nicholas Brothers and Stump and Stumpy, the program offers every colored child a chance to show his wares to a big audience.

— CONNECTICUT —

BRIDGEPORT—Shirley Flynn, former dramatic star of many WICC sketches, is now a freshman at Colby College, in Maine and has recently been elected president of her class... Alma Dettinger, of WICC, convalescing at home from the grippe and Bobby Maguire, son of News Editor Maguire, recuperating from an appendix operation... The Girl Scouts, Bridgeport Area Council, will present a special Christmas program over WICC Tuesday, Dec. 21, 7:30 p.m., directed by Florence Ballou Robinson.

— NEW YORK —

NEW YORK CITY—Cantor Boris Feldman; Jonathan Margolies, comedy star of the Jewish theater; and the Sunshine Sisters, Livia and Sue, will comprise the next WBNX program to be transcribed and sent overseas, to all bases, for Jewish service men. These programs, produced and directed by Abe Lyman, are heard every Thursday on WBNX at 4:30 p.m. and are put on records at the request of Chaplain Norman Siegel, U. S. Army, stationed in the Central Pacific... A special program under the auspices of the Christian Science Committee on Publication titled "Well Loved Hymns" will be featured on WHN Christmas Day from 2:30 to 3 p.m. Fred Bethel will be producer and narrator.

— WEST VIRGINIA —

FAIRMONT—Neil Shreve, sports observer and Thomas O'Malley Moore, studio engineer of WMMN, are now Pvt. Neil Shreve and Apprentice Seaman T. O. Moore, respectively... The WMMN control room staff has been brightened by the addition of Miss Dorothy Conley.

— OHIO —

CINCINNATI—Two veteran WLW musicians who played with the late "Fats" Waller are William Stoess, musical conductor, and Keith Wilderson... The WLW Mail Bag Club has opened its craft shop in the lobby of Crosley Square for the Christmas season. Hundreds of articles made by handicapped Club members are on sale with proceeds going to the makers of the articles... Arthur Reilly, WLW commentator, will speak to the members of the Armed Forces stationed at Lunken Airport this week... M. F. "Chick" Allison, WLW promotion director, away from his desk battling a siege of influenza.

— CALIFORNIA —

INGLEWOOD—Dean Cell, formerly with the Robt. Hadley Co., Los Angeles transformer manufacturers, joins the technical force of the Universal Microphone Co. He is the recent recipient of a B. S. degree in radio engineering awarded him by the Radio Institute of California... Jerry Kane, formerly in the research laboratories of the Turner Co., Cedar Rapids, Iowa, has joined the staff of the Universal Microphone Co., as electro-acoustic engineer. He will be assigned to design in current war microphone production, as well as the post-war planning division.

— FLORIDA —

MIAMI—A new program titled "Dream Buster" with Jack Ellsworth and John Harvey at the mike is heard over WIOD each Friday morning. The two announcers broadcast from a grill in the Miami Daily News Tower and everyone who comes in for an early morning breakfast gets a chance to sing on the air... Members of the staff of WIOD are contributing time to the advancement of Miami's civic affairs. Jim LeGate, general manager, is serving on the board of directors of the Better Business Division of the

Miami Chamber of Commerce; Bob Fidler, program director, is chairman of the radio committee of the Red Cross disaster relief chapter; June Cotton, women's commentator, does her stint as chairman of the radio committee of the Dade County defense council, and Frank Mallants, promotion manager, is a member of Angler's Inc., sponsors of the annual Miami fishing tournaments.

— MISSOURI —

ST. LOUIS—Five of the six best-known radio personalities are KWK performers. In a recent survey during which 500 "man-on-the-street" interviews were made, six St. Louis radio personalities led by a very wide margin. Of these six leaders, say KWK spokesmen, five are heard over KWK... In a presentation made by Ed Brands, editor of the Sporting News, national sports newspaper, KWK's Johnnie O'Hara was awarded the Sporting News trophy as the top baseball announcer of 1943... Returned from a few days of pheasant shooting near Arlington, South Dakota, is KWK prey, Robert T. Convey. He reports that all members of his party bagged the limit.

— MASSACHUSETTS —

SPRINGFIELD—The Whalen Jewelry store has renewed its program time on WSPR with a new show titled "Springfield Heroes in Action." Bob Jones writes and narrates the show which is heard each Thursday at 6:30 p.m.... "Over the Back Fence" is the program title of a new weekly series over WSPR. Aired each Tuesday at 6:30 p.m., the program consists of frank and detailed discussions on matters of local significance.

— TEXAS —

SAN ANTONIO—"Weekly Report From Washington" is the title of a quarter hour weekly program aired over KTSA each Tuesday. Program features Congressman Paul J. Kilday of San Antonio, who through a recorded transcription

reports the week's happenings in the nation's capital to his constituent at home... Peggy Banfield is the newcomer to KABC taking over duties as receptionist... John W. Scott, KABC news chief, is being sponsored the times weekly for a quarter hour... Mrs. Bohnets Bakery... Handy... Stores, local group of grocery outlets is the sponsor of a new full hour program featuring Alec Chesser; Thursdays 10:30 to 11 p.m. CWT. Program features music, news, sports, and various items of interest to shoppers and homemakers... "Women and Wings," a program dedicated to the "daughters of the corps," will salute towns near San Antonio each day on a series to be aired over KTSA from 10:15 to 10:30 a.m. each day through Friday.

— WASHINGTON —

YAKIMA—Dale Smith, 21-year-old KIT announcer, was in the Navy three years, participated in 10 major battles and is a veteran news announcer besides... Chuck Foster, former KIT chief announcer, got Army Air Force Wings not long ago... Lt. R. Lee Black, former Sales Promotion Manager, received to Geraldine Elliott, singer, with the Quartermaster Corps in New York... Sgt. Clarence Lemml, former KIT Staff Announcer, is with the Army Motion Picture Unit at Culver City, California... Peter Wilcox-KIT news chief, now with Navy, is recruiting in Montana... Arch Hill, former KFI announcer, stationed in Yakima with the Army Air Force.

Wanted—Producer

Permanent position available with 50,000 Watt Mid-West Station. State age, scholastic background, experience, draft classification and salary expected.

RADIO DAILY, Box 782, 1501 Broadway, New York, 18, N. Y.



- December 20
Harold Anderson Carol Bowers
Ted Fiorito Hal Gordon
Jeanne Harrison Al Kanner
Irving Lehrer Joseph Littau
Cheri McKay Bob Prescott
Patti Pickens Marion Talley

Buying Time IS ONLY Half the Picture
The other, and most important half, is buying time on the RIGHT STATION... the station that will do the biggest job for you!
In Baltimore, it's WCBM
BALTIMORE'S Blue Network Outlet
JOHN ELMER President GEORGE ROEDER Gen. Mgr.
FREE & PETERS, Inc. Nat'l Representatives

W QUESTION

X How much longer will WQXR's Washington commentator Estelle Sternberger be available for sponsorship?

ANSWER: Not much longer!

New York's more discriminating listeners are beginning to depend on STERNBERGER for a real understanding of what goes on at "THE WASHINGTON FRONT." (They're discriminating buyers, too!)

Catch her program - 10 min. Mon. through Fri., 5:15 P.M. Then inquire about inexpensive sponsorship now open!

730 Fifth Ave., New York 19, N. Y. Circle 5-5566



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



PL. 25, NO. 54

NEW YORK, N. Y., TUESDAY, DECEMBER 21, 1943

TEN CENTS

## AFM Files Disk Brief

### Print-Strike In Capital; Local News Via Radio

Washington Bureau, RADIO DAILY  
Washington — Washington broadcasters yesterday shifted their news emphasis to concentrate on local coverage, stepping in to keep the population of the Capital informed despite absence of newspapers. Printshop employees of the four dailies went on strike yesterday, with no news appearing except 10-page bulletin of the "Post" and the "Times-Herald." Negotiations went on all day yesterday, with settlement in sight this evening.

Although the city's network affiliates (Continued on Page 5)

### Mackaye Leaves AFRA for Coast Agency Berth

Los Angeles—Personnel shift at J. Edgar Thompson Co.'s Hollywood office has brought in Fred Mackaye, AFRA head, as agency producer for the Lux Radio Theater effective first of the year. Mackaye will take over duties of Sanford Barnett, who moves in as scripter to replace George Wells, resigned. After a nine-month stint authoring the Lux shows, Mackaye leaves Jan. 1 to begin a writing (Continued on Page 2)

### Appoints Hottel to New Post In London

Richard C. Hottel, former UP man in Berlin and recently with the OWI's psychological warfare division in London, joins Columbia news staff in the British capital, according to Paul White, the network's director of news broadcasts; (Continued on Page 5)

### Hot News

Yesterday morning a group of Bolivian army officers were being shown through NBC's offices and studios, including the news room. There were numerous tickers were buzzing. One of the guides tore a sheet off the UP wire and showed it to the visitors. The interpreter translated it and the amazed officers heard of the revolution and new Bolivian regime!

**Cultural Note**  
Cincinnati — Ten thousand hill billy fans filed through the doors of Cincinnati's Music Hall Sunday at WKRC's old time fiddlin' contest. Fiddling Red Herron of the WKRC staff out-fiddled Natchez McMichen and seven other fiddling contestants for the grand prize, Ramblin' Red Foley and Little Eva of WLS added class to the show.

### Radio Commentators Decry Over-Optimism

Double-barrelled warning against over-optimism in thinking the war will be over within a comparatively short time, was sounded yesterday by both Merrill Mueller, one of NBC's top-flight correspondents who has just returned from the Mediterranean war zone, and H. V. Kaltenborn, who unexpectedly arrived back from the South Pacific. Mueller was guest of honor at a luncheon in his behalf (Continued on Page 3)

### Disputes W-W Testimony Re 'Catholic Hour' Shift

Edward J. Heffron, executive secretary of the National Council of Catholic men, in a letter to Burton K. Wheeler, chairman of the Senate committee which conducted hearings on the White-Wheeler bill, takes issue with the testimony reported as heard during last Thursday's session and which, said Heffron, might give the (Continued on Page 2)

## Armed Forces Radio Service To Beam Xmas Show Abroad

### WOR Record Show Poll Announces Contest Results

After 16 weeks of recording playing, Steve Ellis of WOR's "Moonlight Saving Time" announced the results of his "Battle of Songs" contest. Judy Garland was first under the female classification; Bing Crosby, first in the male category and "Ink Spots" were the winner in the singing com- (Continued on Page 2)

## Cites Five Main Points In Its Fight To Obtain Direct Payment To Union From Two Recording Firms

### RCA Employee Party Via Closed Circuit Net

RCA will bring together more than 30,000 war workers for a Christmas party Thursday from its five plants in the East and Midwest via a special closed-circuit network. Program, lasting 15 minutes, will be carried over the internal broadcasting system in each factory and will be hosted by David Sarnoff, president of the company. Entertainment in- (Continued on Page 5)

### McCann-Erickson Elect New 'V.P.'s And Directors

Election of five new vice-presidents and four new board members was announced yesterday by McCann-Erickson, Inc. Those elected vice-presidents were: W. E. McKeachie, Creative Director; (Continued on Page 2)

### Mutual Will Broadcast President's Address Twice

FDR's Christmas Eve broadcast will be heard twice over Mutual. The President's speech, which will be carried by all the nets and many independent outlets from 3 to 3:30 p.m., (Continued on Page 2)

American Federation of Musicians yesterday, through attorneys Joseph A. Padway and Henry A. Friedman, submitted the AFM brief to the War Labor Board, the brief taking the position that the only companies now before the WLB Panel are RCA Victor and Columbia Recording Corp.; that these two organizations have the same opportunity to sign an agreement, but refuse; that their only basis for not signing is that they reject the principle of direct payments to the union, and that the companies are seeking to invalidate the agreements already in effect between the AFM (Continued on Page 6)

## Canadian Indies Seek Network Tieup

Calgary—Representatives of privately owned radio stations have suggested to Rene Morin, KC, chairman of the board of governors of CBC that they be given representation on the governing body of the second na- (Continued on Page 6)

## Red Barber Honored; Heads Brooklyn Red Cross

Red Barber, nationally known baseball announcer, has accepted the chairmanship of the Brooklyn Chapter 1944 Red Cross War fund, it was announced yesterday by John P. Ste- (Continued on Page 2)

**Overseas Sponsoring**  
Sydney—First American motion picture producer to use radio in Australia is Twentieth Century-Fox. Producer using a half-hour Sunday nights on 2KY to plug the company's products at the Empire, Regent, Plaza and Century. Programs designed to attract American servicemen on leave here from various South Pacific war fronts.

Washington Bureau, RADIO DAILY  
Washington—Supplementing the extensive Christmas shows planned by the networks, many of which will be shortwaved overseas, the Armed Forces Radio Service is transcribing for the fighting men abroad special programs featuring star talent and name bands. Complete coverage of all overseas military and naval personnel is assured, with shortwave beamings from this Continent, as well as (Continued on Page 3)



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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# FINANCIAL

(Monday, December 20)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	154 7/8	154 1/8	154 3/4	+ 1/2
CBS A	25 1/2	25	25 1/2	+ 3/4
CBS B	25 1/8	24 3/4	25	+ 1/8
Farnsworth T. & R.	95	92 1/2	95	+ 2 1/2
Gen. Electric	37 1/2	37 1/8	37 1/4	+ 1/8
Philco	24 1/2	24	24 1/2	+ 1/2
RCA Common	93 1/4	91 1/4	95 1/2	+ 3/4
RCA First Pfd	70 3/4	70 3/8	70 3/8	- 1/8
Stewart-Warner	11 1/2	11 1/4	11 1/4	- 1/8
Westinghouse	95 7/8	95 1/8	95 5/8	- 1/8
Zenith Radio	34 1/2	34 1/8	34 1/2	+ 1/8

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20	23

## 20 YEARS AGO TODAY

(December 21, 1923)

Friends of Music Society celebrated Beethoven's birthday at Town Hall with an all-Beethoven program. "Appropriate Christmas Gifts for Women and Girls" featured on WJZ at 3:15 today... the Tribune Institute has established a radio laboratory which gives a seal of approval to apparatus tested and passed.

## Mackaye Leaves AFRA For Coast Agency Berth

(Continued from Page 1)

assignment under contract at the M-G-M lot. Harry Kerr continues as framework scripter.

Barnett wrote the framework of the Lux scripts from 1936 to 1939, when he moved into the agency producer's berth. Mackaye, recently re-elected as president of AFRA's L. A. branch, is resigning to devote his full time to the agency post. The retiring head of the local radio actors' union has been a regular in Lux play casts for the past two years and part-time cast member since 1936, when the show moved from New York City to Hollywood.

## McCann-Erickson Elect New 'V.P.'s' And Directors

(Continued from Page 1)

E. F. Wilson, Media Director; R. E. Thompson, Copy Group Head, all of the New York Office; and A. A. Sommer, Cleveland Office Manager; and R. B. Donnelly, Minneapolis Office Manager.

Named directors were: C. B. Robbins, Executive Vice-President; C. A. Hoppock, New York Office Director of Merchandising Research; J. J. McCarthy Account Group Head; and D. C. Hight, Detroit Office Manager of the agency.

## Red Barber Honored: Heads Brooklyn Red Cross

(Continued from Page 1)

vens. Jr., general chairman of the greater New York campaign. Barber, best known for his world series broadcasts, has been actively interested in the Red Cross for a long time. Red was the moving spirit of the drive to get blood donations from the sports world during the past year and was particularly active in the baseball field.

## Mutual Will Broadcast President's Address Twice

(Continued from Page 1)

EWT. will be rebroadcast transcribed by MBS at 10:30 p.m. In addition to holiday greetings to our fighting men overseas, the Chief Executive's message will include his first radio report of the historic Teheran Conference.

## Disputes W-W Testimony Re 'Catholic Hour' Shift

(Continued from Page 1)

impression that NBC undertook to "high pressure the NCCM into changing the time of its Sunday afternoon broadcasts from 6:00 p.m. to some less desirable hour."

To dispel any misunderstanding of which actually took place, Heffron states the following facts for the record:

"Last Spring NBC did ask NCCM to consider moving the 'Catholic Hour' from 6 o'clock Sunday evening to 3 o'clock Sunday afternoon, saying that, at the earlier hour they would be able to assure us a larger number of cooperating stations than were then carrying our program.

"The Board of Directors of the National Council of Catholic Men considered NBC's proposal at its meeting on May 1, 1943 and thereupon informed NBC that it would prefer not to have the hour of our program changed. NBC accepted this decision with good grace and with no impairment of the good relations that have existed between us since the inauguration of the 'Catholic Hour' nearly 14 years ago.

"Our transcript of the testimony before your committee seems to suggest that NBC may have accepted this decision of the NCCM Board only as a result of organized efforts by Catholic groups to persuade them to do so. Actually, the negotiations were private, entirely between the National Broadcasting Company and the National Council of Catholic Men. NCCM released no word concerning the matter, either during the pendency of negotiations or afterwards, to individuals, groups, newspapers, or magazines.

"I trust that this statement will serve to avoid any possible misunderstanding of the matter."

## "The Open Door," Serial, Moves To CBS, Jan. 3.

"The Open Door," NBC daytime drama series sponsored by Standard Brands, Inc. for Chase and Sanborn Coffee, moves to the Columbia network beginning Jan. 3.

The series, to be heard over WABC-CBS Mondays through Fridays 10:30 to 10:45 a.m., EWT, has Dr. Alfred Dorf, native of Denmark and former pastor of the Lutheran Church of Our Savior, Brooklyn, enacting its leading character. Principal roles are portrayed by Florence Freeman, Edwin Bruce, Joseph Julien, Charlotte Holland, and Everett Sloan. Others in the cast include Alexander Scourby, Joan Alexander, Roger De Koven, Reese Taylor, and Evelyn Varden. Sandra Michael is the author.

## WOR Record Show Poll Announces Contest Results

(Continued from Page 1)

ination eld. Pay-off was the footnote under the "Male" contest results which said: "Note: Frank Sinatra, unranked."

## COMING and GOING

LT. JACK BANNER, U. S. Maritime Service, arrived from New Orleans on a furlough will keep him here for the holidays.

CLYDE F. COOMBS, vice-president and general manager of KARM, CBS affiliate in Fresno, Cal., is visiting briefly in New York.

BEN B. BAYLOR, JR., sales and advertising manager of WMAL, Washington, D. C., yesterday for the Capital following a series of conferences at the headquarters of the Blue Network.

H. V. KALTENBORN is now in town, having just returned from a trip to the war areas of the South Pacific.

RICHARD CONNOR, director of station operations for MBS, has left for Chicago and Cincinnati on business. He will return Thursday.

FREDERIC W. ZIV, president of the program producing organization bearing his name, has left on a trip to the West Coast.

WALTER SIEGEL, manager of Columbia's photographic division, is back at his desk following a short vacation.

TOM HARKER, Blue Network salesman, is back from a business trip to Atlanta, Ga.

WOODY HERMAN and the members of his band open an engagement in Newark, Thursday at the Adams Theater.

GORDON OWEN, salesman in the Chicago office of CBS Radio Sales, has left New York for Washington, D. C., where he will confer with officials of WTOP, the CBS-owned outlet in that city.

## Xmas Life Savers

The WJZ Victory Troupe will entertain at the annual Christmas party of the Life Savers Corporation employees at the invitation of Edward J. Noble, new owner of the Blue Network. The performance, at the Port Chestnut Elks Club, will be the 201st for the troupe. Mark Woods, president of the Blue, will be guest of honor.

## Mail-Order Advertisers? We Love 'Em!

The success of W-I-T-H is tied up with the directly traceable results "pay-out" advertisers get from this lively station. The word gets around... that W-I-T-H does a great sales job in Baltimore. Have you heard the story yet? We'll be glad to tell it to you.

# W-I-T-H



## IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

## WE MAKE BOREDOM GO

In radio programs, all agree, The best are on WMBG: For Amos 'n' Andy, Fibber McGee, McCarthy and Benny, are tops, you see. So tune up your dial, the music's begun. The Bandwagon's waiting, we'll all have fun. For the best in '43, stay tuned to WMBG.

# NBC Richmond, Va. NBC

# Radio Commentators Decry Over-Optimism

(Continued from Page 1)

by NBC at the Waldorf-Astoria hotel. Mueller gave an excellent picture of the fighting in Italy, the splendid being done by the rank and file men in the field. He explained why the feeling of optimism on a short term was unwarranted at this time. In the second part of his talk, Mueller gave a full explanation of the General Patton incident and absolved General Eisenhower from any effort to suppress the news. Patton, he said, cracked under the strain, but had made full amends to the men and officers of the Seventh Army. That the Germans regard Patton highly as a general, was indicated by the fact that their intelligence group pays more attention to Patton's moves than to anyone else in the American army.

### Kaltenborn Returned Sunday

Kaltenborn, who flew back Sunday from the South Pacific complimented Mueller's statements and sentiments to the war's duration. He said that before covering the ground personally, he believed the Pacific war would end in 1945, but now he sees it more in 1946.

NBC and RCA officials were out in force in honoring Mueller. On the dais were Niles Trammell, president of NBC; David Sarnoff, head of RCA; William Brooks, NBC news manager;

# Armed Forces Radio Service To Beam Xmas Show Abroad

(Continued from Page 1)

the use of platters shipped overseas for local broadcast, or playing via public address systems.

In addition, wounded men now in Army hospitals in this country will send greetings overseas as well as to the American public.

Part of the special three hour Christmas Day program, transcribed exclusively for broadcast on the fighting fronts, is the 90-minute "Command Performance" featuring Bob Hope, Jack Benny, Fred Allen, Nelson Eddy, "The Charioteers," Ginny Simms, Ed Gardner, Jimmy Durante, Kay Kyser, Frances Langford, Dinah Shore and Ken Carpenter.

Other programs in the package include a half-hour show featuring Linda Darnell, the Andrews Sisters,

Joe Connolly of INS and others. Those in attendance, included John Royal, C. L. Menser, Bill Hedges, Roy Witmer, Charles Brown, Robert St. John, Bill Chaplin, Clay Morgan, Al Dale, John McKay, A. L. Ashby, Roy Porter, Dr. James Rowland Angell and other NBC officials plus a representative gathering of the press.

Kaltenborn incidentally, paid a strong tribute to the "soldiers of press and radio," who he said were on constant call all hours of the day and every day.

Fibber McGee, Lena Horne, Ginny Simms and Bob Hope; a quarter-hour of Bing Crosby with the Andrews Sisters; a quarter-hour of Fred Waring, and a half-hour dramatization of "A Christmas Carol," featuring Basil Rathbone and Richard Crooks.

Service men will hear on New Years Day a one-hour roundup of the most popular bands and soloists, including Woody Herman, Freddy Slack, Cab Calloway, Bobby Sherwood, Harry James, Count Basie, Xavier Cugat, Jimmy Lunsford, Benny Goodman, Tommy Dorsey, Louie Jordan, Freddie Martin, Mary Martin, Helen Forrest, Dinah Shore, Ella Mae Morse, Frank Sinatra and the Golden Gate Quartet. Harry Von Zell will announce.

### Lowell Thomas Touring

Lowell Thomas, Blue Network pioneer newscaster, has left New York for a five-week bi-annual tour of the mid- and far-west during which he will visit the nation's leading war production centers. He will report his findings on his twice-nightly broadcasts, at 6:45 p.m., EWT, for Sun Oil Company, and at 9:30 p.m., PWT, will broadcast for West Coast listeners in behalf of Standard Oil Company of California.

# Xmas Week Programs Set By BBC To U. S.

An ambitious program of Christmas week broadcasts linking BBC with American networks was announced yesterday. One of the series is "Transatlantic Call: Calling Home," which will be carried by CBS, BBC and CBC, on Dec. 26, 12:30 to 1 p.m., EWT, and will feature two-way conversations of British children in America and Canada with their parents at home. The annual Christmas message of King George, VI, will be carried by all nets on Dec. 25, from 10:00 to 10:15 a.m., EWT; "American Eagle in Britain" on Mutual, Dec. 25, 5:30 to 6 p.m.; Christmas Eve Party at Cambridge on Mutual, Dec. 24, 4:30 to 5 p.m., EWT and a talk by the Archbishop of Canterbury on the Blue on Dec. 25, 8:15 to 8:30 a.m., EWT. Another Christmas day broadcast is titled, "Christmas Round-up: Unity in a Year of Victory" on Mutual, Dec. 25, 9 to 10:15 a.m., EWT.

### George Whiting

Funeral services for George Whiting, song writer and member of the vaudeville team of Whiting and Burt, were held last night at the Campbell Funeral home, New York. Whiting, who wrote the words of many hit tunes including "My Blue Heaven," died last Saturday. He was born in Chicago, 61 years ago.



## TO THE 600 RADIO EDITORS AND COLUMNISTS

who voted

1. Lowell Thomas
2. Walter Winchell
3. George Putnam

me the third most popular news reporter in the United States and Canada in the 8th annual poll of MOTION PICTURE DAILY, conducted on behalf of "Fame."

My Sincere Thanks,

*George F. Putnam*

Master of Ceremonies, THE ARMY HOUR, voted in this poll the foremost government war program.

Fifteen commercial news broadcasts weekly. NBC, 6:00 p.m. and 11:00 p.m. EWT.

Appears in Universal's "We've Never Been Licked."

Currently heard on Fox Movietone News.

LOS ANGELES

By RALPH WILK

**T**HE Merry Macs who have been on a four months' tour of personal appearances in theaters in the East, are due back in Hollywood, January 8.

Milton Hill, formerly publicity director of WHK-WCLE, Cleveland, Ohio, and more recently with the McCarty Company, Los Angeles, has joined the KNX-CBS sales promotion staff. Hill will function under the supervision of Jack O'Mara, merchandising manager, Columbia Pacific network.

Al Jarvis, emcee and dispenser of information KNX "Your Number, Please" played host to 12 telephone operators from the Alhambra exchange with a post-show soiree at the swank "Beachcomber's" in Hollywood.

Lou Lubin, whose portrayal of "Julius the Janitor" some time ago caused so many chuckles on CBS "Mayor of the Town", was welcomed back by Lionel Barrymore, the Mayor himself on Wednesday's broadcast. Lubin, former member of a black-face vaudeville team, specializes in double-talk and from all accounts, he added to the confusion of the Mayor's irascible housekeeper, Marrilly, who is played by Agnes Moorehead.

Ted Meyers has been signed as announcer for the "Bulldog Drummond" show on the Don Lee-Mutual network, Wednesday, according to Hillman-Shane-Breyer, Los Angeles advertising agency.

Many masterpieces of art have been drawn on restaurant tablecloths and lost in soap suds, but when Edgar Bergen made the original sketches for Mortimer Snerd on a bespotted cover in a Chicago cafe, he thought so much of his new character that he bought the tablecloth!

**Gets Navy Commission**

Jerome Bowen Harrison, a senior account executive for Columbia's key station, WABC, New York, has been commissioned a Lieutenant (j.g.) in the United States Navy. He reports for duty at Princeton, N. J. tomorrow. Harrison has been with WABC the last four years.

**Turnbull To Army Dec. 29**

Hollywood—Bob Turnbull, KHJ-Don Lee transcription library head and program director of frequency modulation, reported for induction into the Army December 8. Turnbull leaves for active service December 29. He has been connected with KHJ-Don Lee outlet in the film capital, for the past year.

MAIN STREET



**Progress on the Radio Home Front !!!**

● ● ● Gratifying indeed is the manner in which the industry has taken an interest in the government film, "War Department Deport"..... CBS not only held a showing in one of its theaters, for employees and families, playing to a packed house.... but will also televise the picture over its tele station, in New York.... highly important.... is the special message sent out by the NAB.... to all stations urging that they procure the film and show it in the community.... it is a job that radio can do and as in the case of any good soldier.... there comes a time when he sees fit to do his bit "above and beyond the call of duty".... radio does not expect any special honors, nor will it take any bows because it does something which, in a way should be the duty of another industry.... it is well however that the broadcaster does not stand on ceremony and quibble.... radio never needs a second nudge.... much less the first one.... we salute that quality in radio which is so unselfish.... and, recognizes the opportunity to aid the war effort, apart from straight broadcasting.... "above and beyond the call of duty."



● ● ● Nancy Martin, protege of Don McNeil and featured vocalist on the Blue Network's "Breakfast Club," debuted on her own program Saturday also on the Blue.... show being titled "Hello Sweetheart".... But Miss Martin shapes up as another Ginny Simms no less.... which is the important part of this paragraph.... Nomination for the "Hall of Fame" show: Henny Youngman, Dorothy Donegan and Santa Claus, for good measure.... for a goofy little booklet about radio and a satirical slant on the "radio-electronics in all its phobias" get one of Hugo Gernsback's "Radio-crazy" pamphlets, illustrated.... Bob Hawk's latest in gagging with a medical student contestant: "Symtoms I'm Happy, Symtoms I'm Blue".... the lucky alarm clock is back on Vox Pop program.... when it rings unexpectedly, the interviewee at the mike gets \$10.... Messrs. Johnson and Hull are now wondering who wins if it goes off during the commercial.... the sponsor or announcer.... Ted de Corsia, "Sergeant Velie" of the "Ellery Queen" show is back in business.... that is his hens are laying again and he is once more selling eggs.



● ● ● Joe Rines, recently resigned from the regular staff schedule of the Blue Network to free lance as musical conductor (and producer when the spirit moves him) continues to conduct for the "Abie's Irish Rose" program, "Swing Shift Frolics" and will wield the baton on the forthcoming "On Stage, Everybody" debuting on the Blue shortly.... apart from this he is doing a special series of transcriptions for the CIAA.... Tribute to the late Fats Waller will be heard over WNEW tonight 10:35-11:30 p.m., EWT.... program will originate at the Uptown Cafe Society where will be gathered many well-known pianists who will take part in the tribute.... including Hazel Scott, Art Tatum, Teddy Wilson, Count Basie, Eddie Haywood and many others.... 20 per cent of the night's receipts at the club will go toward a charity.... a charity Fats would give his whole-hearted approval were he alive.... "Red" Mueller, NBC foreign correspondent tells one about Bob Hope.... During the middle of a routine the comedian had to scurry for shelter from German bombs.... Curled up in a fox hole, a correspondent remarked to Bob, "this must be a new experience for you. Putting on a show, then having to duck in the middle of it".... "It's not new to me," answered Hope.... "I had to do this quite often when I was in vaudeville years ago".... Mueller, incidentally hopes his next assignment will be Berlin, but he knows it will not happen right away!



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

**O**MAR, INC., of Omaha, Neb., manager of Ranch House Pancake Flo has contracted for sponsorship of Blue Network's "Ranch House Jim" The 15-minute program will be heard Mondays, Wednesday and Friday over 22 Blue Network stations (2:30-3:00 CWT) beginning Jan. 3. Featured will be Curley Bradley, baritone and Reggie Cross' harmonica quartet. Agency is MacFarland, Aveyard Company.

Seventy-three regular staff members of the NBC Central Division on leave of absence in the armed forces in practically every theater operation, a checkup has revealed. Of the 73, 20 are overseas. The in service include 47 in the Army, in the Navy, five in the Marines, a two with the Coast Guard. Thirty or more than 41 per cent of the NBCites are commissioned officers. The highest ranking staff member are Maj. Paul H. Clark of the Army Signal Corps, recently returned from the South Pacific, and Maj. Frederic C. Shidel, now at an undisclosed overseas point. Both Clark and Shidel were NBC engineers. Two employees in the service are women: Ensign Dorothy Sundstrom, NBC nurse recently sworn into the Navy, and Yeoman third class Kathryn L. Jamieson, former Legal Department secretary. Several NBCites are following pursuits in the armed forces akin to their civilian jobs. Sgt. Warner Holmgren and Corp. Charles F. Klein are newscasters for Uncle Sam Holmgren, formerly of the guest relations staff, does a daily 15-minute news show for the Army in North Africa, and Klein, also formerly of the guest relations staff, has a daily five-minute news shot for the Marine on Guadalcanal. Corp. George Voutsas, former NBC director, directed NBC's "I Sustain the Wings" program with Capt. Glenn Miller's Army Air Force band.

James L. Stirton, program manager of the Blue Network's Central Division, and Marguerite Adele Ossann, radio actress, were married in Minneapolis on Saturday, Dec. 11.

Grayle Howlett, sports editor of WGN for the past four years, has been commissioned an ensign in the United States Naval Reserve and reports for active duty Dec. 28 at Fort Schuyler, New York. Howlett, 29, is married and has a son and daughter. His family will continue to live in Arlington Heights, Ill.

Jack Cusick, writer for the Ben Bernie, and William Walbaum, formerly with WBBM and WIND in Chicago, have joined the WGN continuity department, replacing Jack Sharp and June Clair, respectively.

**Announcer Wanted**

Draft exempt announcer wanted. Must be able to handle news and control board. Substantial starting salary.

WJBK, DETROIT

Have You Met the Voices

of GILBERT MACK

?

LEX. 2-1100

# Anti-Strike In Capital; Local News Via Radio

(Continued from Page 1)

were unable to break into their schedules to increase the time given to news, emphasis on the newscasts shifted to the local. The news-teams sent over society notes, sports amusements news and other types of that type in order to get before the public.

WOP, CBS-owned and operated in, plugged its news broadcasts and consistently, using all available break periods.

## Web Commentator Paramount News Short

ason W. Baldwin, Blue net commentator will be featured in a forthcoming Paramount News release, scheduled to be shown around the end of Jan. Reel is entitled, "Our Year Of War" and will be shown in some 700 first-run theaters. The film, Baldwin illustrates his commentary with animated projector and actual scenes of the battlefronts. Baldwin's achievements include winning of the Pulitzer Prize in 1942 for his articles on South Pacific military situation. His reports on other theaters of war were also widely acclaimed.

## Serviceman's Program

chool for Special Services of the Service Forces will present Eugene List, noted concert pianist, a special 15-minute holiday broadcast over Mutual today at 10:45 P.M. EWT, from the school at Washington & Lee University, Lexington, program, titled "Happy Holiday," originate from WSL, Roanoke.

## Reeves Lab. Promotes Speed

ard E. Reeves, executive vice-president, Reeves Sound Laboratories, announces the appointment of Wilbur C. Speed as vice-president in charge of manufacturing. Speed, who has been identified with crystal radio, is a director of the company as well. He also is vice-president of Audio Manufacturing Corp., Hartford, Conn., and New York.

**DENVER MARKET**

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

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

# PROGRAM REVIEWS

## "AN ENGLISHMAN LOOKS AT BROOKLYN"

BBC Presentation  
WEAF-NBC

Sat., Dec. 18, 5-5:30 p.m., EWT  
NEWCOMER ON DODGERS' HOME GROUNDS BUNTS OUT.

Unfortunately, the title roleist didn't look far enough for his quarry. A lack of imaginative handling resulted in a pedestrian series of man-in-the-street characterizations, which barely scratched the surface of the Dodgers home grounds. Introduction of Sydney Ascher, president of the Society for the Prevention of Disparaging Remarks About Brooklyn, served only to accentuate the dearth of lively material. Absence of an inspired touch in the Damon Runyon manner was plainly evident to anyone who has ever made the East River crossing.

The vast range of colorful human-interest subject matter presented by the Brooklyn locale was merely surveyed in a series of fictional interviews with standard types. Actors often miscued, and the whole production smacked of a rush job. The BBC might do well to reconsider its present plan of broadcasting this routine single program over its Home Service. Certainly, the present show offers no great opportunity for cementing Anglo-American unity. D. G. Bridson and Hyde Partnow scripted, with the former also in the director's spot.

## Simon 'Language' Head For "March Of Dimes"

Philadelphia—Arthur Simon, general manager of WPEN, has been named chairman of the national foreign language radio division in the connection with the "March of Dimes" annual drive to raise funds for the National Foundation for Infantile Paralysis.

## Compton To Vacation

Four high-ranking military and naval figures will substitute for Mutual's Washington commentator Walter Compton when he takes a week's vacation from his news show beginning next Thursday. Taking turns before the mike will be: Capt. Robert D. Workman, Chief of Chaplains, USN; Maj.-Gen. Edmund B. Gregory, Quartermaster-General, U. S. Army; Vice-Admiral John S. McCain, Deputy Chief of Naval Operations for Air, and Capt. Mildred H. McAfee, head of the WAVES.

## Gets GE Appointment

Frank W. Warner has been appointed chief engineer of GE's plastics divisions, succeeding Henry M. Richardson, according to an announcement by William H. Milton, Jr., manager of the divisions. Warner, a plastics employee of the company since 1931, has been in charge of engineering development of all divisions since Spring of this year.

## "U. S. NAVY LOG"

BBC Presentation

Sat., Dec 18, 11-11:30 a.m., EWT

AUTHENTIC AND THRILLING VIEW OF ACTION IN THE PACIFIC BRACED WITH ZESTFUL ENTERTAINMENT.

Inspiring portrayal of U. S. sea power, this dramatized report of a successful engagement against the Japs is also spiced with zestful entertainment. The BBC has interlaced its thrilling one-shot presentation of action in the Pacific with characterization and dialogue that are sprayed with two-fisted realism. Originally meant for broadcast over the British Government web's Home Service, the production is scheduled to be heard overseas on disks.

Drawback is the length. Development of characters via a series of flashbacks seems a bit overdrawn. Possibly, the effect could have been heightened by pruning the half-hour running time to 15 minutes. Van Cleave's music did well in building the mood for Roy Lockwood's directorial efforts. Paul Luther's narration set the pace in fine tone. Program, prepared in co-operation with the U. S. Navy, should help accomplish the desired mission of inter-Allied unity.

# RCA Employee Party Via Closed Circuit Net

(Continued from Page 1)

cludes operatic soprano Gladys Swarthout and an employees' mixed glee club.

A feature of the holiday show will be a telephone reunion between an RCA war-worker father and his wounded son in a Norfolk Naval hospital. Major part of the program will originate from New York and will be heard by the company's war workers in Camden and Harrison, N. J., Lancaster, Pa., Indianapolis and Bloomington, Ind.

## CBS Appoints Hottel To New Post In London

(Continued from Page 1)

Hottel, held by the Nazis for several months in a Berlin prison, was finally released on an exchange in July, 1941.

A one time post-graduate student at the University of Berlin, Hottel became associated with the UP in the German capital in May, 1938. Following his release from interment, he returned to this country and joined the press association's Washington bureau. He resigned from the UP for a post with the OWI, was assigned to London in August of last year.



Production...

PLUS!

WSAI shares equally the complete program production and talent facilities of Crosley Broadcasting—unequaled among local Cincinnati Stations—unsurpassed by any independent radio station anywhere!



WSAI

5000 WATTS—DAY AND NIGHT  
BASIC BLUE NETWORK STATION

CROSLY OWNED AND OPERATED

National Representatives: SPOT SALES, INC. New York • Chicago • San Francisco

## AFM Files Disk Brief Citing 5 Main Points

(Continued from Page 1)  
and more than 20 recording and transcription firms.

Brief, which has five main points, further holds that RCA and CRC had at one time agreed in principle to the direct payment method but subsequently repudiated such "acquiescence"; also, that the only suggestions by the two companies is an amendment to the Copyright Act which would give them control of the recordings and enable them to impose a fee via licenses but that such a move would still leave unemployed musicians out in the cold unless the recording companies saw fit to make provisions of payment to them.

### See 2 Weeks Required

With both the recording company and the AFM briefs now in the hands of the War Labor Board panel, headed by Arthur S. Meyer, it is expected that another two weeks or more will elapse before a decision or opinion is handed down by the WLB. NBC radio recording division is also a petitioner.

Highlights of the AFM brief are as follows:

"1. RCA and Columbia are the only companies now before the Panel. All the other parties before the Panel, including Decca and the transcription companies, have made agreements with AFM apparently satisfactory to all. Those same agreements have been offered to RCA and Columbia, and there is no reason why these companies should not sign them. Those agreements with the other transcription companies were reached with the help and assistance of the Panel of the War Labor Board and follow the primary purpose of the President's executive order and the Smith-Connelly Act, which advocate and contemplate wherever possible, the settlement of differences.

"2. Practically the only objection of Columbia and RCA is the principle of a payment for each record made directly to the union. In the course of negotiations in which the WLB Panel participated, these companies acquiesced in the principle of payment to the union and later repudiated that principle without giving any reason for their change of attitude.

### Invalidation Attempt Charged

"3. RCA and Columbia, in effect, are now trying to invalidate the agreements made with the other companies by procuring an order to compel the men to go back to make records without any agreement for payment by these companies. Their apparent reason is to enable them to create a large backlog of recordings for use, not during the duration, but after the war in any conflict which they contemplate may arise with AFM after the war.

"4. After RCA and Columbia repudiated their acquiescence in the principle of payment to the union, they promised the submission of a proposal of settlement, then held a meeting with NAB and after that

## WHO'S WHO IN RADIO AURELIA S. BECKER

**F**IRST "Ladies Day" guest of "Who's Who" is personable Aurelia S. Becker, whose efficient operation of WTBO, Cumberland, Md., has made her a topflight executive in the industry. . . . Born in East Bristol, Wis., Mrs. Becker attended grade school there and later graduated from high school at Grand Meadow, Minn. . . . Three years training under the Drs. Charles and William Mayo at Rochester, Minn., qualified her as a registered nurse and she became engaged in public health work in California and the territory of Hawaii . . . eager for more learning, Aurelia, entered Columbia University in New York City where she majored in sociology and public health receiving a B. S. degree. . . . In 1930 married the late Frank V. Becker and continued in public health and social service work from 1930 to 1933 . . . served as medical supervisor for the Home Relief Bureau in New York City in 1933. . . . Following year moved to Philadelphia with her husband when Becker became chief engineer of WFIL . . . five years later took up residence in Cumberland, Maryland, when Becker took over active management of WTBO . . . was closely associated with her husband in Radio Engineering Research and management of WTBO for 10 years . . . with Becker's passing in May, 1942, Mrs. Becker became active head of the station as president-general manager. . . . Known to her close associates as "Peg," Mrs. Becker's hobbies are deep sea and fly fishing, horseback riding, flying, reading and playing ping pong. . . . Will start the New Year as a full time NBC affiliate.



"first lady"

### Frazer Will Go Abroad As Blue Net Commentator

Gordon "Jack" Fraser has been transferred from the announcer staff to the news and special features division, and will soon be sent overseas to cover Allied activities in the North African theater as a Blue war correspondent-radio commentator, according to an announcement from G. W. Johnstone, director of the Blue Network's news and special features department.

meeting announced that, as a result of occurrences at that meeting, they had no proposal to make. That confirms the recent charge by Commissioner Fly of the FCC that 'NAB is merely a stooge for these two companies and that . . . the networks are making more money than ever in history . . . whenever NBC and CBS are needed in any way, a cry goes up from Neville Miller, president of NAB.'

"5. The only suggestion of RCA and CBS of any possible solution, is an amendment of the copyright law under which they, as manufacturers of the recordings, would have control and could impose the payment of a license fee to them by the users of the records, which would leave the musicians out in the cold unless those companies saw fit voluntarily to pay any part of those license fees for the benefit of musicians. Even then, unless such payments were made for use in helping unemployed musicians, those men would still be left out in the cold."

Briefs by the recording companies and the AFM culminate the evidence and exhibits given over a period of several weeks last fall, of which there are more than 2,000 pages in the hands of the WLB.

### Client's Holiday Message Via MBS Closed Circuit

In a special added service to its clients, the Mutual Broadcasting System made available a closed circuit broadcast Friday, December 17, from 4:30 to 4:45 p.m., EWT, to the Employers Group Insurance Companies of Boston, for the purpose of a special sales and holiday message from the company's president, Edward Stone.

Agents and field representatives of the Insurance Company were gathered at every one of the Mutual studios throughout the nation, to participate in the personal message from their president.

### McClintock Speaks

The broadcast was opened by an announcement from the company's commercial announcer from Boston, who introduced the president of the Mutual network, Miller McClintock, speaking from New York. After a brief message, in which McClintock outlined the future possibilities of this closed circuit, he introduced Stone, speaking from Boston.

Stone spoke for the remainder of the 15 minutes, dwelling upon impressions gained from his recent cross-country tour to all the branch offices of the company.

The Employers Group Insurance Companies' regular commercial program, presented over Mutual, is that of commentator Cedric Foster, Sunday, 10:00 p.m., EWT.

H. P. Humphrey Company of Boston is agency handling the account.

### Joins NBC Staff

Nashville — Bob Sherry, WSM sportscaster and special events announcer, leaving to join the announcing staff of the National Broadcasting Company in New York.

## Canadian Indies Seek Network Tie

(Continued from Page 1)  
tional network of the CBC is opened January 1.

At a meeting here it was stated that the CBC take "full advantage of the abilities and facilities of the country's private stations" in operating a second network. A telegram was sent to Morin, reading:

"Representatives of privately owned radio stations, meeting in California including many with 15 to 20 years broadcasting experience, and representing prospective members of the New Dominion Network, in the interests of public service broadcasting seek to be permitted to contribute to the welfare of broadcasting in general and listening public in particular by being permitted representation on the governing body of the Dominion network.

"The new network, with the suggestion of CJBC, Toronto, composed entirely of privately owned stations whose contribution to Canadian radio has generally overlooked can make a valuable contribution in the organization and exchange of programs reflecting national folk-lore, musical and emotional advancements. A network constituted through the element of competition would stimulate the industry in general and the existing network in particular and the listening public of Canada will enjoy the fruits of experience, initiative and clearer interpretation of commercial progress."

### 'Scoops' Russell Recovers

Frank M. (Scoops) Russell, NBC vice-president in charge of the Washington office, has recovered from attack of pneumonia and is expected to return to duty following the Christmas holiday. His first official business will be to attend the NBC management meeting in New York Dec. 28.

### Replaces "Keepsakes" On CBS

Beginning Dec. 26, Carter Productions, Inc., will replace the repeated "Keepsakes" with "Deadline Drama." The new repeat program, aired on behalf of Arrid, will be heard on station WJZ, New York, as well as 13 Pacific Coast stations. Small Seiffer, New York, is the agency for Arrid.

### Stork News

Philadelphia—Eric Wilkinson, local director of WIBG, is the father of a son born recently at Temple University Hospital. Every announcer on the station is green with envy, for never before has a son been born to an announcer working at WIBG.

Marshall Serrano, sound effects man at CBS, is a grandfather now. Daughter Ruth, radio actress and wife of William Pitts, U. S. A., has announced the birth of a boy.

**NEW BUSINESS**

Los Angeles: Yami-Yogurt  
 Los Angeles, (Dairy Products),  
 Erwin, Wasey & Co., Los  
 Angeles, 26 150-word participations  
 "Baker's Notebook" to be used  
 weekly; Curtis Publishing  
 Co., (Saturday Evening Post),  
 MacFarland, Aveyard & Co.,  
 Los Angeles; Ben Beckman Fur Store,  
 Los Angeles; Glasser, Gailey & Co., 13  
 quarter-hour newscasts to be used  
 weekly; McMahan Furniture  
 Co., through M-G-M Advertis-  
 ing Agency, Santa Monica, Cal., 312  
 quarter-hour programs to be used six  
 times weekly; Smart & Final Com-  
 mercial (Food), through Heintz-Picker-  
 Co., Ltd., Los Angeles, 260 quar-  
 ter-hour programs, "Johnny Murray  
 It Over," to be used five times  
 weekly; Slavick Jewelry Company,  
 through Advertising Arts Agency, Los  
 Angeles, 260 150-word participations  
 "Baker's Notebook," to be used  
 five times weekly.

Albany: Hamilton News  
 Paper, daily anns.; New Kenmore Hotel,  
 Albany, weekly anns.; Bray's Shoe Store,  
 Albany, weekly anns.; Lloyd Jones, daily anns.;  
 Ocean Glass Co., 13 weeks, daily  
 anns.; RKO Radio Pictures, Inc., 18  
 weekly anns.; Henry Cohen Furniture  
 Co., six weeks, anns., three times  
 weekly; F. A. McNamee & Son, half-  
 hour periods, holidays; Tucker's Mil-  
 lery, daily anns.; Freedman Broth-  
 ers, six daily anns., 10 weeks; Roxy  
 Theaters & Dyers, six daily anns.;  
 Employers Group, through H. B.  
 Gregory Co., 52 15-minute weekly  
 anns.; Clark Bros. Chewing Gum,  
 15-minute programs weekly, 52 weeks;  
 United Fruit Corp. through William H.  
 Straub Co., 52 weeks, half-hour  
 programs; Serutan Co., through Ray-  
 Spector Co., Inc., 45-minute  
 programs, 52 weeks; Gillette  
 Co., Razor Co., through Maxon,  
 Friday night fight periods;  
 American Laymen's League, through  
 American Advertising Co., 26 half-hour  
 programs; Gospel Broadcasting  
 Co., through R. H. Alber Co., five  
 talks, Sundays.

Los Angeles: French Kit-  
 chens Corp., (Spaghetti Sauce),  
 Elwood J. Robinson, Los  
 Angeles, 39 one-min. anns. to be used  
 weekly; J. V. Baldwin Motor  
 Co., through Chet Crank Co.,  
 Los Angeles, 12 quarter-hour pro-  
 grams to be used once a week; The  
 Department Store),  
 Milton Weinberg Advertis-  
 ing Agency, Los Angeles, 138 quarter-hour  
 programs to be used five times week-  
 ly; Chamberlain Sales Corp., (Lo-  
 gan), through Cary-Ainsworth, Inc.,  
 31 weekly anns. to be used thrice  
 weekly.

**To Be Interviewed**

Morie Morrow, head of the  
 H. B. Gregory Bros. talent bureau in the  
 city, will be interviewed on the "Wo-  
 men's Page of the Air" program, over  
 the Columbia network this morning  
 at 8 a.m.

**☆ PROMOTION ☆**

**Program Manual**

"A Cradle of Stars" is the title of  
 a new program manual being sent to  
 agency men throughout the country  
 by WOWO, Fort Wayne, Indiana.  
 Looseleaf bound, the volume is done  
 in photo offset. A WOWO mike holds  
 center position on the cover, with  
 pictures of various stars encircling  
 it. First page explains the title and  
 names the stars on the cover, as well  
 as others not shown, who got their  
 start on the Fort Wayne station. Re-  
 mainder of the 25-page booklet is  
 devoted to descriptions of locally  
 originated shows. One page is al-  
 lotted to each program, with a pic-  
 ture of the star or stars involved, and  
 complete data on the production, in-  
 cluding time, type, cast, story, talent  
 cost, etc.

**"Talking Library"**

A "talking library" of science,  
 which covers subjects ranging from  
 little-known facts about electricity  
 to the latest discoveries in the world  
 of electronics, has been made avail-  
 able for loan to high school classes  
 throughout the nation. The library is  
 made up of recordings of thirty pro-  
 grams selected from "Adventures in  
 Research," a weekly radio feature  
 produced by the Westinghouse Re-  
 search Laboratories and designed to  
 bring the world of science to both the  
 high school student and the man-on-  
 the-street. Typical programs include  
 "Why Smash Atoms," "Today's Ben  
 Franklin," "Virus—Enemy of Life"  
 and "Science As A Career."

**Story of Three Bears**

The "Story of the Three Bears-or-  
 The Bare Facts About Greatest Radio  
 Coverage in Central Ohio" is the  
 name of the recently issued WHKC  
 brochure, and the three bears of  
 story-book fame are on hand, in this  
 two-page folder, to interpret the fig-  
 ures of the station's coverage.

The cover of the folder pictures the  
 familiar figures of the bears together  
 with an outline of the State of Ohio.  
 Both inner pages follow the pattern  
 of the cover and make free use of  
 maps and charts to drive home its  
 message. The back page is devoted  
 to promotion statistics and all illus-  
 trations are done in color.

**Hackett Joins Agency**

Cecil H. Hackett, formerly manag-  
 ing director of WINS, New York  
 Hearst station, last week became  
 affiliated with the Abbott Kendall Co.,  
 Inc., advertising agency of 250 Park  
 Avenue. Hackett joins as vice-pres-  
 ident in charge of new business and  
 radio sales.

**Will Air Pro-Football**

Detroit—The National Professional  
 Football Game, to be held in Chicago  
 December 26, will be aired Coast to  
 Coast under the sponsorship of Wilson  
 Sporting Goods. Stanley G. Boynton  
 Agency handle the account.

**Music Contest**

A radio contest, awarding \$300 in  
 cash prizes to listeners submitting  
 best musical questions and most con-  
 structive suggestions for radio musi-  
 cal projects, will take place in con-  
 nection with Olga Samaroff-Stokow-  
 ski's Sunday morning "Layman's  
 Music Course" broadcast over WQXR  
 from 10 to 10:55 a.m.

First prize of \$100 and a second  
 prize of \$50 will be awarded for three  
 musical questions of general interest  
 to the layman listener; while a first  
 prize of \$100 and second prize of \$50  
 will be presented for the most con-  
 structive suggestion, from the layman  
 point of view, for radio musical pro-  
 jects that will increase the enjoyment  
 of great music.

Judges for the contest, which is be-  
 ing held under the auspices of the  
 Town Hall Music Committee, will be:  
 Artur Rodzinski, conductor of the  
 Philharmonic-Symphony Orchestra of  
 New York; Virgil Thomson, music  
 critic for the New York "Herald  
 Tribune," and Abram Chasins, musi-  
 cal consultant for WQXR. The con-  
 test is open to non-professional music  
 lovers only and entries must be sub-  
 mitted by January 1, 1944.

WQXR, through the years, has  
 specialized in the broadcasting of the  
 finest classical music, both live and  
 via recordings.

**AGENCIES**

DONALD D. STAUFFER and  
 HEAGAN BAYLES have been elected  
 directors of Ruthrauff & Ryan Ad-  
 vertising Agency, according to a re-  
 port released yesterday by Frederick  
 B. Ryan, president of the company.  
 Stauffer joined the agency in 1941  
 and Bayles in 1933. Both are vice-  
 presidents of the corporation and oc-  
 cupy executive positions in the radio  
 and managerial division of the agency.

WARREN SIMONSON, formerly  
 president of the Standard Oil Com-  
 pany of Brazil, has joined J. M.  
 Mathes, Inc., as head of the agency's  
 export advertising department.

ADVERTISING CLUB OF NEW  
 YORK will hold its annual Christ-  
 mas luncheon tomorrow. Among the  
 invited guests will be 30 overseas  
 veterans convalescing in and around  
 New York.

JAMES YATES has joined Lennen  
 & Mitchell, Inc., as vice-president in  
 charge of art and production, it was  
 announced yesterday. Yates formerly  
 was art editor of the "Saturday Even-  
 ing Post."

AUTOMATIC COAL BURNER  
 COMPANY of Philadelphia has ap-  
 pointed Lewis & Gilman, of that city,  
 to handle its account.

If You Value  
 The Opinion of—

**Frank Koester**

Radio Editor,  
 Cincinnati Post,  
 Cincinnati, Ohio

Watch for Results of  
 Radio Daily's 7th  
 Annual Radio Editor's  
 Poll.

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## —MISSOURI—

**ST. LOUIS**—The Public Service Department of KXOK in cooperation with Famous-Barr Department Store presented a broadcast featuring the annual Christmas party for crippled children. The children were brought to the department store to see continuous entertainment and participate in the broadcast conducted by Kay Morton. Harry Renfro, News Editor at KXOK, has been named director of Public Relations while Elmer Muschany of the music department has been put in charge of production. Jerry Burns, KXOK sports commentator and Bill Thompson, staff musician, are now members of the Army. KXOK has inaugurated a new program, "Week End Revue," heard each Saturday afternoon. Walter Gatch, KXOK plater turner, has been named music librarian.

## —NORTH DAKOTA

**FARGO**—The WDAY "War Bond Caravan" leaves Fargo on Jan. 19 to sell War Bonds during the Fourth War Loan Drive. The Tour will carry them through six Minnesota towns and one North Dakota town. Special scenery is being designed, and the shows are already under rehearsal. A special broadcast from Wyndmere, North Dakota, for the Homestead School, which won second place in the recent National Scrap Paper Campaign, was carried by WDAY on Dec. 11. The program was held at the Wyndmere School auditorium.

## —PENNSYLVANIA—

**PHILADELPHIA**—Since WFIL's program "This Week in Philadelphia" started, recorded words of such celebrities as Louis Bromfield, writer; Raymond Rubicam, head of Young & Rubicam Ad Agency; Walter D. Fuller, president of Curtis Publishing Co.; Arthur Motley, publisher of "The American"; Pearl Buck, novelist; George V. Denny, moderator of "America's Town Meeting," and Admiral Wm. B. Leahy have been included in the weekly resumes. Lit Brothers, Philadelphia department store, adds another program to its WFIL schedule. New show is "Time Was," a musical review of pop tunes now and then. Anice Ives, conductor of "Every-Woman's Club of the Air" on WFIL, will have as her guest Edna Phillips, first harpist with the Philadelphia orchestra.

## —INDIANA—

**VINCENNES**—The Terre Haute Brewing Co. of Terre Haute, Indiana, through Polyea Advertising of that city, has renewed its twice daily, 15-minute newscasts over WAOV. The distributors of Scout Cabin products have renewed their commercial contract with station WAOV for a 26-week period. The "Sports Parade," heard nightly over station WAOV, has acquired a new sponsor. The program is now presented by the Liberty Market of Vincennes. Station WAOV announces the appointment of a new Chief Engineer. He is Gordon M. Nutty who hails from Richmond, Ind.

## —WASHINGTON—

**YAKIMA**—Peter King, of "Sports Trail" fame, has signed to do his show on KIT for Star Clothing Co. This week KIT carried two special broadcasts direct from the Washington State Horticultural Association meetings. The meetings represented practically every fruit grower in Washington. Penn Salt, spray manufacturer, was the sponsor. Jim Murphy, KIT manager, has solved one wartime problem of driving. He organized a "share-the-car" deal on his trips from home to station.

## —ARKANSAS—

**HOT SPRINGS**—KTHS celebrated its 19th anniversary on the 20th of December, 1943. The birthday was marked by a dinner party given for the staff by Ken Kellam, General manager. Odis Echols and his Melody Boys will soon return to KTHS as a "live" five-time-a-week feature.

## —OHIO—

**CLEVELAND**—Maurie Condon has returned to WGAR from the Air Corps Intelligence and has been named Asst. to Sales Manager Harry Camp. He will be in charge of local sales. WGAR staff members now in service will receive before Christmas (the mails allowing) a package of assorted gifts as a holiday remembrance from the station. Asst. musical director Henry Pildner became a poppa for the third time. Newest addition is Susan Elizabeth. WGAR Sales Manager, Harry Camp, has been re-elected to another two year term as a director of the Cleveland Kiwanis Club. WGAR Program Director, Dave Baylor, was named by the Cleveland Press to serve on a special program committee to review and judge acts auditioning for a final spot on the "Press" annual Christmas party in Public Hall.

## —CONNECTICUT—

**BRIDGEPORT**—Frances Jones, WICC's asst. Program Director, recovering from an infected tooth, while News Editor Bob Maguire tries to recuperate from the gripe. Meat distribution will be the subject of discussion on WICC's "Ask Your OPA" at 9:30 p.m. Thursday, Dec. 23. Speakers will be selected from the local meat industry and meat rationing boards. Latest of WICC's dramatic personae to arrive from camp is Sergeant Don Stebens, for long affiliated with Bridgeport's Little Theater League and Alma Dettinger scripts.

## —MASSACHUSETTS—

**BOSTON**—Miss Josephine Panarillo, formerly associated with Griffin Wheel Company, has joined the staff of WEEI as stenographer in the General Service Department. Mrs. June Slocum of Winthrop, has been added to the WEEI staff as stenographer-clerk. Kelsey Ballou Sweatt, Assistant Supervisor of Public Relations, State Department of Education, has invited Marie H. Houlahan, Director of Publicity for WEEI, to be the guest lecturer during the University Extension's Course in War Time Publicity and Public Relations. Priscilla Fortescue, radio, stage and homemaking reporter for WEEI, starred in the title role of "Claudia" which was produced by the First Parish Friendly Society Players in Weston.

## —MICHIGAN—

**DETROIT**—Val Clare, CKLW news commentator, broadcast the 14th annual 4H Stock Show directly from the Detroit Stock Yards amid much mooring and bleating from the star attractions. Midnight Mass on Christmas Eve will again be broadcast by CKLW from Our Lady of the Rosary Church in Windsor. On Friday, Dec. 24, CKLW originates "Santa Claus for Service Men" from Percy Jones Hospital in Battle Creek, Mich.

## —TENNESSEE—

**MEMPHIS**—Henry W. Slavick, general manager of WMC, has been elected a member of the National Broadcasting Company Planning and Advisory Committee to represent the states of Tennessee, Mississippi, Louisiana, Georgia and Florida. The Nelson Sisters, hillbilly harmony team, has been signed by Manager Bob Alburty of WHBQ. Hotel Melbourne, St. Louis, has just bought a spot campaign on WHBQ. Idea plugged is that many Memphis business men make frequent trips to St. Louis and it's good business to acquaint them in advance with accommodations offered by the Melbourne. The recording staff at WHBQ has been making transcriptions for promotion of the Warner Pictures productions, "Leopard Man" and "Women in Bondage" for local Warner office. Exploitation for the Maleo Theater presentation of "For Whom the Bell Tolls" was also handled by WHBQ.

## —UTAH—

**SALT LAKE CITY**—Ed Letson, former chief announcer of KDYL, feeling a decided "draft" on the back of his neck, has left for the West Coast to take up a job training pilots for Uncle Sam. A tribute to "Famous Mothers" of history, as well as the mothers who are making sacrifices today, is now broadcast over KSL every Sunday afternoon for the Ketchum Builders Supply Co. "Sports Highlight," a new sports feature, made its appearance on the KSL schedule under the sponsorship of the Modern Furniture and Appliance Co. The five-minute broadcast will be heard Monday and Saturday nights at 9:55. Organist Selton Heaps is bringing KSL listeners "Pictures in Melody" every Sunday morning for the Ecker Photographic Studios.

## —MINNESOTA—

**MINNEAPOLIS**—KTSP's Saturday evening variety show, "Saturday Smorgasbord," has been bought by Pillsbury Mills. J. Walter Thompson has renewed its 52-week contract for Farmer Candy Shops on Bee Bank. "Household Forum" on KTSP. Acquires Monday-Wednesday-Friday participations in the "Forum" show. Rich Brothers, clothiers, goes into its 4th year of sponsorship of Brooks Henderson "Highlights in Headlines" newscasts KSTP. New 52-week contract calls for continuance of its three-time-weekly sponsorship of the news program. Ray Jenkins, general sales manager of Brooks Henderson, announcer, both KSTP, have been named chairmen, respectively, of the Minneapolis and St. Security of War Information committee.

## —COLORADO—

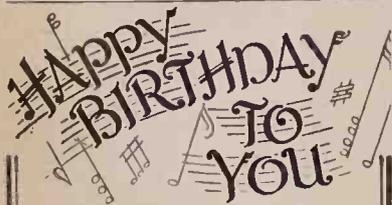
**DENVER**—The Weicker Transit Storage Co., through the Robert Advertising Agency, Denver, will renew for 52 weeks, their current weekly announcement schedule on daytime temperature reports service Contract, effective January 1, 1944. Weicker's seventh renewal on K... Solemn Pontifical High Mass celebrated at midnite on Christmas Eve in Denver's Roman Catholic Cathedral of the Immaculate Conception, will be broadcast by K... Christmas Eve services at St. John Episcopal Cathedral, Denver, will be carried by KOA from 10:30 to midnite. Amter's Paramount Fashion Shop are renewing their first sent announcement schedule on KOA for an additional year, effective January 1, 1944. Contract, secured through the Raymond Keane Agency, Denver, is Amter's 11th renewal KOA.

## Walker Will Specialize In Victor Hill-Billy De

Frank Walker will specialize activities in Victor's disk business the supervision of hill-billy and artists' recordings beginning January in addition to maintaining contact with chain stores, according to J. Murray, general manager of the Victor record division. Walker, credited with introducing the first hill-billy and race records to the market in the early Twenties, will locate the company's New York recording studios.

## Kennett Completes Coast Tour

Hollywood—Robert L. Kennett, manager of the Columbia Network new program relations division, returned to Hollywood after completing a tour of the West Coast during which he visited with executives of affiliated CBS stations. Kennett, who here had conferences with D. Thornburgh, Harry Witt, and Edwin Buckalew. He returns to New York after completing a tour during which he called upon all affiliated West Coast stations to discuss programming problems.



December 21

Bea Churchill      Xavier Cugat  
Andre Kostelanetz      Bob Strong



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 25, No. 55

NEW YORK, N. Y., WEDNESDAY, DECEMBER 22, 1943

TEN CENTS

## WMCA's Five-Hour Show

### Dowsley Clark Heads OWI's News Bureau

Washington Bureau, RADIO DAILY  
Washington—Dowsley Clark will head Charles L. Allen as chief of OWI news bureau, effective Jan. 1. Domestic Director Palmer Hoyt, announced yesterday. Veteran of 25 years active newspaper experience, Clark served 12 years as assistant managing editor of the Minneapolis Tribune. On the "Anaconda Stand" in Butte, Mont., he was city editor. Since 1941 he has been in gov-

(Continued on Page 2)

### Thompson To Emcee Special Blue Net Show

Chicago—Bill Thompson, dialect Indian, formerly with Fibber and Molly, will emcee a one-hour variety show from 12:00 to 1:00 on Christmas Day over the Blue Network titled, "Where's Santa?" The program, which will feature the tenor, Tanner, and the "Romeos" and "Bombards," radio vocal groups, will consist of a mythical round-the-world search for Santa Claus with Thompson conducting the search in various parts.

### Water Craig Named V.P. Benton & Bowles, Inc.

Water Craig was elected a vice-president of Benton & Bowles, Inc., at a recent meeting of the board of directors, it was announced yesterday. Clarence B. Goshorn, president of the agency.

Craig joined the radio department of Benton & Bowles in October  
(Continued on Page 2)

### Accolade

Red Collins, for many years manager of Kate Smith, yesterday presented an engraved cigarette case by his sponsor and the agency controlling the account. Collins, which came as a surprise to him, was inscribed as follows: "To Ted Collins, radio's outstanding showman and producer, from many friends at General Foods and Young & Rubicam."

### 1st Birthday . . .

"Mr. and Mrs. North," radio crime show, celebrates its first anniversary today. And—as an anniversary gift the show has received a 52-week renewal. Show is heard Wednesday nights on the NBC net.

### Bob Hope Honored By "March of Dimes"

Bob Hope and Frances Langford have been appointed chairman and vice-chairman, respectively, of the Servicemen's Division of the "March of Dimes." Appointments were made by Basil O'Connor, president of The National Foundation for Infantile Paralysis.

Hope and Miss Langford will carry the "March of Dimes" message with them on their visits to service camps from Jan. 14 to 31, though neither will make any solicitation of membership.  
(Continued on Page 2)

### "Front Line Features" Set As Mutual Strip

Spanning the Allied news fronts will be Mutual's new five-a-week series, titled "Front Line Features," which will call in the net's overseas correspondents for a quarter-hour broadcast beginning next Wednesday at 10 a.m., EWT, according to John Whitmore, MBS news director. Present plans call for one newsmen to  
(Continued on Page 2)

## Unprecedented Interest In Poll; Results In Radio Daily Friday

### "Miss Advertising Pin-Up" Selected By Agency Men

Chicago—Marilyn Sable of the Chicago cast of the stage comedy, "Kiss and Tell," won the title of "Miss Advertising Pin-Up," at the 40th Annual Christmas Party of the Chicago Federated Advertising Club at the Hotel Sherman. Two of the 10 contestants for the title were Marilou Neumayer and Angel Casey, Chicago radio actresses.

## Will Bring New York Area Servicemen To Microphones Around The World; Red Cross, USO, War Dept. Co-Op

### Net Plans Series Of Youth Programs

First organized effort of radio to aid in combating juvenile delinquency comes with the announcement by NBC that the net will sponsor a 13-week series of programs, "Here's To Youth," on Saturdays from 1 to 1:30 p.m., beginning Jan. 15.

Ten major voluntary youth organizations with a total youth membership in excess of 31,000,000 have  
(Continued on Page 6)

### CBS Closes First Phase Of 'Building' Group Meets

Frank Stanton, CBS vice-president, yesterday closed the first phase of the series of meetings held by Columbia's Construction and Building Operators Supervisors' group, which meetings had been set up to familiarize members.  
(Continued on Page 2)

### Marx Joins Blue Network As Technological Advisor

Frank Marx, formerly chief engineer of WMCA, is joining the Blue Network as technical advisor. The change is effective immediately. Marx  
(Continued on Page 2)

Unprecedented both from the angle of its being a local program and as to the five-hour length, WMCA on Christmas day and evening in co-operation with the Red Cross, USO and War Department will broadcast a series of pickups from all parts of the world bringing to the mike men and women in the service whose homes are in metropolitan New York. All commitments for the five hours have been cancelled and at no time will a commercial announcement  
(Continued on Page 7)

## Blue Announces Sale Of New Show

Sale of a new show and some renewals were announced yesterday by the Blue in a pre-holiday spurt of business with WJZ sharing in the billings.

The American Meat Institute, Chicago using radio advertising for the first time, will launch "The Life of Riley" on the Blue Network Jan. 16. Featuring William Bendix, Metro.  
(Continued on Page 6)

### Radio Support Asked In Anti-Loose Talk Drive

Radio's support of the Government's campaign to prevent careless talk was urged this week in a new campaign guide on security of war information, prepared by the War Advertising  
(Continued on Page 2)

### Anniversary

"Ma Perkins," P&G soap opera, celebrates a decade on the air with a new producer-director, Roy Winsor. No stranger to the ayem production, Winsor has produced and supervised the stanzas for four years with Blackett-Sample-Hummer. The title role is played by Virginia Payne, who has passed the 4,000th mark for appearances in the show.



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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

(Tuesday, December 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/4	154 3/4	155	+ 1/4
CBS A	24 1/2	24 3/4	24 7/8	- 5/8
Crosley Corp.	17 1/2	17 1/4	17 1/4	.....
Farnsworth T. & R.	9 3/4	9 3/4	9 7/8	+ 1/4
Gen. Electric	37 1/2	37	37	- 1/2
Philco	24 1/2	24 1/8	24 1/8	.....
RCA Common	9 5/8	9 3/8	9 3/8	- 1/4
RCA First Pfd.	70 3/8	70 3/8	70 7/8	+ 5/8
Stewart-Warner	11 1/2	11 1/8	11 1/8	- 1/8
Westinghouse	95 7/8	95 1/2	95 1/2	- 1/2
Zenith-Radio	34 3/4	34 1/4	34 1/4	- 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	3	3	3	.....
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20 1/2	23
WJR (Detroit)	30	32

## 20 YEARS AGO TODAY

(December 22, 1923)

Deadlock over the election of a chairman of the ICC still holds in the Senate. . . . N. Y. Edison Co. advertises its Christmas suggestion. . . . "An Electrical Gift" . . . the annual Albany Community Chorus of 1,000 Voices will be broadcast over WGY . . . Chief Announcer and Program Director Niles T. Granlund of WHN is busy completing plans for the first staff Christmas party to be celebrated in the Loew's State building.

### Announcer Wanted

Draft exempt announcer wanted. Must be able to handle news and control board. Substantial starting salary.

WJBK, DETROIT

## CBS Closes First Phase Of 'Building' Group Meets

(Continued from Page 1)

bers with the workings of certain aspects of CBS. Stanton spoke on the future of radio, including FM, television, shortwave and international broadcasting. At the meeting manuals were distributed which will be used by the operators within the department as a basis for training new members.

Series of meetings were started Nov. 4 and were held each Tuesday and Thursday afternoon. G. Stanley McAllister, director of construction and building operations stated that the move was extremely successful and that meetings in the future will be held monthly. Departmental heads and officials deliver addresses at each meeting.

## Walter Craig Named V.P. Of Benton & Bowles, Inc.

(Continued from Page 1)

of 1942 and was named head of the department last February.

Prior to entering the agency field, Craig served as program director of station WMCA for a year and a half, and headed his own independent producing firm for the preceding eight years, during which time he was identified with many outstanding programs.

## Radio Support Asked In Anti-Loose Talk Drive

(Continued from Page 1)

Council in co-operation with the OWI, Army, Navy and FBI. Copy suggestions are offered for printed layouts, radio and other media. The Council's volunteer agency on the anti-loose talk drive is Newell-Emmett Company, with A. O. Buckingham of Cluett-Peabody Co. as campaign manager.

## Allen And Melchior to Visit Radio's "Hall Of Fame"

Presenting their version of a small-time radio commercial program, Fred Allen, comedian, and Lauritz Melchior, Met tenor, will be the guests of the "Radio Hall of Fame" show on the Blue Sunday, Dec. 26, 6 p.m., EWT. Paul Whiteman's orchestra will also be featured and Deems Taylor will appear as narrator.

## Dowsley Clark Heads OWI's News Bureau

(Continued from Page 1)

ernment service as regional director of the OWI in Minneapolis and Chicago and recently as assistant to the regional director of the WPB in Chicago.

Allen leaves to resume his position as assistant dean and director of research at the Medhill Schol of Journalism, Northwestern University. During the year he has been with the OWI, he has served in the capacity of consultant chief of the rural press section; assistant chief and, for the past several months, as chief of the bureau.

## "Front Line Features" Set As Mutual Strip

(Continued from Page 1)

occupy the full period on each day. Mutual correspondents participating include: Leslie Nichols, from Cairo; Jack Thompson, Algiers; James Wellard, Naples; John Steele and Arthur Mann, London, and Stanley Quinn, Australia. "In this additional overseas series," news director Whitmore stated, "we hope to supply the families of our fighting men with a more complete understanding of the efforts of their boys on the battle fronts of the world."

Program debut will shift news commentator Ian Ross MacFarlane, now heard at 10 a.m., EWT, to the 5 p.m. spot.

## Marx Joins Blue Network As Technological Advisor

(Continued from Page 1)

will direct engineering development for the Blue. He will give his attention to television, FM, new studios and other activities in field of technological progress.

George Milne continues as chief engineer of the Blue Network in charge of all engineering operations.

## Bob Hope Honored By "March Of Dimes"

(Continued from Page 1)

bers of the armed forces. It is the policy of the Foundation, the organization points out, to take care of all children of servicemen who become afflicted with infantile paralysis.

## COMING and GOING

TOM SLATER, Mutual's director of sports features and sports, in Washington, D. C. network business. He will return to New York tomorrow.

JACK STEWART, general manager and director of KCMO, Kansas City, in town today for conferences at the headquarters of the Blue Network.

WEST W. WILLCOX, assistant general manager of WHOM, leaves today for Chicago Rockford, Ill.

MARGARET and TRAVIS JOHNSON—"Song Spinners"—have left for Akron, where they will sing at a Christmas party given for soldiers by the Goodyear Co.

EDWARD PALEN, program director of WJZ is back at the home offices in Cleveland following a short trip to New York.

## Radio Daily's Editor-Poll To Be Published Friday

(Continued from Page 1)

national aspect this year with entry from Mexico and several Canadian radio editors participating in returns.

## Jean Collins On WJZ

Jean Collins, vocalist, will succeed Grace Morgan, deceased, on Pepto-Bismol spot which is heard times weekly over WJZ from 9:55 p.m. Miss Collins made her first appearance last night.

## Peggy Byrne Leaving

Peggy Byrne, feature writer on staff of RADIO DAILY leaves this week end for Chicago where she will accept a position on the publicity staff of WBBM, CBS station.

"WASHINGTON inside-out" \$65.00 Including Time and Talent

This popular capitol feature now available on W-I-T-H—Sundays, 8:30 to 8:45 P.M. If you have a message for those in the higher income and age brackets, here's your program. Subject, of course, to prior sale and availability.



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

★ ★ ★ ★ ★



## This Man has Heard More Radio Programs than Anyone Else in the World

HE listens to NBC radio programs eight hours a day, five days a week. And he's been doing it for sixteen years. Out in Port Washington, Long Island, where WEAJ, key station of the National Broadcasting Company, has its towering transmitters, he and another engineer report for work every morning. By the time the first program is ready to go on the air, they have checked a hundred dials and controls and instruments.

Then they start listening. Listening not as you and I do, but with a *feel* for sound. The slightest irregularity in transmission, the minutest deviation from the exact volume set for it, is detected by the expert ears of these men even before it is indicated on the dials. They correct it instantly.

It is the job of these two men, and the two who replace

them on the second shift, to just sit there and "listen to it perk." It is lonely, tiring, unexciting work. Yet it has to be done to assure the most perfect reception possible in the homes of the millions of listeners who tune to NBC all through the day.

So it's no accident that one of these four NBC engineers has been on the job for 16 years, and another for 15 years. It's no accident that even in this routine, little-known, inconspicuous phase of broadcasting, NBC has aimed for perfection.

For it is the NBC credo that no job in broadcasting is too small not to be done perfectly. This painstaking attention to every detail, this uncompromising insistence on achieving broadcasting at its best throughout, *are some of the things that make NBC "The Network Most People Listen to Most."*



—The **National Broadcasting Company**

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

LOS ANGELES

By RALPH WILK

THE romantic voice and sparkling accordion of Al Gayle, "Radio's Singing Accordionist," a popular feature for many years over KFI-KECA has recently returned to Los Angeles after an extensive 8 months' USO camp show tour. Gayle and his musical combo are currently being featured in the Playroom of Mike Lyman's Hollywood Cafe where they have been held over into their 12th record breaking week. A deal is now pending with General Amusement Corp. to bring this personality on a national radio spot.

Charlie McCarthy sent a bunch of wood violets to Jane Powell, his 14-year-old singing discovery, to celebrate the first day of work on "Song of the Open Road," in which Charlie and Edgar Bergen have the leads and little Jane makes her cinema debut.

Barbara Hale told all about how it feels to be kissed by Frank Sinatra when she was interviewed by Producer C. P. MacGregor on the Hollywood Radio Theater recently. Barbara was the lucky star who played the part of Mrs. Sinatra in RKO-Radio's "Higher and Higher."

Jean Hersholt left for New York last week following his Wednesday "Dr. Christian" show for Chesebrough Manufacturing Company. He will remain in New York for a period of nine weeks, using a New York cast for all broadcasts while there. This will make Hersholt's eighth straight year of visiting New York during the Yuletide season and he will again observe his customary "old fashioned Danish Christmas" with his friend Lauritz Melchior, Metropolitan Opera star.

Our selection of the week of the most photogenic non-professional—Louise Wolfe, a member of the program department at NBC.

Mustered out of Uncle Sam's Army with a medical discharge, Bill Holmes, former newspaper man and radio writer-producer, before his enlistment, has joined the Blue Network newsroom staff in Hollywood as news writer.

Jolly Joe Kelly, who is in Hollywood making "The National Barn Dance" for Paramount, is even jollier than usual these days. Reason is that his 19-year-old son, Joe, Jr., is in Hollywood on a 21-day leave, which he is spending with his parents.

Many a soldier will dream he is walking down the road toward home when the familiar voices of Amos 'n' Andy (Freeman F. Gosden and Charles J. Correll)—headlining a special program of radio stars—is beamed overseas at Christmas time.

REC Cocktail Party

Announcements of the Radio Executives Club Christmas cocktail party in the Gotham lounge of the Hotel Shelton on Thursday afternoon were sent out yesterday by Murray B. Grabhorn, club president. Proceeds from the party will go to Army and Navy relief.

MAIN STREET



Notes From A Ringside Seat. . . !

● ● ● We want to thank our many well-wishers who took the time to send us season's greetings and to them and all our friends, we say, "Same to you and many many of them" . . . . but before scribbling about radiology in general, we'd like to point out that, what at first may seem like a good idea or perhaps funny, might appear in an altogether different light, upon reflection . . . . we have in mind several "Christmas Cards" which we think were in extreme poor taste . . . . of course the original fault lies with the designers and printers of those "supposed-to-be-funny" Yuletide Cards, but if people would stop buying them, it might dawn on those guilty clowns, that this is a time of the year, commemorating a beautiful ideal, and anything other than the perpetuation of that thought, is sacrilegious . . . . we didn't mean to turn our collar about and be guilty of preaching but we feel deeply the trend away from the noble sentiment, "Peace and good will to Men."

★ ★ ★ In his eulogy to the late George Whiting, former Mayor James J. Walker said, "It is given to very few men, the privilege of enjoying a 'Blue Heaven' on earth and a bluer Blue Heaven after passing away" . . . . George, one of the greatest of our songwriters and a headliner with his charming wife, Sadie Burt for many years in vaudeville, was more than that . . . . we'll try to portray in small measure, our loss . . . . Radio has lost one of its keenest judges of humor and clean comedy (for the past two years, he was co-editor of the jokes selected to be aired on the "Can You Top This?" programs) . . . . the stage lost a great artist . . . . and songwriters whether in the top brackets or lowest rung in the ladder, lost a true friend and fearless champion . . . . The Armbrister-Hewson fantasy, "Land of the Lost," has been renewed for an additional thirteen weeks on the Blue Network, starting January 2 . . . . Al (Leeds Music) Friedman, spent a few days in Gotham to be on hand when his pal Charlie Spivak opened at the Pennsylvania . . . . Al is the Chicago-getter of the music business . . . . Bob Howard, comedy star of "Early to Bed" and Club Zanzibar Revue, back after a week's tussle with the flu . . . . We've been missing Nellie Revell's breezy programs . . . . we can't believe that there is no room on the ether for the newsy and interesting programs, this famous "newspaperman" presented for so long . . . . stories, items and anecdotes acquired in her many years experience as ace-reporter and told in her cheerful, friendly way, should be corraled by one of the networks . . . . Gene Kuhne, B B D & O scripter, now with J. Walter Thompson . . . . Josephine Houston has been booked into the Capitol Theater in Washington as a direct result of her sensational record at "Troika" there last month . . . . Ted Green, former assistant to Radio Director Chick Vincent, has been placed in charge of the Radio Dep't at Frederick Bros. Agency, Inc.

★ ★ ★ Perry Como will emcee and do the vocal honors for a new CBSunday series supported by a 30-piece orchestra conducted by Paul Baron, the Three Sisters and the Bobby Tucker choral group . . . . Coca-Cola has selected Vincent Lopez and his Orchestra to broadcast on its "Christmas Day Spotlight Bands" program direct from the St. Albans Naval Hospital . . . . incidentally this is the ninth time Lopez has been featured on this Blue Network Ace series . . . . Life's little ironies: On the "Salute To Youth" program via NBChannels last night, a drama was enacted about the fate of a "missing plane" . . . . one of the cast was Bill Grey, who, four days ago, was notified that his son, an Ensign in the U. S. Navy, in charge of a Naval plane, was missing with all his crew off the coast of Virginia. . . . .

★ ★ ★  
— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

HARRIET O'Rourke, Blue Network songstress, who was one of four Chicago singers, competing the Chicago regional auditions to win the right to appear on the "Metropolitan Auditions of the Air," will go New York for her appearance on program which will be broadcast Sunday, Dec. 26.

Thomas P. Bashaw, NBC sound effects technician for the last 12 years will be inducted in to the Army Dec. 27.

The WLS "National Barn Dance" troupe, which has been in Hollywood for the past several weeks making movie at Paramount, is expected to be in Chicago on Wednesday, Dec. 23. The troupe includes the Arkansawoodchopper, the Hoosier Hotshot, Lulu Belle and Scotty, the Dinn Sisters and Pat Buttram. The band dancers will stage their Christmas broadcast from Ross Auditorium at Great Lakes Naval Training Station.

Red Foley, a vocal favorite with midwest listeners for many years, replaced Rusty Gill on the WLS "Melody Revue." Gill relinquish his spot on the show when he entered the Army.

The Ward Baking Company, through J. Walter Thompson Co., starts a minute program of musical favorites over WMAQ, on Jan. 4. Program will be heard Tuesdays, Thursdays and Saturdays from 11:45 to 12 noon, with Louis Roen as announcer and writer. Contract is for 52 weeks. Roen will select transcribed music for the program which is characteristic of various regions and also will read a vignette describing the place and people.

Wieboldt Stores, Inc., through Needham, Louis and Brorby, renew its "Your Neighbor" program on WMAQ for 52 weeks, effective Dec. 20. The program features June Melow emcee, with popular music recordings, and is broadcast Monday through Saturdays from 8:00 to 8:30 a.m., CWT.

Karl Sutphin member of the WLS sales promotional staff for the past year and a half, is the father of an eight and half pound baby boy. The youngster, the Sutphin's second, has been named David Allen.

Wanted—Producer

Permanent position available with 50,000 Watt Mid-West Station. State age, scholastic background, experience, draft classification and salary expected.

RADIO DAILY, Box 782,  
1501 Broadway, New York, 18, N. Y.

# ★ AGENCY NEWSCAST ★

**WHN H. MORSE** has joined the staff of J. Walter Thompson Company as a specialist in industrial advertising. He was formerly senior vice-president of Buchen Company, a director of the Chicago Industrial Advertising Association. He will continue as consultant to the United States Department of Commerce on advertising, advertising and publication.

**BLACKSTONE COMPANY** reports that it has annexed the radio account of the Unicorn Press, new publishers of the Funk and Wagnalls' encyclopedia. Agency will rebuild the client's "Wizards" over WHN, New York, according to radio director Bill Hinch. Blackstone also announces the renewal of baritone Chester Gay and other talent for the final quarters of the Brass Rail restaurant's "Moments of Memory" on WJZ.

## Canadian Air Corps Investigating AFM Case

Ottawa—The Ottawa "Journal" dealt in a news-page story that the headquarters plan an investigation into circumstances of withdrawal, on orders of the American Federation of Musicians, of a service called "RCAF Smiles" from a Canadian Broadcasting Corporation network. The "Journal" said the show, presented by airmen stationed at Patricia Bay, B. C., had its radio premiere when the musicians' union was im-

posed this week. The musicians union was said to have objected on the ground that the panel taking part were not union members. There was no comment from CBC officials in Ottawa the "Journal" said.

## Schoenfeld To Wm. Morris

William Schoenfeld, associate editor of "City," joins the William Morris script department Jan. 1. Schoenfeld will spend a month in the New York office before locating on the West Coast. Currently winding up an association with the weekly, he was previously a newspaperman in New York and Chicago.

**HIRSHON-GARFIELD, INC.**, New York, has been appointed to handle the advertising of Hardman-Peck & Co., makers of the Hardman piano and the Minipiano.

**GEORGE MacMILLAN** on Jan. 1 will join Bristol-Myers Company as public relations director. Currently he is executive secretary of the Association of National Advertisers.

**RIPLEY CLOTHES**, operating eight retail men's clothing stores in the New York City metropolitan area, has appointed the Bobley Company to direct its radio campaign beginning Jan. 1, 1944. Edward Bobley is account executive.

**BERMINGHAM, CASTLEMAN & PIERCE**, New York, has been appointed by E. Pritchard, Inc., Bridgeton, N. J., to place the advertising for its food products, including its specialty, Pride of the Farm Catsup.

## Cuban Basketball Champs CBS Party Guests Today

CBS will be host today to the basketball team of the University of Havana, Pan-American champions, at a cocktail party which will be held in the studios of the network. Roberto Hernandez, Cuban Consul-General, will be among the invited guests. In the absence of Edmund A. Chester, Columbia's director of Latin-American relations, the assistant director, John Hundley, will act as host.

The University of Havana team is here to play Long Island University. The game will be staged Saturday night at Madison Square Garden.

## Prelate Writes Xmas Prayer

Most Rev. Francis J. Spellman, D.D., Archbishop of New York, has written a special Christmas prayer which will be read over WOR and Mutual on Saturday, Christmas Day, on the "Minute of Prayer" from 6 to 6:01 a.m. and 6 to 6:01 p.m.

## Bears-Redskins On WNEW

WNEW will carry exclusively the National Championship game between the Chicago Bears and the Washington Redskins on Sunday, Dec. 26th, from 3:00 to 5:00 p.m., approximately.

# In Kansas City



# the Swing is to WHB



IT'S A MERRY CHRISTMAS indeed for those foresighted advertisers who use WHB in Kansas City! The tinkle of Christmas bells is accompanied by the jingle of busy cash registers as WHB sponsors set new sales records. And WHB itself has set something of a record as it zooms to daytime leadership in this rich market. Available January 3, 1944: Fulton Lewis, Jr., three nights weekly. Ask "Your Mutual Friend" for details.

**KEY STATION for the KANSAS STATE NETWORK**  
 Kansas City • Wichita • Salina • Great Bend • Emporia  
 Missouri • Kansas • Kansas • Kansas • Kansas

**FREE!**

## DONALD'S DANDY DESK-POUNDER DEVICE

We'll be happy to send you one of these handy desk-pounder sets. Used by us to emphasize WHB's swell new Hooper rating, you'll find this outfit handy in your own shop for many uses—including breaking ice for home-made Martinis. Just 'phone, wire or write



**DON DAVIS**  
 KANSAS CITY — Scarritt Building — HArrison 1161  
 NEW YORK CITY — 507 Fifth Avenue — VAnderbilt 6-2550  
 CHICAGO — 333 North Michigan Blvd. — CENTral 7980  
 HOLLYWOOD — 5855 Hollywood Blvd. — HOLLYwood 6211

**WE MARKET BARGAINS GALORE**

For nearly all of forty-three  
 We've had our dials on WMBG.  
 Now that it's almost forty-four  
 WMBG promises more  
 Radio entertainment at its best.  
 The kind that has both Zing and Zest.  
 For the best in '43, stay tuned to WMBG.

**NBC Richmond, Va. NBC**

## Net Plans Series Of Youth Programs

(Continued from Page 1)

united in the plan to present the new series of shows.

Helen Hayes, the distinguished star of stage, motion pictures and radio, will be featured on the initial program. Each program will be in dramatic form and will deal with a specific problem and its solution.

The cooperating organizations, listed alphabetically, are the American Junior Red Cross, with 17,000,000 young members; Boys Clubs of America, Inc., 250,000; Boy Scouts of America Inc., 1,600,000; Camp Fire Girls Inc., 321,000; Girl Scouts, 816,000; Jewish Welfare Board, 410,000; National Catholic Welfare Conference 5,000,000; National Council of Young Men's Christian Associations, 2,500,000; National Federation of Settlements, 180,000, and Young Women's Christian Association, 3,000,000.

"The importance of putting these programs on the air is not open to debate," said Dr. James Rowland Angell, NBC public service counselor. "However, I wish to make it clear that while the distressing increase of juvenile delinquency creates an urgent problem for the organizations cooperating in the production of these programs, these groups conceive their objectives in broad, constructive terms which include every important phase of mind, body and spirit.

"These voluntary organizations," he continued, "realize from their experiences that in training young people to be healthy, happy, intelligent and patriotic citizens, they also develop sound character while preventing moral shipwreck and social disintegration. But it is by keeping their gaze fixed on the affirmative, constructive aspects of the task that success is achieved, not by focusing attention primarily on human failure. These programs will reflect that attitude."

The programs for the entire series follow: Jan. 15—"Young Americans in Crisis"; Jan. 22—"Trailertown's Children"; Jan. 29—"Dad's in the Army"; Feb. 5—"Till the Boy Comes Home"; Feb. 12—"Latchkey Children"; Feb. 19—"Our Nomad Families"; Feb. 26—"Danger—Mother's Working"; Mar. 4—"The Melting Pot Boils"; Mar. 11—"Help Wanted"; Mar. 18—"Brides of Mars"; Mar. 25—"Boomtown"; April 1—"Johnny Comes Home"; April 8—"Strength for America."

## Schedule Pittsburgh Priest For Nine Lectures On Blue

Rev. Richard Ginder, priest in the Diocese of Pittsburgh and instructor at St. Charles College, will begin a series of nine address on the Blue Network's "Hour of Faith," Sunday, Jan. 2. The program heard weekly at 11:30 a.m., is presented in cooperation with the National Council of Catholic Men. Father Ginder's subject on Sunday will be "Standard Equipment."

## Washington Front

By ANDREW H. OLDER

FCC Chairman James L. Fly has the ability to make people feel uncomfortable—as anyone who has tangled with him will readily admit. Maybe it was just the knowledge of Fly's ability which prompted Senator White, one of the most sincere and honest men on Capitol Hill, to object after Fly had spoken at some length on monopoly during the final session of the hearings on the White-Wheeler bill. White said he had an idea Fly's remarks were directed at him, and he desired to have it known that he is, as he said, the best trust-buster on the committee. Chairman Wheeler, somewhat experienced in that line of work, merely grinned quietly while White referred to the time a couple of decades ago when, as a member of the house, he had been instrumental in the airing of the means by which GE and Westinghouse were getting together to bring out RCA and, so it was charged, dominate the radio picture. Wheeler then remembered that the best trust-buster of them all at that time was Oswald Shute, erstwhile newspaperman who now represents RCA here. Shute was so good, said Wheeler, that RCA hired him. And was apparently well satisfied, since he's been here for RCA ever since.

Behind Wheeler is a broadcaster who, it appears certain, will have a major part in the framing of whatever legislation the committee agrees on. He is Ed Craney, who operates stations in Montana, Washington and Oregon. His knowledge of radio, plus Wheeler's knowledge of interstate commerce, promises a radio law which may not be to the liking of all in the industry but will nonetheless be clear and definite and will probably not require Congressional rewriting for a long time to come. The big "if" is what the House Interstate Commerce Committee will do. That body is somewhat less distinguished than the Senate body, which both Commission and industry quarters agree is quite fair and open-minded. That Wheeler is worried about what the House might do to any bill which might come out from his committee has already been admitted. He said recently that he is not certain the bill will get to the House group, which didn't seem to make sense, then explained that he expects the real fight to come in conference. What he has in mind apparently is that the House group will chop up the bill before reporting it and that Senate and House members forming a conference committee to agree on a bill for passage by both Houses will then salvage as much of the Senate bill as possible. Wheeler hopes to dominate that conference committee.

Looking over Frank McIntosh's speech before the American Marketing Association last week, we notice that he finds 7.8 per cent of the country's radio homes without radio

service. This is not nearly so large a figure as was feared, since normally there are between four and six per cent of the radio homes without service. It indicates that the medium still reaches Americans as no other medium can. McIntosh points out also that "new sets are not necessarily purchased because they are needed nearly as much as because they are sold by some new feature or gadget or on the basis that the repair of the old set would provide a substantial amount on a new set. It is definitely true, however, that the curtailment brought about by war necessity early in 1942 provides a market for radio receiver sales, between 17,000,000 and 21,000,000, according to the estimates we have received. That's something for the sponsors of FM and television to think about—and mighty seriously.

We meant to pass this on last week. Even if you're not acquainted with New York state politics, where the American Labor Party holds the balance of power, it ought to be good for a laugh. The ALP is badly split, with strong left wing and right wing factions. Luigi Antonini, Italian labor leader who appeared last week before the Senate Interstate Commerce Committee, is one of the most vocal of the leaders of the right wing, and there aren't many people he dislikes more than the leaders of the left. What we're getting at is a portion of his statement before the Senators, wherein, while discussing his union's radio show, Antonini declared that "We are happy to say that it has been our consistent policy to afford equal opportunities for appearance on our program to outstanding speakers of America's political parties—Democratic, Republican, and, in New York, the state organization of the American Labor Party (Right Wing, I mean)." The parenthetical addition was his, as faithfully reported by the committee stenographers and mimeographed in the statement which he handed to the press.

Which leads us back to the Canadian situation, where former Ontario Premier Mitchell F. Hepburn has entered the lists against what he terms the CBC "gestapo." Hepburn was kept off the air recently because he refused to submit the script of what he said was to be non-political speech for CBC clearance. It looks as if there ought to be quite a blow-off north of the border soon.

The army comes through with a story about "the relic." It's a transmitter which, in 1937, broadcast the solar eclipse from a tiny atoll in the south Pacific and only recently was used for a news broadcast in Naples. It was used here for special events broadcasts after 1937, being shipped to North Africa last year. It covered the Sicilian invasion and was set up in Syracuse to shoot press copy to Al-

## Blue Announces Sale Of New Shows

(Continued from Page 1)

Goldwyn-Mayer film star, in the leading role, "The Life of Riley" will be heard Sunday from 3 to 3:30 P.M. on 155 Blue stations. Burnett Company, Chicago, is agency.

Mother Hubbard Company, participating in "The Kibitzers" on station WJZ in behalf of Golden Corral Toasted Wheat, has renewed for a second 13-week period effective Jan. 28. The company shifted to the evening comedy show after being a campaign with one-minute announcements. L. H. Hartman Company, New York, is the agency.

A number of campaigns are scheduled to begin on WJZ in the future. Quaker City Chocolate & Confectionery Company, Philadelphia, will launch its first radio advertising campaign in New York on WJZ Jan. 3 when the company will begin sponsoring five station breaks weekly in behalf of the candy. Earle A. Bley Organization, Philadelphia, handles the account.

Select Theaters Corp., New York, expanded its schedule again with renewal for 25 weeks. In behalf of its plays, Select Theaters sponsors four one-minute announcements weekly through the Blaine-Thompson Company, New York.

Vick Chemical Company, New York, has renewed for 13 weeks its schedule of three live station-breaks weekly on WJZ. Morse International, New York, is the agency.

## NBC Has 8,000 Entries In Patriotic Song Contest

Entries in the Patriotic Song Contest sponsored by NBC and the National Federation of Music Clubs total more than 8,000. Since the closing date of Oct. 31, the entries have been in the hands of the advisory committee, which is sorting and studying all the selections. As soon as the task is completed, the committee judges: Leopold Stokowski, Lawrence Tibbett, Maj. Howard Bronson, Ernest La Prade, will hold a meeting to consider and choose the winners.

Winner's award is a premiere performance of the song on NBC publication by Mills Publishing.

## Ben Grauer Honored By Students Of N. Y.

Ben Grauer is the choice of the students as "most outstanding announcer in radio," according to an undergraduate poll in the radio division of the university's Washington Square College.

Radio headquarters for relay to the country. With the Italian invasion it went to Bari, and then to Naples. On November 14, with the aid of an Italian generator, the five-tone "radio" aired the first allied broadcast from the European continent since Dunkirk.

PROMOTION

Rural-Listening Study

MBC's newest brochure "Speak From the Heart" is a 10-page booklet of magazine proportions containing a farm survey on rural listening throughout the heart of American Agricultural belt.

The cover, a bucolic landscape, is a reproduction of an oil painting while the contents of the booklet are interspersed with maps, charts and graphs offset by color caricatures of farm life. The back page of the brochure is devoted to a statement by the station's president, with cuts of the president at the stations Farm Service Head, Marketcaster, prominently displayed on it.

WGY, Calendar

WGY, Schenectady, N. Y., is offering as its contribution towards informing the public that radio should become their richest source of entertainment, "A Calendar for Good Listening." The calendar, an eight-1/2 x 11 booklet, suggests to the listener not merely that he tune to WGY, but that he plan his listening to get the most enjoyment from his programs for every day in the month, a WGY program schedule, and pictures and features.

Skeeter Stuffer

Drawing attention to the intensity of which New England listeners follow Jesse Buffum and his Farmer's Mac, WEEI has printed a "Stuffer" concerning "Buff's" mosquito remedy. The "Stuffer," captioned "Skeeters and Callions" carries a green and white cover with an analysis of the remedy to one announcement concerning the remedy made on his listening program.

Latest Gloom Chaser

A four-page spread titled "It's Time to... Team Up with the Stars" in WGN's latest presentation on its "Gloom Dodgers" show. The cover of the spread features a pictorial review of daylight breaking through the clouds, and a small clock on whose face the area from nine to one is shaded in green indicating the time at which the program is heard. The pages reveal individual photographs of the program participants, arranged in the outline of a star.

Win-Card Of Football  
MBS New Year's Day

A win card of collegiate gridiron games will be broadcast over WOR-TV on New Year's Day under the sponsorship of the Gillette Safety Company. First game will be Cotton Bowl clash between Texas University and Randolph Field at 2 p.m. EWT. Following the close of this game at about 4:45 p.m., the East-West game for the Shriners' Fund will be heard from San Francisco.

WMCA 5-Hour Show To Air  
New Yorkers Now Overseas

(Continued from Page 1)

creep in. Program will be heard 5-10:15 p.m., EWT and has set pickups from New Delhi, India; Chungking; Melbourne and/or, Sydney, Australia; Honolulu; Canal Zone; Recife and Natal, Brazil; Cairo; Edinburgh, Scotland and London. Other points are now being set. RCA will supply the service from the Mediterranean and Honolulu, while American Telephone and Telegraph will supply the service from the South Pacific. AT&T ground wire has been leased to handle the traffic between New York and San Francisco.

ET Midnight Repeat

According to Nathan Straus, president of WMCA, it is planned to repeat the entire program by transcription at midnight of Christmas Day so that those who were unable to listen in earlier will get an opportunity to hear the show. Arrangements will be made, Straus said, to provide each family requesting it with a recorded copy of their boy's greetings.

No advance information on the number of identity of the men in service will be available until broadcast time, but the Red Cross and the USO will make every effort to bring in as many metropolitan New York boys as possible. They will come from Greater New York, Northern New

Jersey and up-state to Poughkeepsie, Long Island and Connecticut. Overseas and combat areas will be handled by the Red Cross and the U. S. Territories and outposts by the USO.

Straus stated that he hoped many families in the area would derive Christmas cheer from the program which will differ from any other show on the air in that the objective will not be entertainment but interview-greetings from those abroad to families and loved ones at home. "It will be New York's own Christmas program, for New Yorkers, and by New Yorkers," he said. In conclusion Straus, stated, "The War Department deserves our heartfelt thanks for its cooperation in this program. The help of the Red Cross and USO, without whose assistance this program would not be possible, is new evidence of the kind of service these organizations are rendering our boys."

Expense Involved Is Heavy

Understood that WMCA is spending a little over \$10,000 for the RCA and AT&T facilities. This sum does not include cancelled commercials and other incidental expenses. War Department okay, was obtained on "experimental" grounds and future developments along these lines may depend on how the WMCA program works out.

Special NAB Release  
On Selective Service

A special bulletin covering revisions of the Selective Service laws was issued yesterday by NAB to aid in clarifying the draft status of many men in radio.

The bulletin, in part reads as follows:

"The President on December 10 signed the bill (S. 763) amending the Selective Service Act.

"Section 5 of the Act is amended in two respects of interest to broadcasters. The Act as it now reads provides that within 30 days all occupational deferments granted by local boards to men who are not working in their jurisdiction must be submitted for review to Selective Service Appeal Boards having jurisdiction over the area in which is located the principal place of employment of the registrant.

"The other instance in which the change is important to radio is in cases where a local board grants an occupational deferment to a registrant who is working in another area. The matter will be submitted 10 days after such deferment to the Appeal Board in the area where he is working for review and decision. The provision providing the right of Presidential Appeal is retained.

"Under the new law the Selective Service System comes out from under the War Manpower Commission and the President is authorized to delegate his authority only to the Director of Selective Service."

GUEST-ING

JOHNNY MORGAN, comedian currently starring in "What's Up," filling a one-day substitution for Alfred Drake, on "Broadway Matinee," tomorrow (WABC-CBS, 4 p.m.).

CHARLES SCHULTZ, twice torpedoed radioman, on "The Better Half," Saturday (WOR-Mutual 8 p.m.).

JESSICA DRAGONETTE, BILL PERRY and LEW WHITE, on the Mary Lee Taylor program, Saturday (WABC-CBS, 10:30 p.m.).

FRANK PARKER, tenor, and RUTH POSSELT, violinist, on the Coca-Cola program, Sunday (WABC-CBS 4:30 p.m.)

BEN HECHT, author; WILLIAM C. HERLANDS, Commissioner for Investigation of the City of New York, and DR. HOUSTON PETERSON, professor of philosophy at Rutgers University, on A. L. Alexander's "Mediation Board," Sunday (WOR-Mutual, 8 p.m.).

JOSEPH COTTEN, on "America—Ceiling Unlimited," Sunday (WABC-CBS, 2 p.m.).

RISE STEVENS, mezzo-soprano, on "Broadway Showtime," Monday (WABC-CBS, 10:30 p.m.).

If You Value  
The Opinion of—

Joseph E. Anderson

Radio Editor,  
Record-American,  
Boston, Mass.

Watch for Results of  
Radio Daily's 7th  
Annual Radio Editor's  
Poll  
Next Friday

★ ★ ★ COAST-TO-COAST ★ ★ ★

—UTAH—

SALT LAKE CITY—KSL welcomed a former employee this week when Lt. Ralph S. Stevenson paid a visit to his old radio friends in Salt Lake City...

—PENNSYLVANIA—

PHILADELPHIA—Edgar Darlington has resigned his post in WFIL Master Control to accept an engineering assignment from the Office of War Information...

—MISSOURI—

ST. LOUIS—KMOX recently made its Playhouse studio available to the U. S. Merchant Marines for a special recruiting program which was not broadcast. The meeting was conducted by Thomas Rooney...

—TEXAS—

SAN ANTONIO—Majestic Men's Shop have set a series of spot announcements over KABC in behalf of Wing shirts...

—INDIANA—

FORT WAYNE—New to station WOWO is John Estridge, a Pearl Harbor veteran, in the engineering department and Jewel Bord who has joined the program department...

—CONNECTICUT—

HARTFORD—Franklin M. Doolittle, WDRC prexy, is in New York attending the meeting of the Radio Technical Planning Board of which he is a member...

—DISTRICT OF COLUMBIA

WASHINGTON—Elwood Garrison, former star of the P. J. Nee show who is now Cpl. Elwood Garrison of the Army, has returned to station WMAL and the "Dreamhouse" program for a couple of guest appearances...

—TENNESSEE—

NASHVILLE—Walter Ferguson, recently with WAAC, Ft. Myers, Fla., has returned to the announcing staff at WSIX...

—OHIO—

DAYTON—WHIO inaugurated a new series of weekly broadcasts on Saturday, Dec. 18, and the first show was a quiz broadcast called "Facts or Fancy..."

—WISCONSIN—

MILWAUKEE—Paul Coates, publicity director for WTMJ, announced that he is resigning his position before the first of the year. No replacement has been named yet...

—MASSACHUSETTS—

BOSTON—Kay Ivers, WBZ songstress, was honored by the American Scandinavian Association at the Dorchester Plaza in Fields' Corner where she was presented, on behalf of the organization, with a complete set of luggage...

—COLORADO—

DENVER—Jean Bartel, Miss America, for 1943, appeared as a guest of the May Co., Denver Department Store, on their KOA program "The May Company Presents"...

—OREGON—

PORTLAND—"Bombs Away" made its debut on station KGW Monday evening (Dec. 13) from the stage of the Portland Civic Theater, featuring personnel from the Portland Army Air Base...

—CALIFORNIA—

SAN FRANCISCO—Martin Mu former salesman of the San Francisco Examiner, has joined the KGO sales staff. Other newcomers to KGO include Kirby as manager of auditing rep...

—NEW YORK—

PLATTSBURG—Anthony R. ger, former copywriter with a Los Angeles, California agency, is now the announcing staff of WMFF...

—FLORIDA—

JACKSONVILLE—In the Month of December WPDQ sold local soft drink companies, Seven Up and Coca Cola...

Radar Will Develop In Post-War Period

Toronto—Radio location will enter the "airplanes of tomorrow" to travel 600 miles an hour without danger of collision, J. C. Cooper, radio-electronics authority of the Canadian General Electric Co., told an audience at the Toronto Advertising and Sales Club.

Use of Radar units would give pilots ample warning, he said, describing war as the proving ground of electronics. After the war, ships at sea would be able to detect other ships or icebergs through heaviest fog...



December 22

Deems Taylor "Mystery Chef" Bob Gullbert Eunice Howard



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 2

W. H. C. 3 X R

NEW YORK, N. Y., THURSDAY, DECEMBER 23, 1943

TEN CENTS

## WLB Mulling Decisions

### Record Renewals Announced By CBS

Largest billings of the week occurred yesterday when CBS reported clients renewing 13 separate programs, six of which will be heard on the full network. Procter & Gamble Company was the greatest individual renewer re-signing five of present programs.

The Procter & Gamble line-up of renewals effective Jan. 3 follows: "Goldbergs" for Duz; "Life Can Be Beautiful" for Ivory soap; "Ma and Pa" for Oxydol; "Bernadine"

(Continued on Page 5)

### CBS Tele Affecting Programming For Radio

Radio programming as we know it is going for a big shake-up with the advent of television, Thomas L. Riley, supervisor of daytime radio programs at Procter & Ryan, told a workshop meeting of the American Television Society Tuesday evening at the Capital Hotel, New York.

Riley, a former NBC tele producer-director, stated that, by necessity,

(Continued on Page 4)

### Mueller To Be Heard On 'Special Assignment'

Marill Mueller, NBC correspondent who has just returned from the European theater of war, will be the commentator on "Special Assignment" for the week of Monday, December 27, on the NBC net at 9:45 a.m. He is scheduled to be heard later on this week on programs with Morgan Beatty, Richard Ross, Robert McCormick, Louis Lomax and others.

### H. V.'s New Record

While he has set some various records during his 21 years of broadcasting, H. V. Kaltenborn's most recent claim to record-breaking is a peek at his final week in the Pacific. Thus on a Tuesday he broadcast from Australia; the Hawaiian Islands Thursday and San Francisco on Friday. The next day he was back in New York headquarters.

### Spiritual

Bob Hope's closing remarks on Tuesday night's NBC show and Frances Langford's singing of "Silent Night" was artistry with a spiritual significance. Hope's serious moments are just as effective as his effervescent comedy.

### Radio-Employee Total In Excess Of 30,000

Washington Bureau, RADIO DAILY  
Washington—Direct employment of well over 30,000 people in the broadcasting industry, apart from agency and manufacturer personnel, was revealed yesterday by the FCC on the basis of questionnaires returned to it from 815 stations and 10 networks. The figures covered the week of October 17 last and showed full-time employment of 24,515 persons, with part-time employment of 4,862, and 52 stations yet to be heard from.

Total weekly paycheck for full timers was \$1,366,687—an average of \$55.75 per employee. This was 6.6 per cent

(Continued on Page 6)

### H. V. Kaltenborn Offers Conservative Prediction

Reporting on his Southwest Pacific tour, H. V. Kaltenborn, who returned earlier this week, stated that he is convinced the war in that area cannot be won until sometime in 1946. The NBC commentator during his brief tour spoke to every important commanding officer in the Southwest

(Continued on Page 2)

## Canadian Network Sets Plans For Christmas Day Programs

### NBC Will Cover Rose Bowl Game And Celebration

Pasadena—NBC, with Bill Stern at the mike, not only will broadcast the Rose Bowl football classic on Saturday, Jan. 1, but will also cover the annual Rose Bowl "kickoff luncheon" at the Pasadena auditorium on Thursday, Dec. 30. Game climaxes the football season each year.

## Rulings On Dispute Between AFM And Recording Companies, Also AFRA's Transcription Code Expected Soon

### Collegiate Network Signs New Business

Intercollegiate Broadcasting System, continues to sign new accounts for the college hookup, according to Louis M. Bloch, Jr., business manager. Bloch also stated that communications from most of the major universities in the country have indicated that they will operate campus broadcasting stations as members of the IBS after the war.

Bloch also revealed that advertisers

(Continued on Page 3)

### NBC And Blue Crowd To Play Host to Kiddies

The National Broadcasting Company and the Blue Network will be co-hosts to children of employees of both organizations at a Christmas party to be held tomorrow, at 10 a.m. in studio 8H, Radio City. Similar festivities

(Continued on Page 2)

### 'War Department Report' On CBS Tele Tonight

First television showing "War Department Report," official documentary film of the U. S. Government, will be given today over CBS tele

(Continued on Page 2)

At least two War Labor Board decisions expected to be handed down around the first of the year or shortly thereafter, will be of vital importance to the radio industry. One is the AFM dispute with the recording companies who are before the WLB and the other is the AFRA Transcription Code newly negotiated and retroactive to Nov. 1, 1943.

WLB approval or disapproval in either case is somewhat of an unknown quantity as to repercussions. The AFRA increase has been agreed

(Continued on Page 2)

## FCC Gives Rulings On Station Matters

Washington Bureau, RADIO DAILY  
Washington—FCC yesterday announced proposed findings of WROL, Knoxville, Tenn., to modify its license and increase its night power from 500 watts to one kilowatt on the ground that the proposed operation would not tend toward a "fair, efficient and equitable distribution of radio service" as contemplated in Section 307

(Continued on Page 3)

## Jo Ransom Joins WNEW As Publicity Director Jan. 3

Jo Ransom, formerly radio editor of the "Brooklyn Eagle" and more recently an NBC publicist handling WEAFL, has resigned to become direc-

(Continued on Page 2)

### Prize ? ?

R. C. "Pete" Maddux, vice-president in charge of sales at WOR, New York, won a door prize at the Sales Executives' Club Christmas party in the Waldorf. When he claimed the prize at SEC headquarters, he found four tickets entitling him to see any Mutual show. His problem now is: can he get traveling expenses to see "The Shadow" on the Coast?

At 9:00 a.m., EDT the broadcast  
(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.

### Canadian Net Plans Special Xmas Shows

(Continued from Page 1)

that has become the highlight of Christmas Day radio in the homes of Canada, and in the homes throughout the British Empire, will be announced in the familiar words, "this is London calling, calling the Empire . . ."

There will be words of good cheer between the British Family members and all the United Nations, and a message of hope for those who are even now being liberated by the arms of free men.

From London to Chungking, from Alaska to Australia, from Chicago to Burma, from New foundland to Wales, from Edmonton to Naples, the British Broadcasting Corp., and its associates throughout the world, will bring this global greeting to many millions of Christmas Day listeners. In Canada, the Empire program will be carried coast to coast over the full National network of the CBC.

A repatriated British soldier will have the honor of giving the first message, and the traditional pattern of past years will be observed, with each participant greeting his fellow. This will be the eleventh year of the Empire Christmas program.

### H. V. Kaltenborn Offers Conservative Prediction

(Continued from Page 1)

Pacific, including General Douglas MacArthur, Admiral Chester W. Nimitz and Admiral William F. Halsey. At Bougainville, Kaltenborn moved directly in to the front lines, so close he could almost "smell the Japs."

Kaltenborn was escorted on his trip by SCATS and NATs, namely, Southern Pacific Combat Air Transport Service, and Navy Air Transport Service, respectively. It was the latter who arranged for Kaltenborn to go out on a night mission in Empress Augusta Bay, on a PT boat.

### 'War Department Report' On CBS Tele Tonight

(Continued from Page 1)

outlet WCBW, New York. Picture runs about 45 minutes and will be transmitted from approximately 9:15-10 p.m., EWT. "War Department Report," is a frank film made by Army and Navy camera crews and previous showings have been restricted to members of Congress, industry leaders, labor and the press.

CBS employees witnessed the film last Saturday night at CBS Playhouse No. 3 in a special showing arranged by the network.

### WLB Mulls Decisions On ET's, AFRA Coo

(Continued from Page 1)

upon by the signatories of its code including networks, agencies, sponsors etc. but in contrast to increase approved by the WLB ear, this year which involved an approximate 10 per cent increase, based a rise in the cost-of-living clause, transcription boost which ab brings to parity the scale with of live talent, involves in some ca a rise of over 100 per cent. For reason AFRA is keeping its fing crossed.

The musician union effort to col a direct fee to be paid the AFM ab the regular recording scale, is be fought by RCA Victor, Columbia, rding Corp. and the Radio Recoi ing Division of NBC. This case v heard by a WLB panel in New Y and currently some 2,000 pages of timony and exhibits plus briefs both sides are under consideration.

The AFM has already licensed odd recording and transcription co panies under its direct-payment c tract, but in the case of the W petitioners, a long battle is forest

### Percy Hemus

Percy Hemus, veteran actor of ra stage and screen, died suddenly fore noon yesterday in the first-room of Radio City, New York. age was about 65. The deceased i been scheduled to appear on NB "Brave Tomorrow" at 11:30 a.m., just before rehearsal, he compla of illness and a substitute was cal in. He was taken to the first-room, where his condition g worse, and he died shortly after doctor's arrival.

### Scripter Will Quiz Son On Program Over CBS

Frank Ernest Hill, scripter and commentator of "This Living World," Friday stanza of the CBS American School of the Air, will interview his son, Russell Hill, returned war correspondent for the New York "Herald Tribune," tomorrow at 9:15 a.m., EWT. The younger Hill, just back from overseas assignments for the first time since the war's outbreak in 1939, has headed The "Herald Tribune's" news bureau in the Middle East. Program, titled "Winning the Peace," will discuss the feeling of American plans.

### NBC And Blue Crowd To Play Host To Kiddies

(Continued from Page 1)

have been staged each holiday season for the past 18 years.

Entertainment will consist of a two-act play by Madge Tucker and the cast of the juvenile pogram "Coast to Coast on a Bus" with "Jolly Bill" Steinke acting as Santa Claus.

Niles Trammell, NBC president and Mark Woods, president of the Blue Network, will welcome guests to the studio party.

Following the entertainment, gifts will be distributed to the 1,500 youngsters in attendance.

### Press Photogs Party

Milton Berle, Harry Hershfield, Ed Sullivan, Danton Walker and Henny Youngman will alternate as guest master of ceremonies at the 15th entertainment and dance of the Press Photographers Association on Feb. 4 at the Waldorf-Astoria.

### Joe Ranson Joins WNEW As Publicity Director, Jan. 3

(Continued from Page 1)

tor of publicity and special events for WNEW. Jo takes up his new duties on January 3rd. He succeeds Carl Erbe who recently resigned.

## FINANCIAL

(Wednesday, December 22.)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 1/2	155	155 1/2	+ 1/2
CBS A	25 7/8	25 3/8	25 7/8	+ 1
CBS B	25 1/2	25 1/2	25 1/2	+ 1/2
Crosley Corp.	17 1/4	17 1/8	17 1/8	- 1/8
Farnsworth T. & R.	9 7/8	9 5/8	9 5/8	+ 1/4
Gen. Electric	37 1/4	37 3/4	37	...
Philco	24 1/4	24 1/4	24 1/4	+ 1/8
RCA Common	9 1/2	9 1/4	9 1/2	+ 1/8
RCA First Pfd.	71	70 3/4	71	+ 1/8
Stewart-Warner	11 1/8	11	11	- 1/8
Westinghouse	95 3/4	95 1/2	95 3/4	+ 5/8
Zenith Radio	34 1/2	34 3/8	34 1/2	+ 1/4

NEW YORK CURB EXCHANGE		
	Bid	Asked
Nat Union Radio	27 1/8	27
OVER THE COUNTER		
WCAO (Baltimore)	20 1/2	23
WJR (Detroit)	30	

## 20 YEARS AGO TODAY

(December 23, 1923)

Commissioner Grover A. Whalen of the Dept. of Plant and Structures, recharged that a monopoly exists in the radio field which is hindering the establishment of a city-owned radio station... proposed site is Central Park and 86th Street... Van and Schenck, famous vaudeville team, on WEAF program singing a new song, "Sittin' in a Corner."

### Announcer Wanted

Draft exempt announcer wanted. Must be able to handle news and control board. Substantial starting salary.

WJBK, DETROIT

## WE MAKE BUSINESS GREATER

Thro' the Open Door, there's a Guiding Light, The Light of the World that's shining bright! Ma Perkins follows the Road of Life, Young Widder Brown the Backstage Wife. Want to hear the Best programs of '43, Keep tuned to your station WMBG. For the best in '43, stay tuned to WMBG.

## NBC Richmond, Va. NBC

## WITH



### IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

# FCC Gives Rulings On Station Matters

(Continued from Page 1)

of the Federal Communications Act. The Commission found that the increased night-time power boost sought by WROL would result in interference to KWFT, Wichita Falls, Texas. Listeners in Knoxville who would have benefited from the proposed new operation of WROL already have service available from another station covering that area. On the other hand listeners in the Wichita Falls area would lose service from KWFT, the only station assigned to Wichita Falls. Without prejudice the proposed findings were adopted today on application of Martin R. Oorien (WMRO) Aurora, Illinois, for modification to operate limited time on 1,280 kilocycles with a daytime power of 250 watts and night-time power of 100 watts.

### See Night-Interference

ight operation of WMRO, 1,280 kilocycles would be inconsistent with the Commission's standard of good engineering practice as severe night-time interference would be imposed on service, the Commission found, suggesting that a new application to operate on 1,490 might be more favorably considered. In the same action the Commission adopted proposed findings denying the application of L. Alberts on WBNY, Buffalo, N.Y., for modification of license to change frequency from 1,400 to 680 kilocycles with 250 watts power.

### Critical Material a Factor

was found that operation as proposed by WBNY would mean extremely high night-time interference which would offer no improvement over existing night service of the station. Objectionable interference would also be caused to WLAW, WTF and WISR. The service which WBNY would be able to offer daytime in areas where service is already available from other stations would be more than offset by losses in service in areas where only one service is now available, the FCC reported. The change in operating assignment would also involve use of critical material.

WTAG's  
Hostess  
**MILDRED  
BAILEY**  
brings your



brand name a household word in Central N. E.

**WTAG  
WORCESTER**

# Carnation Show Starts 13th Year On NBC, Jan. 4

Chicago — "Carnation Contented" program will begin its 13th year almost simultaneously with the advent of 1944. The program will celebrate completion of 12 years of broadcast on Monday, Jan. 3, over NBC with a special program at 10 p.m.

The anniversary broadcast will include favorites requested by listeners many times during the program's years on the air. Percy Faith, conductor, has made his own special arrangements of the popular numbers.

Josephine Antoine, Metropolitan Opera soprano, will sing "Lover," Ralph Nyland, tenor, "My Heart Tells Me" and Basso Reinhold Schmidt, "It Ain't Necessarily So," from Gershwin's "Porgy And Bess." The chorus will offer China's war song, "March Of The Volunteers," and a Mexican medley comprised of "El Rancho Grande," "La Comparsita," "La Cucaracha" and "Mexican Hat Dance."

Orchestral presentations will be "Speak Low," from the new musical "One Touch Of Venus," and "Hora Staccato," by Dinicu.

The "Carnation Contented" program, which made its debut on NBC January 4, 1932, has presented an imposing array of musical stars during its dozen years on the network, among them Amelita Galli-Curci, Richard Bonelli, Gladys Swarthout, Morgan L. Eastman, Dr. Frank Black, Marek Weber, Josef A. Pasternak and Dr. Roy Shield.

# Poultry-Show Preview On WEAF 'Modern Farmer'

"Modern Farmer" program on WEAF, will have a preview of the 1944 New York Poultry show at Manhattan Center, on Thursday December 30, the advance once-over being given by Silas H. Andrews of Mineola, president of the poultry show and Robert G. Oigle, of Cornell University husbandry department. The poultry exhibition is scheduled to be held Jan. 2-7.

Other highlights of the program that week will be a repeat conversation with Edward Faulkner, author of "Plowman's Folly." Also, an eye-witness account of South American agriculture under the auspices of the CIAA.

# WOR Staff Additions

WOR announced today the addition of five new members to their staff. They are: Adrian Penner to engineering and sound effects; Eugene F. Kilham to engineering, replacing William Stahl, resigned; Miss Elizabeth Rhoherbaugh to accounting, replacing Miss Cooper, resigned; Miss Mary Sexton to accounting, replacing Miss Doris Rondeau, resigned; Mrs. Muriel S. Russell to recording, replacing Miss Helen Hawley, resigned.

# Babbitt Joins WCAU

Gill Babbitt, formerly of the NBC newsroom in New York, has resigned to accept a position as publicity director at WCAU, Philadelphia.

# Net Plans Music Roundup Of U. S. New Year's Eve

Eleven top name bands are scheduled to participate in CBS' roundup of New Year's eve celebrations between midnight EWT and 3 a.m., on Jan. 1. The famous bands will be heard as follows:

12:00-12:15 Count Basie, Hotel Lincoln, N. Y. C.; 12:15-12:30 Tommy Tucker, Terrace Room, Newark; 12:33-1:00 Guy Lombardo, Hotel Roosevelt, N. Y. C.; 1:00-1:15 Ray Pearl, Melody Mill, Chicago; 1:15-1:30 Charlie Spivak, Hotel Pennsylvania, N. Y. C.; 1:55-1:45 Shep Fields, Park Central Hotel, N. Y. C.; 1:45-2:00 Sonny Dunham, Hotel New Yorker, N. Y. C.; 2:00-2:15 Eddie Young, Hotel Cosmopolitan, Denver; 2:15-2:30 Abe Lyman, Essex House, N. Y. C.; 2:55-2:45 Harry James, Palladium, Los Angeles; 2:45-3:00 Frankie Masters, station KNX, Hollywood.

# Blue Plans New Year's Eve Show With For. Pick-Ups

A word picture of how New Year's eve is ushered in, in Naples, Algiers, London, Cairo and Australia will be broadcast by the Blue Net on Friday, New Year's eve, Dec. 31, from 11:15 to 11:30 p.m. Program is titled, "New Year's Eve in Foreign Lands."

# Collegiate Network Signs New Business

(Continued from Page 1)

interested in the post-war college market, are now being offered their choice of the best programs over the stations now available, with first refusal for the same program on new stations as they become available. In this way, said Bloch, the advertisers who buy time now, assure themselves of the best times and programs on all IBS college outlets throughout the country, even before the stations commence operations.

### New Business Listed

New business on IBS includes: Waterbury Clock Co. through Maxon Inc. time signals on all available college stations. These include, Harvard, Yale, Cornell, Columbia-Barnard, Brown-Pembroke, Radcliffe, Union, University of Maryland and University of Alabama.

Curtis Publishing Co. for "Saturday Evening Post," contracted for five spot announcements one five-minute period each, on eight college stations on two days only this month, through MacFarland Aveyard. New York Telephone Co. signed for two spots daily on the Cornell station until March 31, 1944, through BBD&O.

*"Look at all three!"*

**SPORTS!**  
Exclusive...

Hockey  
Giants Football  
Dodgers Baseball  
Gillette Prize Fights  
Bert Lee  
Marty Glickman  
Red Barber  
"Sports Extra"

**MUSIC!**

Don Bestor and his Orchestra  
Karole Singer  
Barry Sisters  
Kay Stevens  
Don Saxon  
"Gloom Dodgers"  
Dick Gilbert  
"Music to Read By"

**NEWS!**

Fulton Lewis, Jr.  
Fulton Ousler  
Paul Sullivan  
George H. Combs, Jr.  
Sidney Walton  
Adrienne Ames  
"Newsreel Theater"  
and full newscasts and public relations programs

...and for all these it's 1050 on your dial

**WHN  
NEW YORK**

Represented by RAMBEAU

**50,000 WATTS in the NATION'S No. 1 MARKET!**

# LOS ANGELES

By RALPH WILK

**N**ELSON PRINGLE, KNX-CBS news analyst, whose program is heard Mondays through Fridays over the Columbia Pacific Network for General Mills, is now being shortwaved to Honolulu, Australia and the South Pacific Islands. At the request of OWI Pringle's "news analysis" is being picked up and rebroadcast via shortwave to the Pacific war theater.

Our Passing Show: Bill Burton, Dick Haymes, John Scott Trotter, Helen Forrest, Jack Lavin, Connie Haines, Hal Bock, Hal Halley, Evans Plummer, Barney McDevitt, Shirley Mitchell, Paul Weston, Carol Davis, Sybil Chism, Bertie Nichols, Maury Folodare, Perry Botkin, Chef Milani and Jimmy McHugh at the Teddy Powell opening at the Hollywood Palladium.

Ronnie, nine-year-old son of George Burns and Gracie Allen prides himself on manfully remaining dry-eyed when reprimanded for bad behavior. But recently when he came home with a report card over-flowing with good marks, Gracie and George were so proud and pleased they praised him so much that Ronnie stood it as long as he could... than he burst out crying.

## Additional Xmas Shows Scheduled Over WNEW

Additional special Christmas programs have been scheduled by WNEW, including two shortwave pickups from England. Charles Dickens' "A Christmas Carol" will be broadcast on Christmas Eve at midnight and for the children on Christmas Day at 5 p.m., repeating with Eustace Wyatt as Scrooge. Ernest Chappel will be narrator.

Nine American soldiers will be interviewed Christmas Day from London at the noon, EWT. Additional live shows will be picked up from London, one entitled "A Yank Visits a Vicarage" in which American soldiers spend a holiday at a vicarage in Southwest England. John Nesbitt will be featured in another Xmas program at 10:15 p.m.

## Folster Back In Pacific

NBC has again assigned George Thomas Folster, to the South Pacific and is at his base in Guadalcanal. Folster, en route, visited Admiral Halsey's headquarters and other important outposts in the Pacific. He is expected to resume his overseas broadcasts shortly on a regular sked.

## Wedding Bells

Mutual network commentator Boake Carter and Paula Nicoll, traffic manager of the Mutual network, were married on Saturday, December 18. The couple returned to their chores Monday, December 20, with Carter continuing his five-time weekly broadcasting and Miss Nicoll her traffic work.

# MAIN STREET

WITH *Ol' Scoops Daily*

## Radio Is My Beat . . . !

● ● ● Looks like we've won a hat and a FIFTEEN DOLLAR one at that...but there's a catch in the collection of the fedora.....it's a simple story but one which we think packs a punch.....on Monday, December 13, in this pillar, we itemed the fact that.....but why try to explain.....we'll simply re-run the exact wordage and then we'll continue with the story.....we quote:—Earl Wilson, New York Post Night Club columnist and Ted Collins, radio emcee and discoverer of Kate Smith, will match wits with Ellery Queen, Saturday on the NBC "whodunit".....we don't know too much about Earl's sleuthing ability, but we'll bet a hat that Collins (who reads about five mystery books a week) solves the "Adventure of the Unlucky Man".....(Don't let us down Ted.....even though the hat we've wagered is a late 1939 model, we can still wear it if we change the hat band) unquote.....three days later an unsigned letter reached this desk, in which the unknown dissenter wrote in part and again we quote:—"I give you a fifteen dollar hat if Collins can solve any mystery (unless he's given the dope ahead of time) etc. etc.....P. S. Ted Collins solved the mystery that night.....P. P. S. Our hat size is 6 and 7/8.

★ ★ ★ Earl Wrightson, who before leaving on a seven-month tour of Army and Naval Bases in New Guinea and Australia, was the baritone of the Blue Network, has returned to Gotham and will be featured Christmas Eve at 11:15 p.m. on a special Blue Network program.....his co-guest will be Vivian Della Chiesa.....A columnist on a local afternoon journal reported that Paul Stewart will succeed Charlie Martin as director of the Gertrude Lawrence program for Revlon.....the lady was misinformed.....Martin still heads and directs the program.....the only change being in the format.....henceforth the program will be a half-hour of drama.....Brad Reynolds and Rise Stevens (who recently appeared together on a "Cresta Blancapades" CBS show) will guestrill Tuesday on the "Home Front Matinee" for Owens-Illinois Glass.....Because of over-crowded housing condition in Los Angeles, Harry Sobol, one of the better praise agents, is hanging his hat these nights at the home of Paul Yawitz.....Charlie McCarthy will be dazzled next Sunday on the NB Chase & Sanborn show, by Veronica Lake and Lena Horne.....Talk has it that RKO is bidding for Jerry Lester's clownings, but the comic currently starring in "Jackpot" which opened last week in Philly, won't make a decision until he's returned to Gotham.....Hildegard's "Beat The Band" will originate from Chicago, starting January 12.....Louis Sobol may soon be heard on the ether with his own radio program.....format.....gueststars and gossip.

★ ★ ★ WDLP will be added to the Mutual Chain sometime in March.....When Harry Wismer announces the Bears-Redskins championship football game Sunday over a network of independent and "affiliated" stations, it will mean that he has done the vocal chores on 30 games this season.....a record.....The battle of the Dorseys is on.....and we're happy that this time it is a battle of music and not the kind that should only be reserved for the ring.....Jimmy is at the Roxy and Tommy at the Paramount and early this morning, we couldn't get past either of those theaters for the lines.....and it did this grizzled old heart good, when during the opening of the Paramount Stage show, (a dark stage with a spotlight on Gene Krupa at the drums), the jitterbugs greeted Gene T. D.'s new drummer with wildest acclaim.....you can't fool the kids.....they're for giving the "breaks" and we think Gene is entitled to every break he can get.....solito voce to the Brandts (Ruth and Mae).....your original Yuletide poem well-written and thanx.

★ ★ ★  
—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**S**IX residents in and around Rome, Ind., will have to cancel their telephonic Christmas messages for 90-minute period on Dec. 25, for Blue Network has scheduled a special "Christmas on the Farm" broadcast (11:45-12:00 noon, CWT) for a 500 acre farm situated in the territory. When surveying the problem involved in this remote broadcast, Blue engineers found that only telephone line, which stretches around and about Romney for a distance of six miles was serving farms in the district.

With this the only line they could use, the network engineers put the problem to the Indian Bell Telephone Company. Telephone officials as the farmers whose service would be affected if they would allow the phones to be silenced for 90 minutes. There were no objections, so the telephone company sent out engineers who sealed all phones, which would assure no interference.

American Express Company, New York, through the Caples Company, New York, has renewed its order with the WENR for the weekly 15-minute musical program "Cheque Your Music." Show is heard Tuesday evenings from 9:15 to 9:30 p.m., CWT. The renewal contract is for 52 weeks.

Tenor Jack Baker celebrated seventh year on the "Breakfast Club" on Wednesday morning by singing "Seven Years with the Wrong Program." Coincident with his seventh "Breakfast Club" anniversary, Jack also revealed his marriage on December 22nd to Holly Willoughby of Dallas, Texas. They were married in Chicago, with Baker soloist at his wedding, and singing "I Love You Truly."

## Sees Tele Affecting Programming For Radio

(Continued from Page 1)

television will demand a great many more new ideas in program content. "Because the new medium is more demanding," he said, "we have four television audiences more critical."

Forecasting a great improvement in educational programs through the use of tele, he declared that visual education is more effective than oral. Commercials, he added, will be more effective in television but will demand a great deal more ingenuity in presentation.

Other speakers at the Television Society meeting were Charles Kleinman, vice-president of the organization and formerly an engineer with Metropolitan Television, and Robert Jameson, video-effects specialist with the local Du Mont outlet. The gathering was conducted in the form of an "Information Please" quiz, with the audience asking questions after brief speeches by the experts. Three films were screened—the RCA tele shorts and GE's tele and FM reels.

## Mutual President Released With Net Biz

Expressing elation over the fact Mutual will close the current year with the rate of commercial business approximately twice that of last year, Miller McClintock, president of Mutual, issued a statement concerning the net's operations yesterday.

Citing Mutual's progress in the year and its plans for the future, McClintock said:

It is naturally gratifying to all of the members of the Mutual Broadcasting System that the year 1943 closed with the rate of commercial business approximately twice that of last year. This, however, is secondary to the satisfaction which has been derived from a national and international operation in which the capacity for service to the business fraternity and to the public is many times stronger than heretofore.

### Looks Forward to '44

We can, therefore, look forward to the year 1944 as a year in which the foundations laid this year will see an increasingly strong and useful future, both in size and in character of operations. In this contemplation Mutual rejoices that it is an integral part of the great forward movement of the entire radio industry which remaining strong competitive business enterprises can still make as its prime objective, the support and expansion of democratic democracy in this nation and in the performance of its full duty to the public which it serves.

We also recognize that the progress of the radio industry as one of the four advertising media of the country is only a part of the service provided by each media and, more importantly, that all together owe a debt of gratitude to the advertising and the advertising agencies of the United States who, with such vision and intelligence have adopted the practices of advertising in this country in wartime to serve the needs of our internal economy and to lend strength to our efforts in defeating its enemies. The continuation of this cooperation between all parties in the advertising business will make 1944 an outstanding year in the development of a great service, and, more significantly, will attain the advertising profession to that it can fully meet its most important responsibilities in the post-war years."

## Frank Fay Guesting

Frank Fay, comedian, and Georgia Gardner, singer, will be guests on the Chamber Music Society of Lower Merion Street, on the Blue Network, Friday, Dec. 26, at 9:15 p.m., EWT.

## 's Tavern' Returns to N. Y.

Gardner and cast of "Duffy's Tavern" leaves Hollywood on Dec. 28 and will entrain for New York where the program will originate for the next 13 weeks beginning Tuesday,

# CBS Sets Renewals Record; 13 Shows, 6 On Full Network

(Continued from Page 1)

Flynn" News for Ivory Flakes and Crisco and "Perry Mason" for Camay and Ivory Flakes. Both "Life Can Be Beautiful" and "The Goldbergs" are old Procter & Gamble CBS serial dramas, having begun in 1939 on the network for this client.

### Wrigley Renews

William Wrigley, Jr., Company's "The First Line" has been renewed as of December 30. The sponsor, which dedicates all its programs to the war effort, has assigned this show, heard from 10:00 to 10:30 p.m., EWT on Thursday to the United States Navy. The agency handling the account is Arthur Meyerhoff and Company.

Lever Brothers Company, the sponsor of three full network CBS programs, today announces the renewal of its full-network "Lux Radio Theater." For Lux Toilet Soap, the dramatic hour-long program is heard at 9:00, EWT Monday evenings. In addition to scheduling the CBS United States network in the renewal effective January 3, the agency, J. Walter Thompson Company, also includes the CBS stations in Montreal, Toronto, Honolulu and Hilo.

### Bob Hawk Continues

The R. J. Reynolds Tobacco Company has set January 1 as the renewal date of one of its three full network shows, "Thanks to the Yanks" with Bob Hawk. The agency handling the account is William Esty & Company, Inc.

"Great Moments in Music" is renewed on the full network by Celanese Corporation of America effective January 5. The client's campaign on CBS which began in January, 1942

was the first coast-to-coast network campaign by any textile manufacturer. Young & Rubicam, Inc. handles the account.

Another full-network renewal announced today is that of "Big Town" by Ironized Yeast Company, Inc. The re-signing, effective January 4, continues the dramatic program in the Tuesday night 8:00 to 8:30 EWT niche. It is rebroadcast at 11:30 p.m. The business was placed through Ruthrauff & Ryan, Inc.

The sixth full-network renewal and one of the two news programs to be renewed at this time is "Warren Sweeney—News" sponsored by Curtiss Candy Company. Aired for Curtiss Candy, the Sweeney program is heard Saturdays and Sundays from 11:00 to 11:05 a.m., EWT. The renewal is effective January 1 through C. L. Miller Company.

### "Bill Henry" Re-Signed

The other news program re-signed for the season effective December 27 is "Bill Henry"—News, sponsored by Johns-Manville Corporation. Henry broadcast for Johns-Manville Insulation Mondays through Fridays from 8:55 to 9:00 p.m., EWT. The CBS Washington correspondent is heard over 60 outlets of the network. J. Walter Thompson Company is the agency.

International Silver Company, through Young & Rubicam, Inc. announces the renewal of its dramatic program effective January 2. The show, "Silver Theater," is carried by 60 CBS stations Sundays from 6:00 to 6:30 p.m., EWT, and broadcasts for the clients' International Sterling and 1847 Rogers Brothers Silverplate.

## RCA Victor Reps To Get Merit Awards

Montreal—War workers who have piled up the highest production scores in the RCA Victor Company received Gold Merit Award pins from F. W. Radcliffe, vice-president of the company, it was revealed yesterday. The presentations were made at the RCA Victor Production Boosters Xmas rally which was held at His Majesty's Theater.

The entertainment for the evening consisted of performances of the North Branch Y.M.C.A.'s "Thumbs Up" Revue, and showings of the National Film Board picture, "Radio Front Line," just released. Featured in the Revue was a tribute to Russia, "At the Balalaika," starring Marjorie Archibald and her piano accordion, songstress Jeannine Cote, and Vivian Epstein in a Russian dance. The revue finished with "Hands Across the Border" a salute to neighbors south of the border. In deference to French and English employees the performances were broadcast in both languages.

Since the beginning of the war, the "Thumbs Up" revue, in the process of presenting 200 performances to

## Parker Joins NBC Public Service Dept.

Everett C. Parker has been appointed temporarily to the post of assistant to the manager of NBC's Public Service Department, W. Burke Miller, manager of the department, announced yesterday.

After his graduation from the University of Chicago, Parker went to Washington as assistant chief of radio in the WPA. He then became manager of WJBW, New Orleans, later moving to Chicago as production and program manager of WHIP.

## News Preview

A pre-view of what America may expect on the war and home fronts during 1944 is presented by CBS news analysts and reporters on Columbia's "People's Platform" Saturday, January 1. (WABC-CBS 6:15 to 6:45 p.m., EWT). Joining newsman Bob Trout who acts as program chairman are George Fielding Eliot, Everett Holles, Quincy Howe, Bill Henry and Ned Calmer.

about 180,000 war workers and servicemen in Canada and the U. S., has traveled over 20,000 miles.

## PROGRAM REVIEWS

### "FATS" WALLER MEMORIAL

WNEW, New York

Tuesday, Dec. 21, 10:35-11:30 p.m.

MUSICAL TRIBUTE BY JAZZ ARTISTS A CLICK.

Solid keyboard rhythmic by hot-jazz headliners beat out a fitting tribute to the late Thomas "Fats" Waller, noted swing pianist-composer, in a remote by WNEW from Cafe Society Downtown in Gotham. Program of Waller's hit tunes clicked to the nimble pianistics of a talent lineup including Count Basie, Hazel Scott, Mary Lou Williams, Teddy Wilson, Eddie Hayward and Sam Price. Standout was the three-time rendition of "Honeysuckle Rose," which still retained its oldtime appeal.

Emceeding of Martin Block, veteran disk jockey, was adequate, though his chatter with the hot-jazz notables was often on the lengthy side. Programming and production were handled for WNEW by Bill McGrath and Milton Robertson. Event was a benefit tendered by the bistro for the children's fund of the "Amsterdam News," a New York Negro newspaper. Presentation was made possible by the co-operation of Musicians' Union Local 802.

The TEXAS RANGERS

now

Selling Cold Tablets on K D K A

Pittsburgh, Pa.

... also selling many other products on many other stations.

George E. Halley

TEXAS RANGERS LIBRARY

HOTEL PICKWICK • KANSAS CITY, MO.

## Radio-Employee Total In Excess Of 30,000

(Continued from Page 1)

better than the October, 1942, average of \$52.32. Weekly average for non-executives was \$49.50, 7.3 per cent better than the \$46.12 average of last year.

In the executive category were listed 2,766 employees, 969 in general managerial work drawing an average of \$146.39 weekly. Weekly check for 554 employees listed as technical was \$69.33, for 518 program executives, \$74.93; for 400 commercial workers in the executive category \$110.70; for 119 publicity officers, \$79.61.

### Others in Executive Class

Others in the executive bracket, numbering 216, averaged \$82.12, with the overall average for executive workers at \$104.67 per week.

Network pay, as is to be expected, was considerably higher than that of independent stations, with the 46 executive workers listed under "general managerial" for 10 nets and nine key stations averaging \$420.57 weekly. In the executive class, 18 technical experts drew checks averaging \$134.11; 35 program people, \$180.34; 45 commercial workers \$175.49; 27 publicity executives \$128.33, and 30 other workers in that executive bracket, \$118.60.

Apart from the executive class, outside salesmen, with 152 listed, were again the biggest earners, averaging \$122.53. Staff musicians were only slightly behind, however, 517 averaging \$121.20, with 45 research and development men again third in this group. Their checks averaging \$96.20, while \$66.94 was the average check for 809 operating engineering employees, \$71.35 for 164 announcers \$69.34 for 704 full-time program performers other than musicians, \$64.80 for 384 production workers, \$62.11 for 120 writers and \$55.11 for 361 promotion and merchandising men.

Pay for general and administrative employes was higher by from one to three dollars weekly.

### Non-Executive Category

Highest checks in the non-executive category went to outside salesmen, with 1348 pulling down weekly checks averaging \$82. A small group of 92 research and development workers drew an average of \$76.04 per week, with 2,150 staff musicians averaging \$70.03 per week.

Other artists in the program field—1,386 listed as full-time—average \$63.98, with 1,022 production men averaging \$54.53, 3,072 announcers averaging \$47.13 and 802 writers only \$41.27.

Average check for 592 promotion and advertising workers was \$51.75 with 4,383 operating engineering workers and technicians averaging \$51.93.

Among the general and administrative workers the highest checks went to accounting employes, with 937 averaging \$36.65. Clerical stenographic and other office help did not top \$29.00.

While average pay for network

## WHO'S WHO IN RADIO

WILLIAM B. RYAN

**F**ROM time salesman to general manager of two major outlets in six years runs the success story of William B. Ryan, who directs KFI and KECA. NBC and Blue affiliates, respectively, in Los Angeles.

After a sound business training at the University of California, Bill tucked away his sheepskin in accounting and marketing and left for Northwestern University to round out his education with a period of postgraduate study. Not long afterward, he organized the School of Business Administration at Santa Clara College and served on its faculty.



"success story"

Campus life must have dragged on Bill Ryan. He went into advertising, found it exciting. For seven years he worked for an outdoor ad company, was in charge of the firm's agency's relations, posters and promotion—when radio called.

Making a modest start as an NBC salesman in 1937, he was within a month sales manager of KPO-KGO, NBC and Blue units in San Francisco. In 1942 he was named general manager of the Blue Network organization in Frisco and picked up the reins of KGO, the web's key station there. This year broadcaster Earle C. Anthony

made a wise choice in calling up Ryan for the managership of KFI and KECA in L. A.

Bill Ryan brought ideas with him to Southern California. At KFI he launched the Los Angeles Philharmonic's young artists' competition, which offered unknown musicians an opportunity to debut with the West Coast orchestra. Back of this was his past success with the KGO-San Francisco Symphony's young artists' contest.

A Californian by adoption, Bill was born in Jefferson in Oklahoma. He is married to Gladys Louise Ryan. There are four small Ryans—Bill Jr., Barbara, Jimmy and Mary.

executives is \$213.89 per week, it drops off to \$96.15 for the stations reporting (network figures include nine key network stations). Highest average again is for general managerial executives, with the average at \$132.73 for 923 men so listed, and \$102.49 for 355 commercial department executives. Nearly 900 technical, program and publicity executives averaged from \$67.29 to \$65.32.

### Outside Salesmen Listed

The same pattern applies for non-executive workers, with 1,196 outside salesmen averaging \$56.74 and 3,574 operating technicians averaging \$48.53. A difference is noted in the earning power of program personnel, however, with musicians drawing less than other performers. Weekly check for 1,633 staff musicians was \$53.83, while for 682 other performers it averaged \$58.26; 2,908 announcers drew an average of \$45.76 with 638 production men averaging \$48.35 and 682 writers averaging only \$37.60.

### North Pay Higher Than South

A further breakdown of the figures by the FCC reveals that payments to executive personnel by 410 stations in the "northern district" average \$107.20 while the figure is only \$80.30 for 244 stations in the "southern district" and \$85.36 for 152 stations in the "western district." Top average, for general managerial talent is \$150.51 in the north, \$110.55 in the south and \$113.16 in the west. Time salesmen average \$83.96 in the north, with 702 listed, while 291 time salesmen in the south average \$64.13 and 203 in the west average \$70.50.

Non-musical program talent seems

to do better in the west, where 47 draw an average check of \$62.17, while 531 in the north average \$60.71 and 104 in the south average only \$44.01. In the north, 1,228 staff musicians average \$56.99, 235 in the south draw an average of \$36.66 and 170 in the west average \$54.79.

### Regional Announcers Salaries

Announcers in the north—1,758 of them—average \$49.35, with 761 in the south averaging \$37.50 and 389 in the west averaging \$45.73. Production men, 409 of them, in the north average \$52.33, with 132 in the south drawing \$37.13 and 97 in the west drawing a weekly average of \$46.80.

Operating technicians average \$51.37 in the north, with 2,268 noted, \$38.81 in the south, with 794 noted, and \$51.06 in the west, where 512 were listed.

Broken down further, these figures show that highest average weekly earnings are paid in the Great Lakes region, with \$58.17 listed as the average check for all classes of personnel. Second with \$56.49, is the northeastern region, followed closely by the Pacific region, with \$54.44. Next comes the mountain region, with \$47.14 the average check, then the midwest, with \$47.08, the southeastern region, with \$44.66, and the south central, with \$43.67.

### Northeast Best For Executives

Executive talent commands best in the northeast, with the average check \$116.59 per week. Average check to executives in the Great Lakes area is \$106.77 in the midwest \$89.51, in the Pacific region \$88.90, in the southeast \$81.50, in the mountain states \$78.89 and in the south central states \$77.53.

## "Atlantic Spotlight," New Exchange Show

"Atlantic Spotlight," a new series of international exchange program of British-American origination, have its debut over NBC Saturday, Jan. 1, 12:30 p.m., EWT. Irving Berlin and Anna Neagle, film star who act as mistress of ceremonies, will be heard from London on the premiere.

The program is designed to bring together widely known theatrical motion picture stars of both England and America and to spotlight characteristic types of entertainment, devoting 15 minutes of each program to each country. "Atlantic Spotlight" is being produced in cooperation with the British Broadcasting Corporation.

On the English end of the first program, two songs written by Berlin for the English version of "This Is The Army," which is playing in packed houses in London, will be sung by the author and Miss Neagle. They are "My British Buddy" and "My Yankee Buddy."

Among those to be heard from the United States on the premiere will be the AAF Band, under direction of Capt. Glenn Miller, and Brigadier General William R. Arnold, Chief Chaplain of the U. S. Army, who will read a prayer in deference to President Roosevelt's proclamation that New Year's Day be a day of prayer for America.

A visiting service man also will appear and pickups from various parts of the country are planned to give Britishers better understanding of various aspects of American life. Master ceremonies for Uncle Sam's contribution to the program, written by Gerald Holland, will be announced by Joe Mansfield, NBC producer, director.

## Standard Oil Co. Renew Coast Programs On

San Francisco—Standard Oil Company of California has signed for renewals of its twin NBC Pacific Coast programs, Standard Hour and Standard School Broadcast, according to announcement by Manager John Elwood of KPO. The renewal constitutes a West Coast sponsorship record, with the Standard Hour weekly symphonic program featuring outstanding western symphonies in its 18th year. The Standard School Broadcast, dialed by more than 400 school children of the West as part of their classroom curriculum, is in its 16th season.

Carrying the symphony are KFI, KFI, KFMJ, KGW, KOMO, KMED, KHQ, with the San Francisco and Los Angeles symphonies providing most of the programs, and featuring visiting opera stars and concert soloists.

The school broadcast is carried on 15 stations.

The account is handled by Bartlett Barton, Durstine & Osborn, Inc., New York, with C. H. Ferguson as the agency's local representative on the account.



RADIO DAILY'S  
 CHRISTMAS ISSUE

Containing the Results of the  
 RADIO DAILY'S RADIO CRITICS POLL

WILL BE  
 PUBLISHED  
 TOMORROW



# ★ ★ ★ COAST - T O - COAST ★ ★ ★

## —TEXAS—

**SAN ANTONIO**—The San Antonio Council of Girl Scouts will present a series of eight weekly broadcasts over WOAI each Saturday morning at 10:15 telling of their work... Lt. Gen. Manuel Tovarías, commanding general of the Chilean air force, who has been making a tour of inspection in the United States, spoke in a special quarter-hour broadcast over WOAI to his countrymen in Chile... Bill Bryan, former program director of KTSA, and now affiliated with the Grand Prize Brewing Company's radio branch, originated his Friday broadcast of "Women in the War" from station KTSA honoring news editor Charles C. Shaw, who is leaving the station to join CBS London news office.

## —ARIZONA—

**PHOENIX**—Names of graduates of Luke Field, Army's largest advanced single engine training station, who have achieved distinction and recognition for valor on every fighting front in the world were unveiled on a special dedication program over KOY.

## —NEW HAMPSHIRE—

**PORTSMOUTH**—Lucien Dumont, WHEB mikeman, is back on duty again after an attack of laryngitis.

## —NEW YORK—

**NEW YORK CITY**—WQXR's "Treasury Concert" on Sunday, Dec. 26, from 2 to 2:55 p.m. will present as guest speaker, Catherine Mulcahy, American Red Cross Nurse aboard the Gripsholm... A new series begins over WQXR on Saturday, Jan. 1, when "Milestones in Music" makes its bow from 9 to 9:55 p.m. The recorded program to be heard each Saturday at the same time, is made up of music in the non-symphonic field... After an apprenticeship of three months, Sara Jane Troy becomes a full-fledged staff announcer for WOV beginning Wednesday, Dec. 22... A holiday treat for youngsters is set for Christmas day at 5 p.m. on WNYC when Maeterlinck's "Bluebird" will be offered in a special radio adaptation.

## —WEST VIRGINIA—

**CHARLESTON**—Bill Marlowe, newscaster-announcer, joined WCHS, Dec. 21. He was formerly with WMC, Memphis, Tenn.

## —NORTH CAROLINA—

**CHARLOTTE**—Three new additions to the WAYS announcing staff are: Norman Young, from WGNC, Gastonia, N. C., Stanley Bush from WINN in Louisville, Ky., and Tom Knight from announcers school in Beverly Hills, Cal. Don Mack handles network promotion.

## —CALIFORNIA—

**OAKLAND**—KLX remoted a description of the launching of the SS Benjamin H. Brewster from the Kaiser shipyards with Gov. Earl Warren as principal speaker... Howard Smith, former commercial manager of KLX, is now a Lt. Junior Grade in the Navy... Fred Jorgenson is now doing the news from sunrise to sunset on KLS... Ruth Wheeler, new femme voice at KLS, is a newcomer from the University of California campus... Sun Vacuum Stores, Pacific Coast distributors have purchased a schedule on KROW of participations during the "Friendly Homemaker" program.

## —MICHIGAN—

**DETROIT**—Charles R. Starritt, chief announcer of WJBK, has been commissioned a Lt. junior grade in the U. S. Navy, and is undergoing training in N. Y. State.

## —MASSACHUSETTS—

**WORCESTER**—In a public service broadcast, the special events department of WTAG this week aired ceremonies in which all Worcester schools received a citation from the U. S. Treasury Department for a record two-and-a-half month sale of War Savings Stamps and Bonds... E. E. Hill, managing director of WTAG has returned to his desk after attending the FMBI meeting in Chicago... "Hellzapoppin," WTAG style, was presented by members of the station staff before the Worcester Rotary Club last week. Chairman of the day was E. E. Hill, WTAG managing director, who was assisted in the program by announcers Bob Dixon and Bill Fariss, plus news editor Phil Jason.

## —OHIO—

**CINCINNATI**—Roy Starkey, star on WLW's "Boone County Jamboree," will make a personal appearance on Dec. 14 at the YMCA in Covington, Ky., where he will entertain at a Christmas party for more than one hundred children, being given by the Crippled Children's Society... Brigadier General William B. Arnold, Chief of Chaplains, U. S. Army, will be guest on three WLW broadcasts December 25 and 26... Bob Lacey, former WLW announcer and now a member of the U. S. Army, will appear as guest on the WLW "Moon River" program while in Cincinnati on furlough.

## —MONTANA—

**MISSOULA**—John L. Harmon, formerly of the Commercial Department of KGVO, left this week for Seattle, where he reports for duty with the Merchant Marine... Fred U. Wamble, chief engineer of KGVO is vacationing this week, Art Beck and John Thorpe are doing transmitter duty, in addition to regular staff, dur-

ing Wamble's absence... Plans were completed this week by Commercial and Program Departments of KGVO for a "Turn-in-Your-Bottles" campaign in cooperation with local beverage bottlers. Proceeds derived from the bottle returns will be given to the Missoula County High School Cafeteria Project.

## —COLORADO—

**DENVER**—Kendrick Bellamy of Denver recently added three station break announcements and five one minute daytime announcements to their present KOA schedule... Mrs. George Fielding Eliot wife of the famous war strategist, writer and commentator, appeared on a broadcast of the KOA Home Forum as guest of the Forum Director, Lora Price... Sears Roebuck & Co., thru the E. O. Shaw Ad Agency, Denver, will renew their one-minute announcement schedule on KOA for another year, effective Jan. 1, 1944... Miss Ann Panos, stenographer and typist, is a recent addition to the KOA program department.

## —MINNESOTA—

**ST. PAUL**—It will be a merrier Christmas for those service men in the Twin Cities who have to spend the holiday at Service Men's Centers, in recruiting offices and other places of duty, because KTSP's program "Overseas Special," emceed by Randy Merriman, has undertaken the project of providing trees and decorations for the men.

## —ILLINOIS—

**CHICAGO**—Earl Sutphin, of WLS sales promotion, is the father of a boy, David Allen.

## —TENNESSEE—

**NASHVILLE**—Russ Wyly, well-known announcer, has been added to the staff at WLAC.

## —NEW JERSEY—

**NEWARK**—WAAT will inaugurate a new weekly program titled "Your Date With the Waves." Show will be heard from 10:15 to 10:45 p.m. and will originate from Frank Dailey's Terrace Room, Newark... The Camp Charles Wood band, under the baton of Warrant Officer Thor Johnson, will present a program of novel Christmas music on the regular Sunday WAAT broadcast of "Music From Monmouth." The show is heard each Sunday at 1:30 p.m. and is written, directed and produced by the Post Public Relations Branch.

## —IOWA—

**DES MOINES**—The makers of Quaker Enriched Flour purchased Dale Morgan's "Inquiring Mike" on KRNT. Frequent cash prizes will be awarded to housewives answering the programs questions on cooking and baking.

## —PENNSYLVANIA—

**PITTSBURGH**—Fort Pitt Brewings "Tap Time" program on KDKA, was broadcast from the auditorium of Deshon General Hospital, Butler, Pa., where vets of World War Two are recuperating from battle wounds... A. Mammaux & Sons, makers of awnings and house fixtures, will spon-

sor "Background News" on KDKA days from 11:05 to 11:15 p.m., starting Jan. 2. Jack Swift, KDKA news editor, will do the commentary; F. A. Ensign, the Agency... Soy Food Mills, through the J. Duffy Agency, has signed for Tuesday and Thursday participations on Evelyn Gardiner's KDKA "Home Forum" starting Dec. 28.

## —WASHINGTON—

**TACOMA**—News received concerning three former program directors at KMO, reports that Ted Knightlinger was promoted to a Captaincy in the Adjutant's office at the Army Air Force Training School, Santa Ana, California; Dick Ross is now in the Navigator's School of the Army Air Force at Hondo, Texas; and Charles Foll, who enlisted for pilot training, has wound up with a Staff Sergeant's rating in the Public Relations Office at the Aviation Cadet Center, San Antonio, Texas.

## —MARYLAND—

**BALTIMORE**—Paul Miles, whose "The Owls Club" is heard over WITH, became a papa last week when Mrs. Miles presented him with an 8½ lb. baby girl.

## —MISSOURI—

**ST. LOUIS**—Charley Stookey, FA Editor, and Chester "Tiny" Reni, director of sales promotion, respectively, of KMOX, attended a meeting for the organizing of the National Society of Agriculture Radio Directors in Chicago recently... Jimmy Wallington, while in St. Louis, master of ceremonies of the touring "Four Freedoms" show, appeared at KMOX as a guest artist on the "Bill Feld Show," sponsored by the Columbia Brewing Co... Miss Dorothy Ayres has replaced Sylvia Carl, recently married as secretary, Wendell B. Campbell, Assistant General Manager of KMOX... Miss Nita Kilcullen has been appointed as a assistant to David Mars, KMOX Director of Promotion, and Miss Grace Monie has been engaged as Director of Research... Gordon Owen, Radio Sales, Chicago, and George Dunham, Radio Sales, New York, visited KMOX on a three-day business conference. Station Manager Merle S. Jones held a luncheon with studio executive during their visit.

## —FLORIDA—

**WEST PALM BEACH**—John I. Leonard, superintendent of Palm Beach County schools, used WJNO to speak to all students in the County, assembled in the respective auditoriums, to start another salvage scrap drive. More than ten thousand students heard Mr. Leonard's instructions.

## Blocki Makes Audition Disc Of 'Cafe Society' Script

An audition record was transcribed yesterday by Fritz Blocki, producer based on a night life script of "Cafe Society." Talent used in the half-hour show included Hazel Scott, Teddy Wilson's band, Georgia Gibbs and John Sebastian.

**HAPPY BIRTHDAY TO YOU**

December 23

Howard Breslin	Don McNeil
Herman Pincus	W. A. Stretch, Jr.
Olga Tingus	John Waters



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 25, NO. 57

NEW YORK, N. Y., FRIDAY, DECEMBER 24, 1943

TEN CENTS

## Bob Hope And Bing Crosby Win Top Honors — Seventh Annual Poll Reveals Spirited Voting

### Comedy Again King In Balloting; Other Programs Gain

While comedy still reigns as the most important radio entertainment in the eyes of the nation's radio editors and writers, balloting in this year's Radio Daily poll indicated unusual interest in other classifications, including symphony music, (Continued on Page 7)

### WPB Promises Relief From Tube Shortage

Washington Bureau, RADIO DAILY  
Washington—A program for production in the first quarter of next year of at least 4,500,000 radio tubes critically needed for home receivers, was announced yesterday by the WPB Radio and Radar Division. Tubes for household type radio sets are being scheduled for production in zealous quantities by plants best equipped to produce them, said WPB. Although the program will not com- (Continued on Page 26)

### Hires Co. Contracts For Heidt Show On Blue

Philadelphia, Pa.—The Charles E. Hires Co. announced yesterday that it would sponsor the Horace Heidt program, to be broadcast over the Blue Network Monday evenings beginning January 24. N. W. Ayer & Son, Inc., will handle the radio program. Heldon, Quick & McElroy continues (Continued on Page 2)

### Musical Tour

"Fortunatus' Cap", Blue Net's musical show, will take listeners on a fanciful tour to Santa Claus land at the North Pole during the broadcast of Saturday, Dec. 25, at 10:45 p.m. Special numbers to be played by the piano trio will include "The Parade of the Wooden Soldiers" and "Ice Cream Mountain" the former tune a popular selection of the last two decades.

### LEADERS IN RADIO DAILY'S SEVENTH ANNUAL NATION-WIDE POLL OF WRITERS-CRITICS

(Figures represent points out of a possible 1,200)

PROGRAMS	
<b>Pepsodent Show (Bob Hope)</b> .....	<b>504</b>
ENTERTAINERS	
<b>Bing Crosby</b> .....	<b>642</b>
SYMPHONY PROGRAMS	
<b>N. Y. Philharmonic-Symphony</b> .....	<b>830</b>
EDUCATIONAL PROGRAMS	
<b>The American School of the Air</b> .....	<b>358</b>
NEWS COMMENTATORS	
<b>Raymond Gram Swing</b> .....	<b>498</b>
DANCE BANDS	
<b>Guy Lombardo (Sweet)</b> .....	<b>418</b>
<b>Harry James (Swing)</b> .....	<b>522</b>
Sports Commentators	
Bill Stern .....	828
Dramatic Serial	
One Man's Family .....	256
Symphony Conductor	
Arturo Toscanini .....	786
Comedian	
Bob Hope .....	856
Female Vocalist (Classical)	
Lily Pons .....	556
Female Vocalist (Popular)	
Dinah Shore .....	836
Dramatic Shows	
Lux Radio Theater .....	698
Children's Shows	
The Lone Ranger .....	402
Let's Pretend .....	402
Quiz Program	
Quiz Kids .....	794
Male Vocalist (Popular)	
Bing Crosby .....	1,010
Male Vocalist (Classical)	
John Charles Thomas .....	766

(Complete standing of the first 10 or less in each of the above classifications will be found on page 5)

### Jack Benny Show Rates 2nd Place In Voting

By FRANK BURKE  
Editor, RADIO DAILY

Two perennial favorites — Bob Hope and Bing Crosby — are the shining stars in the seventh annual poll of radio editors and writers conducted by Radio Daily. In the balloting, Hope wins first honors in the "Commercial Programs" classification and Crosby is the winner (Continued on Page 7)

### Hammond Gets Post As Adv. Mgr. At NBC

Charles P. Hammond today was appointed Director of Advertising and Promotion for the National Broadcasting Company to succeed Charles B. Brown, it was announced by Niles Trammell, NBC president. For the past year, Hammond has been administrative assistant to Brown, who leaves January 1 to become advertising director for the RCA-Victor Division (Continued on Page 2)

### CBS Stations Get Record Of Bombing Mission Report

A recording of Edward R. Murrow's dramatic report of his trip aboard an RAF bomber over Berlin was sent out by CBS to all affiliated stations yesterday. Reprints of the broadcast (Continued on Page 2)

### Season's Beams

Christmas Day radio cheer will be highlighted by special web offerings beamed to the four corners of the earth. NBC has skedded a three-hour program of worldwide pickups at 2 p.m., EWT, longest Yuletide presentation ever heard on the net. CBS will have a two-hour, all-star show sponsored by Elgin Watch Co. Mutual and the Blue also have special shows.

## Buy A Bond and Give Yourself A Happy Christmas



Vol. 25, No. 57 Fri., Dec. 24, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, December 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Row includes Hazeltine Corp.

Xmas Mass Broadcast

On Christmas morning, Dec. 25, 1 to 1:30 a.m., EWT on station WJZ, New York and WMAL, Washington, D. C., there will be a broadcast of a Christmas Eve Mass being held on the front line of the U. S. Fifth Army in Italy. The program will be recorded in New York from Naples at 7 to 7:30 p.m. today.

Coming and Going

HUB JACKSON and JUNE ROLLINSON time buyers of Russel M. Seeds Company, Chicago, will arrive in New York Monday. Will be at Vanderbilt Hotel.

TOM SLATER, Mutual network's director of special features and sports, leaves Monday for San Francisco, where he will cover the East-West football game.

C. P. "PETE" JAEGER, Blue Network sales manager, plans to leave Monday night on a business trip to Milwaukee and Minneapolis.

JOHN H. NORTON, JR., station relations manager of the Blue Network, home to Hagerstown, Md., for the holidays. He is expected back on Tuesday or Wednesday.

PEGGY BYRNE, erstwhile luminary of RADIO DAILY, departs for Chicago on Saturday, there to assume her new duties as a member of the WBBM staff.

ROYAL ARCH GUNNISON, commentator on MBS, leaves today for Boston. He will broadcast his program on Saturday from WNAC, Mutual affiliate in the Massachusetts metropolis.

ARTHUR HAARE, commercial manager of WJJD, Chicago, is expected in town next week for conferences with the New York representatives of the station.

CHARLES P. PALMER, of the Blue Network sales staff, leaves Sunday on a trip to Boston and other New England cities, including Springfield and Hartford.

PAUL JONES, assistant director of sports and special events on the Mutual network, leaves town tomorrow for Dallas, where he will cover the Cotton Bowl game.

JANE-GREY DUDLEY, of the Blue Network's station relations staff, off to Syracuse to spend the Christmas holidays. She'll return to Rockefeller Center on Monday.

DOROTHY KIRSTEN, soprano, plans to go up to Rochester, N. Y., on Thursday, Dec. 30, where she is scheduled to appear on the Eastman Kodak show over WHAM.

TED HUSING, sportscaster on the Columbia network, left yesterday for a short visit in Miami.

GERALD H. GUNST, vice-president of The Katz Agency, Inc., in charge of the Chicago office, is spending this week-end in New York.

CBS Stations Get Record Of Bombing Mission Report

(Continued from Page 1) titled, "Orchestrated Hell," the words used to describe the German capital during the raid, were also sent to the station managers.

Mrs. Kostelanetz Guest

Lily Pons, coloratura soprano of the Metropolitan Opera will make a guest appearances with her maestro husband, Andre Kostelanetz, on the CBS Coca-Cola show Sunday.

Hammond Gets Post As Advertising Manager

(Continued from Page 1) sion, with headquarters at Camden, N. J.

Following his graduation from Cornell in 1931, where he was a member of Zeta Psi fraternity, Hammond was associated successively with the editorial staffs of the New York "World," New York "Post" and "Literary Digest," before going to the bureau of advertising of the American Newspaper Publishers' Association.

At the bureau, Hammond was promotion manager for two years and then became assistant to the research and promotion director, a post which he held until January 1, 1943, when he came to NBC.

20 YEARS AGO TODAY

(December 24, 1923)

Brisk Christmas sale of battery tube sets and cabinet models... Show folks amazed at reported fee of \$1,000 paid Will Rogers for one appearance on the Eveready Hour... WJZ broadcast of "Die Walkure" from Manhattan Opera House suddenly ended when WHN took over station's wave length at 11 p.m.

WE'RE MODEST BUT GOOD

WMBG, you must remember Will have the best shows in December. If bright songs and cheery laughter Is the object you are after, Set your dial and stay around, You'll have no occasion for a frown. For the best in '43, stay tuned to WMBG.

NBC Richmond, Va. NBC

Hires Co. Contracts For Heidi Blue Show

(Continued from Page 1) as the Hires agency for all public advertising.

The halfhour radio program will broadcast at 7 p.m., EWT over stations and will be rebroadcast 10:30, EWT.

To Air "La Traviata"

Verdi's "La Traviata" will be over the Blue from the Metropolitan Opera House on Jan. 1.

Apologies

to P&G and Prince Matchabelli.

The gods in charge of typographical errors have worked overtime on the NBC ad on page 10 and 11.

"Abie's Irish Rose," credited to another sponsor, instead of Procter & Gamble. "Stradivari," in the title of Prince Matchabelli's swell Sunday afternoon show is misspelled.

By the time the errors were discovered it was too late to do anything short of asking Radio Daily to skip an issue.

To both our sincere regrets.

NBC

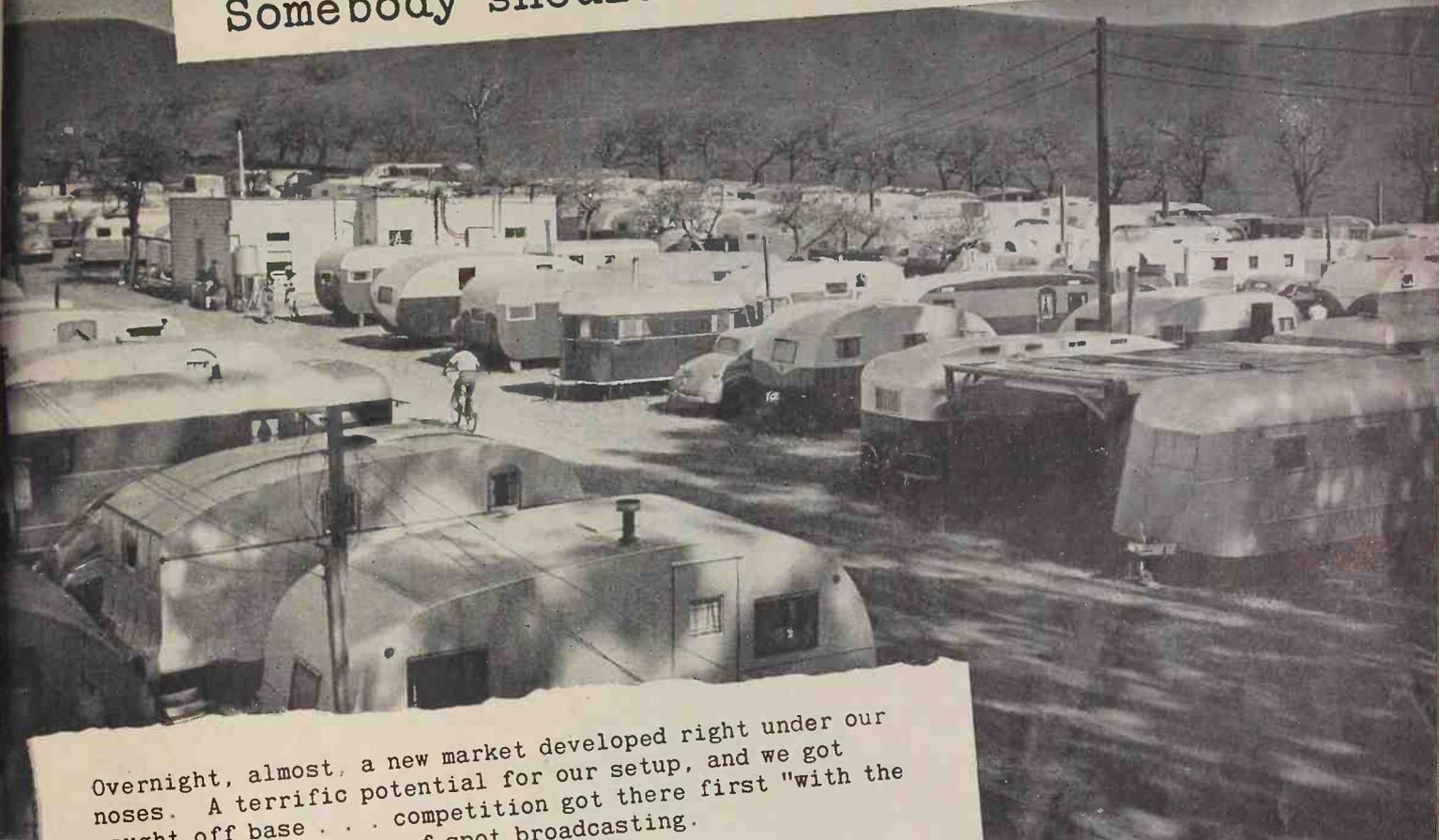
Christmas Sales!

Baltimore merchants report unprecedented buying of Christmas gifts. And—Station W-I-T-H is the number one radio station with merchants in this market. If you'd like this kind of action, write or wire now for availabilities.

Advertisement for W-I-T-H in Baltimore, featuring a stylized face logo and text: W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for CKLW, featuring a large arrow graphic and text: CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

Somebody should catch hell for this!



WIDE WORLD

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!



**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

# the move is to Mutual

→ by listeners, too\*



*Sherlock Holmes  
for Petri Wine  
through Young & Rubicam*

← **TOP AUDIENCE**  
**Monday, 8:30 pm**



*Gabriel Heatter  
for Kreml  
through Erwin, Wasey*

← **TOP AUDIENCE**  
**Friday, 9:00 pm**



\* as well as advertisers.



*The Shadow  
for 'blue coal'  
through Ruthrauff & Ryan*

← **TOP AUDIENCE**  
**Sunday, 5:30 pm**

# Favorites of the Radio Critics

(Figures Represent Points Out of a Possible 1,200)

## COMMERCIAL PROGRAMS

Bob Hope	504
Jack Benny	368
Bing Crosby	350
Information Please	340
Fibber McGee & Molly	334
Edgar Bergen	312
Ed Gardner (Duffy's)	232
Lux Radio Theater	196
Lower Basin Street	188
N. Y. Philharmonic-Symphony	152

## ENTERTAINERS

Bing Crosby	642
Bob Hope	618
Jack Benny	456
Edgar Bergen	390
Fred Allen	326
Fibber McGee & Molly	318
Ed Gardner	310
Kate Smith	194
Red Skelton	174
Kay Kyser	140

### Comedians

Bob Hope	856
Jack Benny	574
Fred Allen	458
Ed Gardner	370
Edgar Bergen	284
Red Skelton	264
Fibber McGee & Molly	156
Broucho Marx	146
Jimmy Durante	116
Eddie Cantor	114

### Dramatic Serials

One Man's Family	256
Vic and Sade	182
The Aldrich Family	154
I Love a Mystery	80
Those We Love	74
The Goldbergs	68
Light of the World	68
Bachelors Children	54
Easy Aces	52
Abie's Irish Rose	50
The Guiding Light	44

### Symphony Programs

N. Y. Philharmonic-Symphony	830
NBC Symphony	620
Boston Symphony	566
Cleveland Symphony	244
Philadelphia Symphony	90
Telephone Hour	82
CBS Symphony	80
Hour of Charm	72
Standard Symphony (Pacific Coast)	68
Stradivari Orchestra Program	58

### News Commentators

Raymond Gram Swing	498
H. V. Kaltenborn	402
Fulton Lewis, Jr.	322
Lowell Thomas	300
Walter Winchell	206
Raymond Clapper	172
Earl Godwin	172
Gabriel Heatter	144
John W. Vandercook	142
William Shirer	136

### Male Vocalists (Popular)

Bing Crosby	1010
Frank Sinatra	520
Dick Haymes	460
Ann Dennis Day	322
Terry Como	172
Benny Baker	170
Harry Wood	78
Frank Munn	68
Bob Eberle	66
Ray Eberle	58
Frank Parker	58

### Children Shows

The Lone Ranger	} (tie) 402
Let's Pretend	
Jack Armstrong	192
Quiz Kids	136
Terry and the Pirates	106
Cross-Country on a Bus	72
Superman	68
American School of the Air	66
Dick Tracy	60
Land of the Lost	56

### Educational Series

American School of the Air	358
University of Chicago Round Table	348
American Town Meeting	254
Information Please	170
March of Time	108
Invitation to Learning	106
Land of the Free	70
American Forum of the Air	62
Pacific Story	54
Cavalcade of America	52

### Sports Commentators

Bill Stern	828
Ted Husing	546
Red Barber	292
Harry Wismer	226
Don Dunphy	112
Clem McCarthy	82
Ed Thorgeresen	72
Bill Corum	60
Russ Hodges	50
Bob Elson	48

### Female Vocalists (Classical)

Glady Pons	556
Madys Swarthout	486
Marian Anderson	340
Jessica Dragonette	250
Grace Moore	230
Lucille Manners	146
Maureen Farrell	140
Maureen Traubel	124
Margaret Speaks	96
Maureen Tennyson	94

### Symphony Conductors

Arturo Toscanini	786
Leopold Stokowski	330
Serge Koussevitsky	278
Artur Rodzinski	214
Bruno Walter	208
Andre Kostelanetz	166
Dr. Frank Black	142
Howard Barlow	140
Eric Leinsdorff	108
Sir Thomas Beecham	78

### Dance Bands (Swing)

Harry James	522
Benny Goodman	474
Tommy Dorsey	232
Duke Ellington	216
Jimmy Dorsey	162
Woody Herman	108
Cab Calloway	104
Kay Kyser	100
Bob Crosby	84
Les Brown	76

### Dramatic Shows

Lux Radio Theater	698
Screen Guild Players	322
Cavalcade of America	234
One Man's Family	168
Inner Sanctum	132
Mr. District Attorney	108
The Aldrich Family	106
Suspense	92
Man Behind the Gun	84
The Thin Man	84

### Male Vocalists (Classical)

John Charles Thomas	766
Richard Crooks	530
James Melton	374
Alson Eddy	322
Lawrence Tibbett	226
John Peerce	222
Frank Munn	170
Paul Robeson	92
Antonio Pinza	92
Leopoldine Melchior	86

### Quiz Shows

Quiz Kids	794
Information Please	726
Take It or Leave It	574
Truth or Consequences	372
Dr. I. Q.	192
Thanks to the Yanks	186
Double or Nothing	176
Kay Kyser College of Musical Knowledge	76
Battle of the Sexes	62
Vox Pop	54

### Dance Bands (Sweet)

Guy Lombardo	418
Sammy Kaye	322
Fred Waring	274
Tommy Dorsey	204
Freddy Martin	196
Kay Kyser	162
Wayne King	122
Glenn Miller	84
Paul Whiteman	76
Horace Heidt	74

### Female Vocalists (Popular)

Dinah Shore	836
Kate Smith	562
Ginny Simms	496
Frances Langford	232
Georgia Gibbs	130
Connie Boswell	108
Hildegard	90
Bea Wain	80
Mary Martin	64
Helen O'Connell	50

"Silver, once again we owe a  
vote of thanks to the ladies  
and gentlemen of the Radio  
Daily poll... who voted us  
first or tie for first this year,  
last year and the year before!"



## Comedy Again Leads In Writers' Choice

(Continued from Page 1)

news commentators, quiz shows and educational programs.

Analysis of the balloting showed that the radio editors were serious in their voting and thoroughly conversant with the stars, programs, and popularity. The check-up revealed:

**Comedians and comedy shows are the most popular among wartime listeners.**

**Name personalities among the news commentators have grown in popularity since the 1942 poll.**

**Interest in symphonic music and conductors has increased considerably since last year, indicating a musical trend.**

**Educational programs are growing in popularity and radio editors are thoroughly conversant with network public service programs.**

A check of programs indicates that NBC had eight firsts among the winners; CBS had six and Blue network, three. The accomplishment of the Blue in attaining three firsts is regarded as significant of the progress the net is making under new ownership.

## Blue's "What's New?" Has Special Xmas Show

William Primrose, famous violinist, the King Sisters, Pinky Lee, John Hodiak, and comedian Jack Douglas will be Don Ameche's guests on the Christmas Day edition of RCA's "What's New?" show at 7:00 p.m. over the Blue Network. In Washington, D. C., Jim Ameche will interview Brigadier General William C. Arnold, Chief of Army Chaplains and Captain Stanton W. Salisbury, Acting Chief of Navy Chaplains.

### Agency Status

Through the medium of "Kraft Music Hall," Edgar Bergen (Charlie McCarthy) and "Lux Radio Theater," the J. Walter Thompson agency again comes forth with three shows among the Top 10 chosen by the radio editors and writers in RADIO DAILY's seventh annual poll.

Young & Rubicam again has two programs in this category, in Jack Benny and "Duffy's" (Ed Gardner). Last year "The Aldrich Family" was the second show for Y&R but since this program didn't quite get in this year among the first 10, "Duffy's" filled the breach strongly.

Otherwise there is a greater diversity in agency names in the group, with Foote Cone & Belding, having one; also one each for Lennen & Mitchell; Needham, Louis & Brorby; and, Campbell-Ewald Co.

# DATA ON PROGRAM WINNERS

## Pepsodent (Bob Hope) Program

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT, on NBC network. Agency: Foote, Cone & Belding, Inc. Cast: Bob Hope, Frances Langford, Jerry Colonna, Barbara Jo Allen as "Vera Vague," and guests. Orchestra: Stan Kenton.



## Grape-Nuts Flakes (Jack Benny) Program

Sponsored by General Foods Corp.; Sundays, 7-7:30 p.m., EWT, on NBC network. Agency: Young & Rubicam, Inc. Cast: Jack Benny, Mary Livingstone, Rochester, Dennis Day and Don Wilson. Orchestra: Phil Harris.



## Kraft Music Hall

Sponsored by Kraft Cheese Corp.; Thursdays, 9-9:30 p.m., EWT, on NBC network. Agency: J. Walter Thompson Co. Cast: Bing Crosby, Music Mails and Hal, The Charioteers, Trudy Erwin, Leo "Uke" Sherin and guest stars. Orchestra: John Scott Trotter.



## "Information Please"

Sponsored by H. J. Heinz Co.; Mondays, 10:30-11 p.m., EWT, on NBC network. Agency: Maxon, Inc. Cast: Clifton Fadiman, master of ceremonies; Franklin P. Adams, John Kieran, Oscar Levant, Milton Cross and guests.



## Fibber McGee & Molly

Sponsored by S. C. Johnson & Sons, Inc.; Tuesdays, 9:30-10 p.m., EWT, on NBC network. Agency: Needham, Louis & Brorby, Inc. Cast: Marion and Jim Jordan and Ransom Sherman. Orchestra: Billy Mills.



## Chase & Sanborn Hour

Sponsored by Standard Brands, Inc.; Sundays, 8-8:30 p.m., EWT, on NBC network. Agency: J. Walter Thompson Co. Cast: Edgar Bergen (Charlie McCarthy) and guest stars. Orchestra: Ray Noble.



## "Duffy's" (Ed Gardner)

Sponsored by Bristol-Myers Co.; Tuesdays, 8:30-9 p.m., EWT, on the Blue network. Agency: Young & Rubicam, Inc. Cast: Ed Gardner, Florence Halop as "Miss Duffy," Charlie Cantor as "Finnegan," Eddie Green and Johnny Johnston and guest stars. Orchestra: Paul Weston.



## Lux Radio Theater

Sponsored by Lever Bros. Co.; Mondays, 9-10 p.m., EWT, on CBS network. Agency: J. Walter Thompson Co. Cast: Cecil B. DeMille, producer, and guest stars. Orchestra: Louis Silvers.



## "Lower Basin Street"

Sponsored by the Andrew Jergens Co.; Sundays, 9:15-9:45 p.m., EWT, on the Blue network. Agency: Lennen & Mitchell, Inc. Cast: Paul Lavalley orchestra; Milton Cross, Jack McCarthy, Dick Todd and guest stars.



## N. Y. Philharmonic-Symphony

Sponsored by United States Rubber Co.; Sundays 3-4:30 p.m., EWT, on CBS network. Agency: Campbell-Ewald Co., Inc. (Eastern Division). New York Philharmonic-Symphony orchestra, Arthur Rodzinski, musical director; guest conductors and guest soloists; Intermission feature, "The American Scriptures," Carl Van Doren and guest stars. Bernard Dudley, announcer.

## Critics Vote Bob Hope Their Favorite Comic

(Continued from Page 1)

in the "Entertainers" field. Last year Hope won top position in both classifications.

Surprise upset of the poll was "Quiz Kids" victory over "Information Please" in the voting under the "Quiz Shows" classification. The "Quiz Kids," four years old Blue net show originating in Chicago, passed the NBC favorites by a margin of 68 votes.

**Tie Vote For 1st Place**

Keen competition for the first honors in the "Children's Shows" division developed in the poll with a tie vote for first place. The winners are "The Lone Ranger" and "Let's Pretend" both receiving a vote of 402. Last year "The Lone Ranger" won the poll with "Let's Pretend" a close second.

In the breakdown of the winners under "Commercial Programs," Jack Benny rose from fourth position last year to second place in the 1943 balloting. Bing Crosby gaining third position this year moved up two notches from last year. "Information Please" also gained a peg being in fourth place this year. "Texaco Star Theater," the Fred Allen show, which ranked second last year, suffered in the balloting this year because Fred Allen was off the air for many months. However, Fred Allen, ranked third in the balloting under the "Comedians" classification.

**Tops Old Playmate**

Tabulation of the ballots in the "Entertainers" classification resulted in Bing Crosby topping his old playmate Bob Hope by a small margin. Fred Allen, who was second last year, ranked fifth in this year's balloting. Allen's change in position no doubt

(Continued on Page 26)

## How They Vote

There is no accounting for the vagaries of some of the ballots and as usual, radio editors rely on memory and if they like a program or artist will give their vote in that direction, whether or not the show or artist is on the air. Usually it is a show that either went off recently, or has not yet returned for the season. Thus Fred Allen showed up nicely although at the time the voting was going on, Allen was just about ready to start his season. Lily Pons is another example of an artist being voted for although she has done occasional guest shots and on Met. opera.

Then again the type of arrangement may be liked and a program such as "Hour of Charm" will get votes as a symphonic organization. Also, "One Man's Family" will creep into the dramatic show classification instead of being kept to dramatic serials.

One thing is definite the radio editors know what they like or prefer, or don't like, and they'll vote accordingly.

# What They Want for Christmas

From far away we come to you,  
The snow in the street, and wind on the door,  
To tell the great tidings, strange and true,  
Minstrels and maids, stand forth on the floor.  
From far away we come to you,  
To tell of great tidings, strange and true...  
Nowell, Nowell, Nowell, we sing,  
Minstrels and maids, stand forth on the floor.  
Old English Carol

**JAMES L. FLY**—harmony in the broadcasting industry... **BILL FREDERICK**—revival of one nighters... **ED & PEGEEN FITZGERALD**—no more colds... **ED. FISHMAN**—to be called P.W.'s double... **HELEN FORREST**—"a pair of nylons".

**SIDNEY N. STROTZ**—more and bigger accounts from radio-wise sponsors... **FRANK A. BEREND**—more radio hours to sell and a new face for the office clock... **JOHN W. SWALLOW**—"just" wants the radio sensation of 1944... **PAUL B. GALE**—less Hollywood shows... **LEWIS S. FROST**—more building material to house additional Coast program personnel... **HAROLD J. BOCK**—more Western newspapers eager for radio news... **ALEX ROBB**—help to distribute more package sales to appreciative sponsors.

**ED GARDNER**—new brass spittoons for Duffy's Tavern... **FOX CASE**—more time... **GEORGE L. MOSKOVICS**—automatic time stretcher... **EDWARD BUCKALEW**—peace and fewer pre-emptons... **HARRY W. WITT**—more studios, less rehearsal... **JACK DOUGLAS**—a wrapped up Betty Grable... **TOMMY COOK**—Hitler's scalp... **MILT SAMUEL**—more glamour gals to photograph... **DON AMECHE**—a new telephone extension to his workroom... **EARL MULLIN**—a little more mention of the Blue Network in the columns... **ART DONEGAN**—sunshine, keep away from his door.

**GEORGE SCHREIER**—his charming wife's complete recovery from a recent illness... **HARRY RAUCH**—lots more space for the Boston Symphony... **DICK OSK**—a self-filling pipe that never needs re-lighting... **WARREN GERZ**—a new Buick... he's sure the ratioq board can spare just one... **BOB KING**—more Coca-Cola shows... **AILEEN SOARES**—several ideas on ten-day diets... pro and con.

**NEVILLE MILLER**—that all of his constituents were happy... **HARRY MAIZLISH**—another Warner station on the Coast... **HERB MARKS**—another "Paper Doll"... **LUCY MONROE**—keep singing the "Star Spangled Banner"... **MOYLAN SISTERS**—more cute songs from Tin Pan Alley... **TIM MARKS**—a stockingful of gags.

**DON E. GILMAN**—continued prosperity for the Blue Network... **LEO TYSON**—more and better audience shows for the Blue... **TRACY MOORE**—a "crisis" but every other day in 1944; had a "crisis" every day in 1943 (he says)... **RALPH DENECHAUD**—less engineers drafted... too hard to replace... **DOROTHY BROWN**—a bottle of Scotch... **CHESTER "LUM" LAUCK**—a horse that can win a race... **NORRIS "ABNER" GOFF**—a lure to catch grandpa bass at Lake Mead.

**LT. COL. SAM ROSENBAUM**—overseas duty... **LEONARD REINSCH**—commutation ticket to Florida... **RED REYNOLDS**—California job... **LT. CMDR. MEFFORD R. RUNYAN**—sailboat... **JACK ROBBINS**—what's another hit or two... **EDWARD G. ROBINSON**—a peacetime parade in '44... **ADELE ROGERS**—a chance to write a few scripts for radio... **CAPT. HUGO ROGERS**—now a little oak leaf... **CAPT. HAL B. RORKE**—visit to the gang in N. Y.

**DAVID SARNOFF**—electronics and post-war boom... **LT. TOD SWALM**—promotion and traveling orders... **WONDERFUL SMITH**—sponsor when peace comes... **CHARLIE SPIVAK**—4F first chair bandmen... **ARCH SHAWD**—more kilocycles.

**MILLER MCCLINTOCK**—more business for Radio Mil... **ED WOOD**—more and later commuting trains to Sparkhill... **ROBERT DUTTON**—more theaters for Mutual shows that will leave NBC to Mutual... **LES GOTTLIEB**—Less gin pummy with Harry Trenner... **PETER ZANPHIR**—a Sunday off... **PAULA NICOLL**—to be Carter's little liver pill... **SID FISHMAN**—more business from Blow... **BOB SCHMID**—a separate building for sales promotion personnel... **DOLPH OFFINGER**—Jack Benny as a sustaining star... **TOM SLATER**—Short cut to For Dix.

**EDGAR KOBAC**—daytime shows sold out solid... **STELLA KAARN**—still another client for Mary Margaret McBride... **IRVING KAUFMAN**—few sponsors in Syracuse... **SAMMY KAYE**—some apple honey... **KAY KYSER**—farewell War Bond tour... **ALAN KENT**—few jingles... **BOB KERR**—a commercial for each of his proteges... **MARGE KERR**—a satisfied press.

**SYDNEY KAYE**—BMI on the Hit Parade every week... **COL. ED KIRBY**—that folks stop mixing him up with the War Dept. press—just radio... **EDWARD KLAUBER**—that Reuters had its ears pinned back... **ELEANOR KILGALLEN**—Sid Weiss... **KEITH KIGGINS**—more stations on the Blue... **HYLA KICZALES**—station in New York... **JOHN A. KENNEDY**—10 day leave... **PLUG KENDRICK**—some health.

**HARRY C. WILDER**—a milder winter than last year... **HARLOW WILCOX**—a can of Johnson's Glo-coat in every home... **J. W. WOODRUFF, JR.**—peace in NAB... **H. B. WOODYARD**—16-hour-day... **A. D. WIL-LARD, JR.**—chance to go deer hunting... **STAN ZUCKER**—another "Korn Kobblers".

**DIANA BALDI**—more time to help listeners solve their problems... **JERRY BAKER**—more ballads to sing... **DAVE ALBER**—wants the impossible (another account like Kate Smith)... **BILL GAILMOR**—be first with the news... **GERTRUDE BERG**—a speedy peace... **LOU LEVY**—produce all the Andrews Sisters' pictures... **MERRITT TOMPKINS**—have BMI make exactly 11 song hits for 1944.

**MORT NUSBAUM**—a few more chuckles from certain columns... **BOB McRANEY**—trips to New York more often... **PHIL HOFFMAN**—toss a certain world famous bandit from that Tall tower at Yankton... **MORT BROWN**—another "Tuxedo Junction"... **ENOCH LIGHT**—direct the orchestra for a commercial sponsor... **CLARA FRIM**—a chance to visit her sister in California.

**JUDY CORTADA**—easier access to the news... **BERT SCHWARTZ**—increased circulation for the Blue feature sheet... **IRENE BEASLEY**—a coast-to-coast evening program (and she deserves it)... **RALPH N. WEIL**—more agency men to take a personal look-see at the WOV studios... **VICTORY TWINS**—keep healthy so they could make more overseas entertainment tours for Fighting Yanks... **CAROL LEE SUTTON**—an evening commercial spot (Ed. Note: she certainly rates one)... **SID EIGES**—a few more radio mags to feed NBCcolumns.

**MARK WOODS**—no fast ones in Winchese script... **HOWARD WILSON**—four weeks Maine... **NORMAN D. WATERS**—television arrives in all its glory... **L. B. WILSON**—"Good Will on Earth"... **WM. B. W.**—clear thinking in Washington... **JOE WEI**—some time to spend with his host of frier... **LEWIS ALLEN WEISS**—sellout for D. Lee net... **RALPH WONDERS**—a net name attraction... **G. K. WASSER**—cont ued good biz in Pittsburgh... **LEE WAIL**—continued good sleddin' for Westinghou

**LLOYD EGNER**—an AFM settlement w honor... **GEORGE EVANS**—that famo song to be sung, "Flowers that bloom the Spring, Sinatra-la-la"... **BURL ELY**—some old songs never on the air before... **H. T. ENNS**—the luncheon at Waldorf... **JOHN ELMER**—more time for his fam... **THOMAS ELSWORTH**—more maps... **LEIF EID**—trip to New York to see t gang... **W. WRIGHT ESCH**—larger stea... **RALPH EDWARDS**—a gag that'll rea kill 'em... **LARRY ELLIOTT**—to be on t spot when the news happens... **JIM DORSEY**—break his Roxy Theater Box off record... **BILL BURTON**—if he ever o twins so that he can develop more Hele (O'Connell & Forrest), Dick Haymes and Dorseys... **C. E. HOOPER**—host to the ga again at Pietro's.

**WM. B. WAY**—adoption of his plan... **CLIFTON FADMAN**—more prizes to gi out... **SHEP FIELDS**—a moustache cup... **STERLING FISHER**—an international n for his shows... **C. M. FINNEY**—just bi ger and better ET's... **WM. FEINBERG**—no unity tickets... **ALLAN FUNT**—time o... **MARK FINLEY**—some friendly fac... **JOHN FOX**—40-hour week... **MIR FISH**—bungalow at Malibu.

**DONALD FLAMM**—another local statio... **S. S. FOX**—some more political co tracts... **LEO FITZPATRICK**—that Detrd market never lessens... **H. E. FELLOWS**—good old days... **ROBERT FEAGIN**—be ter health... **BILL FARREN**—night-tin assignments on the net... **JIM FISHBAC**—one more contract... **F. E. FITZSD MONDS**—one more contract... **THOMA FREEBAIRN**—36-hour day.

**MARVIN KIRSCH**—"time on my hand"... **LEONARD KAPNER**—a chance to sd some time... **JIM KANE**—more stuff in t magazines... **MRS. FRANK KATZENSTIN**—time off for her husband... **ART KEM**—a new car... **PAUL KESTEN**—that ed torials and news are kept separate... **NIO KERSTA**—television program... **TOM KE NEDY**—scientific data for the laymen.

**TED STREIBERT**—no trouble with th budget... **SIDNEY STROTZ**—a long vis to New York and Chi... **PHIL SPITALN**—Lindy restaurant in each big city... **GIN NY SIMMS**—more nice people like Phill Morris... **HARRY STEEPER**—vacation i New Jersey... **LOUISE SILCOX**—a deal cov ering the commentators... **ELLIOTT M SANGER**—a new unpublished symphony.

**BEN SELVIN**—plenty of material for disk... **JAN SAVITT**—more Frank Sinatr tours... **SAM SCHIFF**—a perfect gin run my hand... **JACK SHAINDLIN**—conduct symphonic orchestra playing an arrangem of an original composition... **FRANCE SHAD**—some time off... **DON S. SHAW**—just a few good one hour shows and the relax... **CAPT. A. A. SCHECHTER**—smoot sailing for the Air Force on the air.

**PVT. AL SIMON**—stay on the Coast awhile... **HAROLD E. SMITH**—peace of home front... **GLENN SNYDER**—happy days for the Prairie Farmers... **DOC STAN TON**—a few assistants... **HARRY SOBOL**—a commission for Ted Hartman... **DINAF SHORE**—that her voice doesn't change.

(Continued on Page 12)

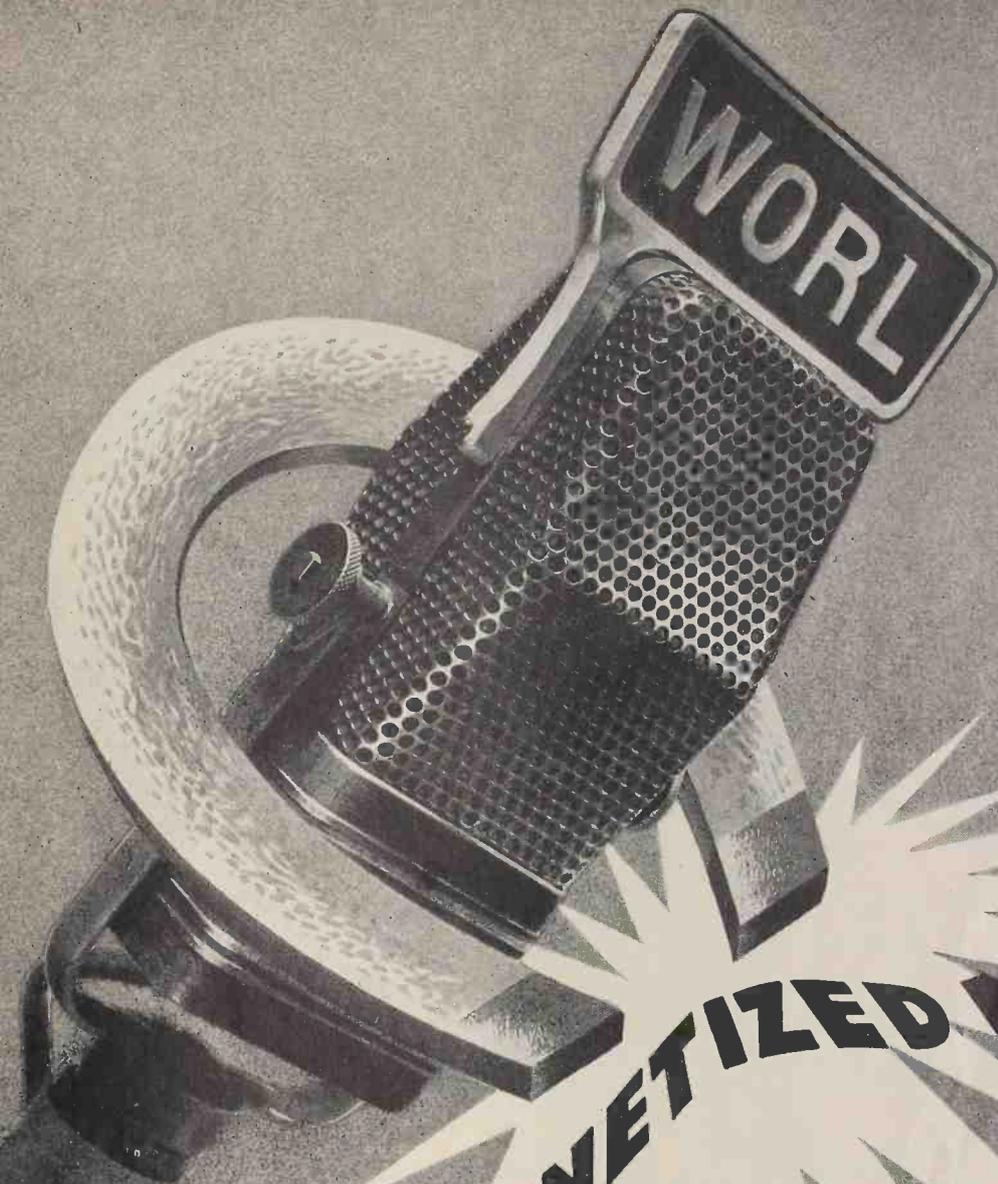
## Season's Greetings



Frederic W. Ziv, Inc.

485 Madison Avenue  
New York, N. Y.

2436 Reading Road  
Cincinnati, Ohio



# THE MAGNETIZED MIKE

THERE is a drawing power in Boston which holds its audiences as if they were attracted by some huge, invisible magnet. This force is WORL, one of the foremost independents in the country . . . a station which in succeeding Hooper surveys has consistently been among the leaders in many of the prime day-time periods. Its low-cost structure makes it "The Best Buy in Boston."



*THIS LITTLE BUDGET  
WENT TO THE*

**"920  
CLUB"**

# WORL

BOSTON ★ MASS.



*... to the winners in the 1943 Radio Daily poll . . . and a special word of appreciation to those heard over NBC (which carries 8 first-place winners in all).*

**We wish you more and more success in helping to make radio entertainment more and more enjoyable.**

**Stay tuned to the**

# "CONGRATULATIONS..."

## FIRST PLACES

- Favorite Male Vocalist (popular)—*Bing Crosby* (Kraft Cheese Co.)  
Favorite Male Vocalist (classical)—*John Charles Thomas* (Westinghouse)  
Favorite Symphony Conductor—*Arturo Toscanini* (General Motors)  
Favorite Comedian—*Bob Hope* (Pepsodent)  
Favorite Commercial Program—*Bob Hope* (Pepsodent)  
Favorite Radio Entertainer—*Bing Crosby* (Kraft Cheese Co.)  
Favorite Dramatic Serial—*One Man's Family* (Standard Brands)  
Favorite Sports Commentator—*Bill Stern* (Colgate)

### FAVORITE COMMERCIAL PROGRAM Top 6 on NBC!

Bob Hope, Pepsodent  
Jack Benny, General Foods  
Bing Crosby, Kraft Cheese Co.  
Information Please, Heinz  
Fibber McGee & Molly, Johnson's Wax  
Edgar Bergen, Standard Brands

### FAVORITE EDUCATIONAL SERIES 6 out of 10 on NBC!

University of Chicago  
Round Table, NBC  
Information Please, Heinz  
March of Time, Time, Inc.  
Lands of the Free, NBC  
Pacific Story, NBC  
Cavalcade of America, DuPont

### FAVORITE DRAMATIC SERIAL 7 out of 11 on NBC!

One Man's Family, Standard Brands  
Vic & Sade, Procter & Gamble  
The Aldrich Family, General Foods  
Those We Love, General Foods  
Light of the World, General Mills  
Abie's Irish Rose, General Foods  
The Guiding Light, General Mills

### FAVORITE COMEDIAN 5 out of 10 on NBC!

Bob Hope, Pepsodent  
Jack Benny, General Foods  
Edgar Bergen, Standard Brands  
Red Skelton, Brown & Williamson  
Fibber McGee & Molly, Johnson's Wax  
Eddie Cantor, Bristol-Myers

### FAVORITE RADIO ENTERTAINER 5 out of top 6 on NBC!

Bing Crosby, Kraft Cheese Co.  
Bob Hope, Pepsodent  
Jack Benny, General Foods  
Edgar Bergen, Standard Brands  
Fibber McGee & Molly, Johnson's Wax

### FAVORITE SYMPHONY PROGRAM 5 out of 10 on NBC!

NBC Symphony, General Motors  
The Telephone Hour, Bell Tel.  
Hour of Charm, General Electric; Standard  
Symphony, Standard Oil of California  
Stradivarie Orchestra, Prince Matchabelli

# National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio  
Corporation of America

# What They Want for Christmas

(Continued from Page 8)

**JOHN ROYAL**—another trip to the front, with more leisure. **JACQUES RENAARD**—few less pounds. **NELLIE REVELL**—just a sponsor. **JACK RUBIN**—star in a Broadway production. **PAUL RAYMER**—another Fred Brokaw. **BENNY RUBIN**—comedy program. **BILL ROUX**—medal from the REC. **E. J. ROSENBERG**—package show customers.

**LANNY ROSS**—early end of the war so he can return to radio. **RUSS RENNAKER**—good negotiations. **MAJOR EDNEY RIDGE**—comeback next season of the peach crop. **JACK ROSENBERG**—plenty of good health. **HAZARD E. REEVES**—plenty of dish material.

**LT. LOUIS RUPPEL**—little action at the front. **ALICE REMSEN**—a song hit for her music firm. **ALAN REED**—back on the Fred Allen show. **JIMMY RICH**—star billing for new protege, Dick Brown.

**SIGMUND ROMBERG**—a musical comedy commission from the Shuberts. **TOMMY RIGGS**—a little sister for Betty Lou. **TOMMY ROCKWELL**—10 sure-fire packs. **TOBE REED**—another bond wagon. **WALTER RUNDEL**—a news beat. **HERB ROSENTHAL**—few more bands.

**MURRAY ARNOLD**—quiet days in Philly once more. **"ROCHESTER" ANDERSON**—a horse than can run. **JUDITH ALLEN**—people to like her book, "How to get in the movies". **HERB AKERBERG**—a one paragraph station contract. **ABNER (LUM**

God bless the master of this house,  
The mistress also,  
And all the little children,  
That round the table go,  
And all your kin and kinsmen,  
That dwell both far and near,  
I wish you a merry Christmas  
And a happy New Year.

Unknown

**AND ABNER**—a walnut ranch that pays off. **DAVE ALBER**—will settle for a couple of more Kate Smiths. **FRED ALLEN**—Jack Benny doing a brody. **MAX L. ARONS**—big treasury for Local 802. **MEL ALLEN**—10 day leave.

**H. L. ATLASS**—a post-war yacht. **CARLO DE ANGELO**—a new one-hour show. **GRACIE ALLEN**—new bungalow for Herman. **JAMES APPELL**—another Hill-Kennedy. **GENE AUTRY**—horses and spangles. **BUD ABBOTT**—more shows with Veronica Lake.

**ANDREWS SISTERS**—hot spot on the air. **NAT ABRAMSON**—old days at the artists' bureau. **RALPH L. ATLASS**—Washington regulations briefed. **A. M. ARMSTRONG, JR.**—more action in Boston. **CAMPBELL ARNOUX**—strong progressive action by the NAB Music Committee. **BOB ALLEN**—14 4F musicians. **ED AARNOFF**—an orchid from Winchell.

**GEORGE CRANDALL**—soundproof press dept. **TED STREIBERT**—no trouble with the budget. **CHARLIE OPPENHEIM**—home in time for dinner. **DAVE DRISCOLL**—that more people realize a war is on. **JACK GALLAGHER**—more intelligent wait-

ers. **LAMBERT B. BEEUWKES**—more Detroit to New York trips. **JAMES BOLES**—a few singing roles opposite Hedy Lamar. **IRENE BEASLEY**—a 40-week two-a-day tour. **BOBBY BYRNE**—best post-war dance band.

**MILTON BLOW**—another "Take It Or Leave It". **GERTRUDE BERG**—another "Goldbergs". **RAY BLOCK**—chance to use more vocal groups. **AL BRACKMAN**—more records and dance band sustainers. **FRITZ BLOCKI**—another "Wishing Well" show. **EDGAR BERGEN**—another guy as "dumb" as Charlie. **JOAN BROOKS**—a sponsor on that late evening spot.

**CHARLES B. BROWN**—a new 6-room house in Camden. **HARRY BANNISTER**—Christmas at home. **LT. COMDR. HARRY C. BUTCHER**—more Generals like "Ike" Eisenhower. **JACKSON BECK**—a chance to sing on his programs. **MARILYN BRANDT**—a network show. **PVT. GILBERT BRAUN**—as he was.

**JACK BENNY**—his own film producing company. **HAL BLOCK**—1944's best production ideas. **BOB BURNS**—some pedigreed Hampshire hogs. **GEORGE BURNS**—no more of Gracie's "friends". **PHIL BAKER**—the \$64 question.

**GENE BUCK**—Ye Olde Tyme Aescap. **CONNIE BOSWELL**—next year's biggest hit tune. **COL. WALTER P. BURN**—little fur-rough on the home front. **HERMAN BERNIE**—secretary at new job. **ALLEN BEST**—a national sponsor for Raymond Scott. **IVAN BLACK**—good health and more finds for Barney.

**LT. JACK BANNER**—something special for Saturday. **ARCH BRAUNFELD**—another producer. **BLUE BARRON**—band instruments for boys in uniform. **FRANKIE & CHARLIE BASCH**—a bull session lunch. **FANNIE BRICE**—a couple of bad little girls to play with. **MARTIN BLOCK**—some super-special rare recordings. **MILTON BERLE**—two more years in the Pollies.

**GEORGE F. BISSELL**—some sunshine. **JOE BLOOM**—a station in N. Y. C. **HUGH K. BOICE**—another "New Friends of Music" program. **FRED BROKAW**—couple of regional net clients. **BLAINE BUTCHER**—new car. **JOHN BOWLER**—chance to build new network. **HAROLD C. BURKE**—some time to sell. **HERMAN BESS**—a few more accounts to sell out the station's time. **CARL LYNDEN BIXBY**—good war program. **K. H. BERKELEY**—less hectic Capital. **QUINCY A. BRACKETT**—a horse. **RICHARD A. BOREL**—convention in the South. **GEO. M. BURBACH**—a nice quiet little ole St. Louee.

**CARMEN CAVALLARO**—a big Gotham Hotel spot. **NORMAN CORWIN**—good trans-Atlantic transmission. **FRED COLL**—couple of lion cubs with Dinty Doyle to help. **MICHAEL CHIMES**—a chance to read lines as well as play his harmonica. **XAVIER CUGAT**—time to do some caricatures. **POWELL CROSLY, JR.**—good season for the Cincinnati "Reds". **ED CODEL**—a brand new network.

**H. ALLEN CAMPBELL**—chance to go fishing and relax. **MARTIN CAMPBELL**—vacation place with no telephones. **R. T. CONVEY**—a little fun. **CLIFFORD M. CHAFEY**—chance to see New York. **HOWARD L. CHERNOFF**—easier way to earn a living. **EDWIN W. CRAIG**—another "Grand Ole Opry."

**ED. B. CRANEY**—continued prosperities. **MONTANA**. **TED COLLINS**—a whack on a two-hour program. **WALTER COMPTON**—less noise in Washington. **FRANK COOPER**—a top spot in popularity poll. **Bea Wain**. **RUSSELL CLEVELINGER**—success in the new setup. **JOE CONNOLLY**—visit with old civilian friends. **DOUG COULTER**—plenty of good scripts. **EUGENE CARR**—ease up on the travel. **BUD COLLIER**—extra white flannel coats. **TED COTT**—more music on programs. **ALAN COURTNEY**—a new set of records. **LOU COSTELLO**—something new in gags.

**LEONARD D. CALLAHAN**—continued growth of the Sesac catalog. **EDWARD CANTOR**—boys among the grandchildren. **ROGER CLIPP**—busier Philadelphia. **CLANCY**—family round table. **FAUCON COUTURE**—visit to U. S. A. **PHIL COLLIN**—all sustaining sold out. **BOB CARTER**—"cheerio" in a peace time war.

**BING CROSBY**—some colored vests. **BOB CROSBY**—steady commercials on the air. **JOHN CONTE**—to have Frank Truitt his musical director always. **JAMES R. CURTIS**—a long view. **LARRY CROFT**—a rest back home. **DIANE COURTNEY**—more chances to visit her Mother in Massachusetts. **JOE CREAMER**—new pipe. **HANK CRISTAL**—a magazine of his own. **JOSEPH CHERNIAVSKY**—a radio class for creative music. **WALTER CASSIDY**—more time at "Met". **JERRY COLOVA**—a gallon of wax for the moustache. **KATHRYN CRAVENS**—network program. **ARTHUR CHURCH**—easier way to travel.

**DON DOUGLAS**—another show like "Black Castle". **HAL DAVIS**—a public office after the war. **WALLY DUNLAP**—more help for the farm. **DON DUNLAP**—peace among sports commentators. **JERRY DANZIG**—visit to America. **RIN DUNLAP, JR.**—television on a scale.

**C. B. DeMILLE**—another dancing date. **LINCOLN DELLAR**—a network. **KEN DOLAN**—some top stars to manage on Radio. **CLARK DENNIS**—some letters from friends. **DENNIS DAY**—better off from Benny. **GENE T. DYER**—a program with gobs of money. **ELMER DAVIS**—that people realize he has a tough job. **CHARLES E. DENNY**—no more attacks on the FCC.

**W. B. DOLPH**—little miracle hits adornment on the brow. **RALPH DUNN**—keep the shows coming. **JACK W. DRAUGHON**—hobby. **BOB DUNVILLE**—a little time to sell on WLW. **DON DUNN**—mutual meetings. **WALTER J. DAN**—much action on the FM front. **PEPPER DONALD**—couple of new dialects (the first has mastered 17 to date). **J. L. DONALD**—a little snow bird.

**BOB EMERY**—more stations on his network. **ARTHUR EDDY**—the Hollywood life forever. **SKINNAY ENNIS**—a program that fits. **BERNIE ESTES**—a desk in RCA building. **WILKARD EGAN**—peaceful relations for the NAB. **RICHARD EVANS**—a hit now and then in case. **ED EAST**—a sponsor who would be happy to buy "Ladies Be Seated". **JOAN WARD**—more time with the baby. **WILBUR EVANS**—good tunes for baritone.

**WALTER DAVIDSON**—wants wax and more wax for recordings. **DON MARVIN**—just wants to have one scoop a day. **WENDELL WILLIAMS**—more scripts of the good taste of Don Quinn's "Fibber Gee & Molly" gags.

**BOB GARRED**—plenty of news. **R. GRAHAM**—just the chance to sing. **W. GALE**—locations for plenty of bands. **CREIGHTON E. GATCHELL**—another s-

**DICK GILBERT**—a few more tempos (Continued on Page 16)

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

710 770 880 930  
WOP WJZ WABC WPAT

**WPAT**

ON YOUR DIAL AT  
**93**

**THE STAFF OF WPAT**  
Wishes You  
**A Very Merry Xmas**  
and a  
**Victorious New Year**

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

MY SINCERE THANKS  
To  
THE RADIO EDITORS  
OF AMERICA

and

To the members of my cast,  
writers, and producers, whose  
valuable assistance has made  
this honor possible.

*Bob Hope*

# CBS programs Lead National Poll:

Radio Daily has just announced its annual poll of the radio editors of America for 1943.

It is gratifying to report that regular CBS programs led all other networks in the number of programs cited "first."

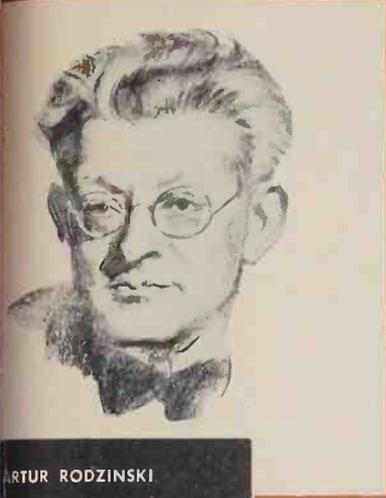
CBS regular programs led alone in 7 classifications, shared "first" in an eighth group.

Six regular programs of the second network won 8 first places (two of the programs being duplicated).

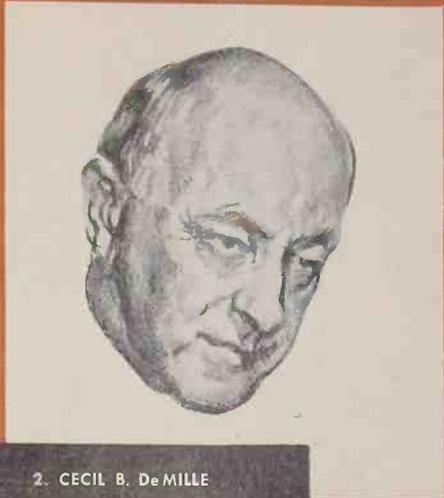
The third network received 2 firsts, and a tie for first.

*The CBS programs which received these gratifying awards are:*

1. *Favorite regular Symphony Program* . N. Y. PHILHARMONIC-SYMPHONY
2. *Foremost regular Dramatic Program* . . . . . LUX RADIO THEATRE
3. *Foremost regular Educational Program* AMERICAN SCHOOL OF THE AIR
4. *Foremost regular Feminine Popular Vocalist* . . . . . DINAH SHORE
5. *Foremost regular Feminine Classical Vocalist* . . . . . GLADYS SWARTHOUT
6. *Foremost regular Swing Band* . . . . . HARRY JAMES
7. *Foremost regular Sweet Band* . . . . . GUY LOMBARDO
8. *Foremost regular Children's Program* LET'S PRETEND (*a tie for first place*)



1. ARTUR RODZINSKI



2. CECIL B. DeMILLE



3. LYMAN BRYSON



4. DINAH SHORE



5. GLADYS SWARTHOUT



6. HARRY JAMES



7. GUY LOMBARDO



8. NILA MACK

*This is CBS  
the Columbia  
Broadcasting  
System*



# What They Want for Christmas

(Continued from Page 12)

can pick up vocally... **CHARLIE GREEN**—another Blue Barron... **JOHNNY GREEN**—another "Body & Soul"... **LT. COL. JEAN V. GROMBACH**—that he were back in radio production... **LESTER GOTTLIEB**—whatever his little heart desires... **HARRY GREENFIELD**—40-hour week once a year... **M. LEWIS GOODKIND**—more peanuts.

**BILL GERANNT**—job for Prof. Quizz... **WALTER GROSS**—chance to make a few special arrangements... **LOIS JANUARY**—additional servicemen to cheer on her early morning programs... **ARTHUR GODFREY**—shows in the evening for a change... **BENNY GOODMAN**—new kind of clarinet... **FRANK GALLOP**—Cresta Blanca tickets... **BEN GRAUER**—some hand lotion.

**GINGER & LANNY GRAY**—more jingle jobs... **JOHN G. GILLIN**—that business continues as is... **OLIVER GRAMLING**—another book assignment... **BETTY GARDE**—a radio show that won't interfere with her stage show... **HERB GORDON**—more business... **LOU GOLDBERG**—routes for Major Bowes units... **EARLE J. GLADE**—legislation favorable to the NAB... **BERT GEORGES**—trip to the North.

**G. W. GRIGNON**—another Major Storer... **SAM GELLARD**—peace... **CECILE GREY**—a whack at the Fred Allen program... **RALPH GLEASON**—visit to the U. S... **HARRY S. GOODMAN**—no more trips... **DON E. GILMAN**—clear sailing on the Coast... **HAVEN GILLESPIE**—his own record and a hit on the "Parade"... **BENEDICT GIMBEL, JR.**—station in Florida... **EARL H. GAMMONS**—less trouble in the Capital... **LEE GRANT**—station band... **SHERMAN D. GREGORY**—another radio show for Schenley.

*The Shepherds had an Angel,  
The Wise Men had a star,  
But what have I, a little child,  
To guide me home from far,  
Where glad stars sing together,  
And singing Angels are?*

Christina G. Rossetti

**TED HARTMAN**—continued good health for his partners, Harry Sobol and Jay Faggin... **BOB HAWK**—better gags than the contestants... **TOM HOWARD**—bigger and better insults for gags... **BILL HEDGES**—just smooth relations with the stations.

**PAUL HOLLISTER**—spots to deliver good speeches... **CARL HAVERLIN**—that BMI keeps its songs up among the leaders... **GEORGE HELLER**—the WLB approves the ET scale... **HEDDA HOPPER**—100 newspaper clients and 10 radio sponsors... **JOSEPHINE HOUSTON**—return engagement at Washington's Swank "Troika"... **EDNA HOWARD**—more programs... **MAURICE HERSHAFT**—furniture and more boats in the river... **DICK HIMBER**—an agency with no kickbacks... **GEO. HOGAN**—another vacation.

**BOB HOPE**—another trip abroad... **DON HAYNES**—personal management of Uncle Sam... **MARION HUTTON**—another special song from the brain of Frank Loesser... **CARL HOFF**—more "Victory Parades" in 1944... **JAMES F. HOPKINS**—some help... **JACK HOOLEY**—baseball on the BBC... **FRANK HEADLEY**—50,000 watts station... **JOHN HYMES**—plenty of stations for OWI co-op... **LUTHER L. HILL**—some time for his friends... **JACK HOWARD**—California sunshine... **P. F. HARRON**—another Joe Lang... **EDWIN C. HILL**—"Apple" a day keeps headaches away...

**DICK HAYMES**—"a safe world for my little 'Skippy' to grow up in"... **EMILY HOLT**—successful negotiations always... **BUDD HULICK**—good daytime program... **HORTON HEATH**—full speed ahead for television... **STANLEY E. HUBBARD**—another Olsen & Johnson... **GABRIEL HEATTER**—some new hair tonic copy.

**HORACE HEIDT**—some new musical ideas... **WOODY HERMAN**—another Paramount run... **KOLIN HAGER**—a good hunting dog... **ANN HARDING**—sound proof ceiling in the press dept... **AL HARRISON**—more FCC licenses so that he can get more accounts... **ARTHUR HULL HAYES**—no time left on WABC... **BILLY HILLPOTT**—six new hits.

**JOHN V. L. HOGAN**—some more music... **HAROLD V. HOUGH**—clear skies in Texas... **EDITH HOPHAN**—line off... **JOHN T. HOPKINS**—another station... **DOROTHY HAAS**—two more artists like Al Pearce... **M. A. L. HALFF**—10-gallon hat... **R. L. HARLOW**—BMI on the hit parade... **WILEY P. HARRIS**—vacation in Texas... **WILBUR M. HAVENS**—two weeks in New York... **FRANK HODEK**—Hollywood vacation... **MANN HOLLINER**—few days leave... **HERB HOLLISTER**—some golf balls... **TOM HARRINGTON**—tennis court at home... **GEORGE HAYES**—18-hour week... **AL HELFER**—trip to New York.

**GUY LOMBARDO**—personally thank his admirers and well-wishers... **PARKS JOHNSON**—a terrific grapefruit crop... **AL JOLSON**—more credit for USO offshore shows... **JIM JORDAN**—continued good health and happiness with "Molly"... **JAY JOSTYN**—tougher characters to knock off... **E. K. JETT**—no tangles in the Communications system.

**BERNICE JUDIS**—sales and less talk from her lovable staff... **GEORGE JASPERT**—an automatic letter writer... **L. C. JOHNSON**—rest cure... **CHARLEY B. JORDAN**—automatic contract renewer... **LESLIE JOY**—another Walter Evans... **LT. E. P. JAMES**—that he was once again doing sales promotion for the Blue... **MERLE S. JONES**—winter vacation.

**A. E. JOSCELYN**—warm winter in Minneapolis... **HUB JACKSON**—a new piano... **JACKIE KELK**—an airplane of his own... **JERRY WAYNE**—sing more often... **TOMMY RIGGS**—a sponsor for his little "girl friend," Betty Lou... **ED HERLIHY**—a chance to participate in some of those thrilling sport scenes he describes in the newsreels... **TOM FIZDALE**—a top Crossley for all his shows... **FRED WARING**—a market for all his inventions... **JERRY MCGILL**—a whack at a different script... **CHARLIE SPIVAK**—more 4F musicians.

**RAY KNIGHT**—a hair tonic that produces hair and good programs... **STUART BUCHANAN**—a pair of commercial wings for "The Falcon"... **CYRIL ARMBRISTER**—page one stories about "Land of the Lost"... **ALAN KENT**—more jingles that don't jangle... **VI and VILMA VERNOR**—a quick Victory... **VIOLA BURNS**—no more flu... **BRUCE KAMMAN**—recipes from Radio stars for the new book... **JACQUELINA**—just a teeny little spot on the air... **PATSY CAMPBELL**—a furlough for her husband in Italy... **HOPE EMERSON**—"Marie Dressler" lead on an air show... **JEAN SINCERE**—"Arsenic & Old Lace" air show... **RUTH HILL**—a chance to read for Hi Brown... **JO JANIS**—another ciggie commercial.

**LUCILLE SNOW**—a part in the "Aldrich Family"... **CORAL TEMPEST**—the right

part in the right script... **RYC TRIE**—modicum of patience... **GENE HAMM**—an early draft board decision... **KELLY**—be able to answer three phone calls the same time... **WINI LAW**—a direct route to Chicago... **DIXIE DUGAN**—one of the (impossible) pair of nylons... **T. LEADER**—a program in which he calls the first to announce the surrender of a many... **MRS. BEN PRATT**—an early clock for Ben Pratt.

**HI LO JACK & The Dame**—Fred Allen keep healthy... **DEEP RIVER BOY**—a few more Kate Smith guest spots... **SAM WARREN**—another AP feature page... **INGE ADAMS**—New York assignment... **Corp. Ian Martin**... **COLLEEN WAL**—another assignment in a Broadway play... **BURT BOYAR**—a private bride path... **BOB STEVENS**—a permanent house on a street... **ELEANOR KILGALEN**—a four hour day... **RITA CAHILL**—a million hits for actors and actresses... **MARIE DEN**—voices that sell... **DODIE YATI**—a Canadian Christmas.

**BOB NOVAK**—a boom on magic... **NOLAN**—more magazines like Reader's Digest... **BASIL LOUGHRANE**—more "hit" on all subjects... **JERRY MCGILL**—pro a Broadway play... **KAY McMAHON**—name spelled correctly that's easy... **EARLE FERRIS**—win some more radio... **ED REYNOLDS**—seven major commercials for his frau, Doris Doring of Double-daters quartette.

**TIM MARKS**—a farm or candy store (he a peanut, Tim)... **"RUSTY" COOPER**—a magic typewriter that will produce copy automatically... **ED SMITH**—more music recordings (Ed. Note) he only owns 15 records now... **ROGER BROWN**—a hit rating for "Wheeling Steelmakers"... **LEWINSTON**—Hollywood Sunshine... **MURIEL FRANCIS**—more programs like "Metropolitan Auditions of the Air."

**BERNARD DUDLEY**—Victory in 1944... **MITCHELL LEVITSKY**—another 16 years at the same stand... **CHARLES MICH**—SON—a little more time at home with wife and baby... **JACK HOOLEY**—Bernie Estes over in a few games of baseball... **GILBERT MACK**—a good front lat next year... **JANET TAYLOR**—continuing smooth sailing for Rockhill Radio.

**MARY LIVINGSTONE**—a good script more often... **JACK LATHAM**—big sales, ch... **ABE LASTFOGEL**—USO shows everywhere... **JOHNNY LONG**—more Hotel N Yorker engagements... **ED LATIMER**—tunnel from Washington Heights direct to the studios... **PAUL LAVALLE**—a qu Sunday evening.

**FRANCES LANGFORD**—another junket visit the boys overseas... **VINCENT LOPI**—a few new instruments... **SYDNEY LEI**—SIG—few stars.

**WM. B. LEWIS**—that FM steps out stro... **LESTER LEWIS**—to be transferred the special services division of the Army help put on shows for the servicemen... **STAN LOMAX**—better attendance at the weekly Sportcasters luncheons... **IKE LE**—CBS stock hit \$85... **DICK LEWIS**—terific fancy date crop... **DR. LEON LEVY**—open house at his beautiful home.

**JOAN LANE**—no squawks from upstal... **HENRY LEVINE**—some new trumpe... **CHARLES LAUGHTON**—chance to r... cite more Lincoln gems... **KEN LYONS**—to see "Perry Mason" become a top rad sleuth... **MORT LEWIS**—time to continue writing special gags, programs and shows for servicemen... **FRANK LOVEJOY**—to star in a Broadway show... **BEN LIPSET**—some nwe recording dates... **ESTELLE LEVY**—network contract.

(Continued on Page 20)

Thanks for Everything

Christmas Greetings



Lew Davies

AND THE

MUSICAL  
STEELMAKERS

AND ALL THE CAST OF

"It's Wheeling Steel"

ON THE BLUE

8th Year of Broadcasting

Thanks~

TO THE RADIO EDITOR  
and ALL THE CAST

*Bing*



# The Blue Boom

TO EVERYBODY

You say that 21 guns is the tops in artillery salutes?

Sure, we know that, but even the top salute is not big enough to express the way we feel about everybody on the program end of radio.

So, with our usual exuberance, we are topping the top with a 26-gun salute. Here goes—

**A**—To all Announcers, Actors, Actresses, Advertisers and Agencies on all four national networks and independent stations

**B**—To all Ballad singers and all the Boys and Babes on the “Breakfast” programs

**C**—To all Comedians and Comediennes and Commentators and Composers

**D**—To all Directors and Daytime Drama heroines

**E**—To all Editors of Radio Columns and all Executives in Program Departments throughout the land. Engineers too

**F**—To all Flute players (Gee, if only “Fla Foot Floogee with a Floy-Floy” were still in vogue!)

**G**—To all Gag writers and all Guest stars appearing in all programs

**H**—To all Hep-cat musicians and singers

**I**—To all Independent program producers

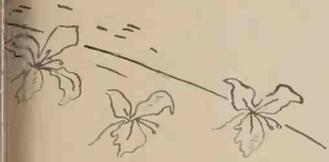
**J**—To all Jazz musicians (sweet and hot) and all Juvenile lead players

**K**—To all Kids in “Kid Shows” and to the Kibitzers and the Korn Kobblers and all others who spell it with a “K”

**L**—To all Leading men and Leading ladies in the serious dramas

**M**—To all Masters and Mistresses of Ceremony

**N**—To all Narrators and all the Names of the Name Bands



# Out a 26-Gun Salute

## THE PROGRAM END OF RADIO

- O**—To all Organ players and all "Off-stage" voices. Also the OWI who help salesmen sell programs that entertain the listeners
- P**—To all Production men and Assistant Production men **X**—To all Xylophone players
- Q**—To all Quiz shows and all Quiz masters and all Quiz Kids and Quartets and Quintets (and all people in a Quandary) **Y**—To all Yodelers
- R**—To all Radio dramatists and Radio Review writers **Z**—To all Zither players (we are not sure that there are Zither players on the air—but we don't want to miss anybody)
- S**—To all Sponsors, Symphony Orchestras, Sound Effects Men and Sports Commentators
- T**—To all Trombone players
- U**—To U and U and U and U—all of U (also to the Unions)
- V**—To all Vocalists and all "Voice 1—Voice 2" players
- W**—To all Writers of program presentations

To all You People on the Program Side of Radio, we of The Blue Network want to pay this sincere tribute. Yours are the hearts and the hands—the work and the voices—the devotion and the integrity—which go to make all the programs on all the networks and stations—the programs which are doing so much to entertain and instruct America—and which have contributed so much to what America is and to the fight to keep America that way.

We salute you.

*The Blue Network*

# What They Want for Christmas

(Continued from Page 16)

**HOWARD LANE**—bigger Columbia station relation... **BERT LEBHAR, JR.**—exclusive rights to Madison Square Garden... **B. J. LAVIN**—prosperous farmers everywhere... **PHILIP LASKY**—another station.

**JOE LANG**—an announcer with a name he can pronounce... **JACK LAVIN**—a trip East to visit friends... **GEORGE LASKER**—one more station... **C. T. LUCY**—quiet committee meetings... **JERRY LESTER**—a sponsor for his clownings... **KAY LORRAINE**—a coast-to-coast commercial... **BERT LYTELL**—a bigger hall for the Stage Door Canteen shows.

**MITCHELL LEVITSKY**—a new program... **HOWARD M. LOEB**—another trip to coast with his charming wife... **CY LANGLOIS**—no copyright or recording troubles... **JIM BOLES**—to co-star opposite his wife, Athena Lorde, in a legit. Athena Lorde: I'd like the same thing... **BEN PRATT**—a simultaneously released feature story of all his clients in every column in town... **HENRY SYLVERN**—direct a symphonic orchestra.

**RAYMOND GRAM SWING**—more polls to top... **JAY BENNETT**—write a radio serial with the depth of "Citizen Kane"... **IVAN BLACK**—a Radio City Cafe Society... **BUDD HULICK**—more time to write gags... **LON CLARK**—continue playing "Nick Carter" until his new-born baby is old enough to solve some of the mysteries before "pop"... **MARY MARGARET McBRIDE**—to continue meeting her thousands of admirers.

**BILL IRVIN**—more space... **LEE MYER**—top sports events to be announced by Harry Wismer... **SYDNEY MOSELEY**—to see

"What Means This glory round my feet,"  
The Magi mused, "more bright than morn?"  
And voices chanted clear and sweet,  
"Today the Prince of Peace is born!"

James Russell Lowell

those fans who write him admiring letters of appreciation... **BERNIE SCHUBERT**—more time for periodic trips to the Coast... **HARRY WISMER**—just to remain at the microphone.

**GEORGE F. PUTNAM**—a coast-to-coast newscast of his own... **ARNOLD STANG**—a chance to do some more clownings in pictures... **LAWSON ZERBE**—a promotion for Sgt. Sid Weiss... **CARL POST**—a chance to play with the Boston Symphony... **JIM ROBERTSON**—a motion picture contract from a major company... he's "the perfect" cowboy-singer, native of Texas.

**ART GODFREY**—more time to spend with friends when he comes to New York... **JOAN EDWARDS**—a microphone in her baby's nursery so when she sings on the "Hit Parade," she wouldn't have to leave the baby for those minutes... **FRANK GALLOP**—tell him you took his advice about trying "Cresta Blanca."

**CARLO DE ANGELO**—two or three "O'Neills" or "Hilltop House" programs to do... **ANN THOMAS**—prosperity and success for all Professional Children School alumni... **ARTHUR SIMON**—a formula for conversion of a foreign language to all-English without kicks... **RHODA OTIS**—less windy weather or more hand lotion... **HENNY YOUNGMAN**—a sponsored net show... **BERT GERVIS**—getting Dorothy on the

"Hall of Fame"... **MARGARET WHITE-MAN**—short course in successful farming.

**EARL MULLIN**—Murphy bed in the office... **FRANK MULLEN**—the FCC... **PAUL MORENCY**—successful retail promotion plan... **MOLLY McGEE**—remain on top with the Hooper... **ALFRED J. McCOSKER**—another Harry Hershfield... **DOC MORTON**—another Dunninger... **HAROLD H. MEYER**—less help trouble.

**JOHN McKAY**—a cornet for his son... **EDUARDO MASERAS**—spare time to write a South American symphony... **E. C. MILLS**—equitable break for the song writers... **CHARLES MICHELSON**—one more "Shadow"... **BEVO MIDDLETON**—10-day rest... **BILL MALONEY**—another tele show for BBD&O.

**HOWARD MEIGHAN**—another Arthur Kemp... **CLAY MORGAN**—pleasant relations everywhere... **JAMES McCONNELL**—another Westinghouse... **MILDRED MURRAY**—a new manager... **CLEM McCARTHY**—hear Harry Dube broadcast a fight... **CHARLIE MARTIN**—his own ad agency... **JAMES MELTON**—more opera assignments.

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**JOHN MAYO**—no more railroads... **MILBOURNE**—Florida sunshine... **FRANK MOORE**—plenty of European news... **JOE McGILLVRA**—another Adam Y... **CLAIR R. McCOLLOUGH**—one more station in Pennsylvania... **A. J. MOSBY**—another "One Man's Family"... **WILLIAM MORRIS, JR.**—another Abe Lastfogel... **MARLOW**—more FM... **RICHARD H. SON**—more power... **GILBERT MA**—one more voice.

**LT. GARNETT MARKS**—a New York... **IRVING MILLS**—discover new Duke... **DON McNEILL**—time to go... **BILL McCLUSKEY**—a few seasonal outdoor acts... **RAY McCLINTOCK**—more Max Wylies... **JOHN McMILLIN**—new P&G product to work on... **FRANK MORGAN**—an autographed photo of An... **C. P. MacGREGOR**—one more show on the air... **CRAIG McDONNELL**—continue interesting singing (not soprano).

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(Continued on Page 22)

Thanks to the radio editors of the United States  
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Bill Stern

# Thank You, Radio Editors



*Dinah Shore*



"The Dinah Shore Program"  
For Birdseye Frosted Foods  
CBS—Thursdays, 9:30-10 p.m.

"Thank Your Lucky Stars" (Warners)  
"Up in Arms" (Samuel Goldwyn)  
"Command Performance" (Universal)

Victor Records

Management WILLIAM MORRIS AGENCY

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(Continued from Page 16)

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(Continued on Page 22)

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Bill Stern

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*Dinah Shore*



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For Birdseye Frosted Foods  
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"Up in Arms" (Samuel Goldwyn)  
"Command Performance" (Universal)

Victor Records

Management WILLIAM MORRIS AGENCY

# What They Want for Christmas

(Continued from Page 20)

**HERBERT L. PETTEY**—sellout for the worthy Gloom Dodgers... **NICHOLAS PAGLIARA**—another convention in St. Louis... **WILLIAM S. PALEY**—plenty of good news from the U. S.... **JAMES C. PETRILLO**—the recording companies.

**BYRON PRICE**—stick to the release dates... **JOHN G. PAINE**—no headaches from the broadcasters... **HAL** (Gildersleeve) **FEARY**—another hunting trip... **JAN PEERCE**—some more Verdi and Donizetti... **AL FEARCE**—keep "the gang" happy... **GEORGE A. PUTNAM**—no mixup in news.

**ARDEN X. PANGBORN**—Eastern trip... **VERNON H. PRIBBLE**—visit with John Royal... **JOHN PATT**—another family reunion... **BOB PATT**—few day with family... **CHARLES PEKOR**—trip to Washington... **HERBERT POLESIE**—produce all Frank Sinatra shows... **MERLE PITT**—a good hotel spot in New York... **PROF. QUIZ**—plenty of questions.

**BOB SALTER**—assurance that there will be no slip-ups on the "Spotlight Bands" programs... **DICK MOONEY**—Continued association with Hannigan, Downey, Glascock, Ross, Salter, Paige, Ray which he calls "the sweetest gang I was ever associated with in my many years in radio"... **GERTRUDE LAWRENCE**—her Lieutenant-Commander husband sitting opposite her at the Yule-tide dinner.

**MAX MARCIN**—write a perfect crime for "Crime Doctor"... **JOHN HOYSRADT**—a soap opera in which the heroine is happily married, has plenty of money and no sick relatives... **JOHNNY GART**—organ console with feathered pedals so he doesn't get soles

Come to them and blessing, Christmas Day,  
Tell them once more the tale of Bethlehem;  
The kneeling shepherds, and the Babe Divine;  
And keep them men indeed, fair Christmas Dal.  
Charles Kingsley

calloused... **THE HARTMANS**—more shoe ration coupons... **WINI SHAW**—more entertainment for boys overseas.

**VAUGHN MONROE**—a non-draftable orchestra... **CHUCHO MARTINEZ**—his Citizenship papers... **DAVE RUBINOFF**—an unbreakable Stradivarius... **PATSY BREWSTER**—a guy's that neither "too young nor too old"... **JOEL HERRON**—a gal who'll swoon over an intellect... **HENNY YOUNGMAN**—a good joke NOT about the Roosevelt... **ALAN GALE**—news of Hitler's personal annihilation.

**DICK TODD**—a country with Canadian climate, Mexican scenery and American hospitality... **KAY LORRAINE**—a quick victory for the Allies... **MILTON RUBIN**—a day off... **LEE MEYERS**—more press clippings... **MEL SPIEGEL**—Southern fried chicken smothered in Smorgasbord... **HERMAN YOUNGLIEB**—a new contract... **FREDERICK ZIV**—double-up on his syndicated sales... **BILLY SHAW**—more hamburger and less "dog meat."

**CHARLIE BARNET**—at least three draft-exempt musicians... **HARRY JAMES**—a trombonist who can play second base... **DON MacLAUGHLIN**—a Radio Registry extension on the Darien Express... **ROBERT** (Superman) **MAXWELL**—have Superman help find script writer... **BERRY KROEGER**—more nice people like Jed Harris... **JESICA MAXWELL**—it may not be original

but, return of our boys from a speedy victory.

**ALLYN EDWARDS**—a Steinway Grand and the time to play... **GARRY MOORE**—more able directors of the Phil Cohen mold... **PHIL COHAN**—the opportunity to help all his friends... **J. L. GRIMES**—more stations over which to sell the "Wheeling Steel-makers" story... **REGINA COLBERT**—a month visit to New York... **LEW DAVIES**—more friends like Jack Grimes.

**WALTER WINCHELL**—an aroused, alert and fighting America, united in spirit, purpose and aims... **WILLARD ALEXANDER**—more hotel spots for his bands... **FRANCES SCOTT**—more days in the week so that more artists could entertain more servicemen more often... **CHARLIE BASCH**—not more than three coast-to-coast programs... **CAROL HUGHES**—would like to buy a certain columnist a drink... **DAVID ROSS**—a baby boy from Sir Stork... **JIM WALDROP**—ditto... that long-legged bird already delivered two little girls at his domicile.

**RALPH EDWARDS**—Tojo, for a special "Consequence"... **SHEP FIELDS**—news that record ban is completely lifted... **BOB HAWK**—to hear New Yorkers shout their "Thanks to the Yanks" as they march victoriously up Fifth Ave... **WOODY HERMAN**—a dozen more good blues tunes... **BOBBY HOOKEY**—an electric train set.

**HILDEGARDE**—a pair of nylons people always ask the impossible... **JOSTYN**—star billing on "Mr. Districtorney"... **BEATRICE KAYE**—more to spend on her Jersey farm... **SARAH KAYE**—another song hit like "Daddy... **PAUL LAVALLE**—an Army-Navy "E" his war plant... **MARION LOVERIE**—the real occasion to sing "Happy Day Here Again."

**MARK WARNOW**—another musical like "What's Up?"... **BEN GRAUER**—two-week vacation in Mexico or South America... **KATE SMITH**—special blessing every man and woman in our armed... **TED COLLINS**—the opportunity the first to announce the Unconditional render of the Axis.

**MORTON DOWNEY**—someone who make his valet, Jimmy, do some work... **RAY PAIGE**—a few more 4F musicians that the Paige touch may be heard in orchestrations... **LEAH RAY**—less work for her hubby, Sonny Werblin, so he can have more time to spend with her... **GLASSCOCK**—someone (preferably Herbie) to help him lug some of the necessary equipment when the Morton Downey Tour goes on tour.

**DON SEARLE**—trip to New York... **HARRY STONE**—old gang back home... **TOM SLATER**—more WACS at the Fort... **IRA L. STEINER**—postwar publicity position... **JOHN SINN**—another Ziv.

**FRANK P. SCHREIBER**—another Col. McCormick... **HARRY SEDGWICK**—winter... **BILL STERN**—another polk

(Continued on Page 23)

## Radio Editors of The Nation

My Sincere Thanks

For Voting "The Music Makers"

the No. 1 Swing Band of 1943

Harry James

# AGENCIES

S. D. MAHAN has been named director of advertising and public relations of the manufacturing division, The Crosley Corporation, Cincinnati, it was announced by R. C. Cosgrove, vice-president and general manager. For the past two and one-half years. Mahan has served the U. S. Treasury Department as director of advertising and promotion for the War Bond program and as associate national field director in charge of all War Bond and Stamp sales through retailers and the newspaper boys of the nation. He has been asked by the war finance division of the Treasury Department to continue his association with the above activities in the capacity of a consultant.

In his new connection with The Crosley Corporation, Mahan returns to the electrical appliance field where he spent over eight years, first as merchandise advertising and promotion manager and, later, as general advertising manager of the Westinghouse Electric and Manufacturing Company.

# What They Want for Christmas

(Continued from Page 22)

**LEITH STEVENS**—a new symphony... **TED STRAETER**—plenty of new news... **RED SKELTON**—to get into some real mischief.

**KATE SMITH**—more time to aid the war effort... **HENRY SOUVAINÉ**—sponsor for "Foreign Assignment"... **JOHANNES STEEL**—more inside stuff... **PEGGY SCHUBEL**—trip to Canada... **REGGIE SCHUBEL**—one more law firm... **JOHN H. STENGER**—one more law firm... **ALLEN T. SIMMONS**—Kentucky Derby winner.

**MICHAEL M. SILLEMAN**—some recording peace... **G. RICHARD SHAFTO**—a salesman... **EDWARD SHERMAN**—another Abbott & Costello... **HANLEY STAFFORD**—another "baby like Snooks"... **BILL SCHUDT**—stations without squawks... **LOUIS SILVERS**—another good Jolson show.

**JACK TEAGARDEN**—some good hot licks... **ARTHUR TRACY**—another "Street to Sing In"... **ORRIN TUCKER**—another "Oh Johnny" after the war... **LINUS TRAVERS**—continued prosperity in New England... **BILL THOMAS**—another Jack Benny... **JO TONG**—that AFRA voted a bonus... **SGT. NORMAN TASLER**—mucho bonita senorita.

**APPRENTICE SEAMAN CLAUDE THORNHILL**—a good peacetime band... **LLOYD C. THOMAS**—warm weather... **ED TWAMLEY**—a new hobby... **ART TOLSCHIN**—few more agencies... **MERRITT TOMPKINS**

—plenty of hits for BMI... **LEWIS TITERTON**—bigger and better scripts... **JOHN SCOTT TROTTER**—effortless reducing exercises... **O. L. TAYLOR**—FM stations in Texas... **LURENE TUTTLE**—new coast-to-coast commercial... **GEO. W. TRENDLE**—another market like Detroit... **JIM MILNE**—good view of the Catskills and the Hudson... **DEWEY LONG**—a chance to go fishing in Long Island Sound.

**FREDDY VOSBERG**—a commercial for Wini Shaw... **LT. RUDY VALLEE**—an increase in the family... **PETER VAN STEEDEN**—another Fred Allen... **ARTHUR VINTON**—to be elected to state senate... **HARRY VON ZELL**—another Eddie Cantor... **DON VOORHEES**—another telephone hour... **BENAY VENUTA**—some new song hits... **J. L. VAN VOLKENBURG**—another business year like '43... **J. FRANKLIN VIOLA**—no more trips.

**SID WALTON**—news to broadcast... **COLLEEN WARD**—few more dramatic shows... **ED WOLF**—another Mary Small... **BETTY WRAGGE**—star in a musical comedy... **WYTHE WILLIAMS**—special news roundup... **MEREDITH WILSON**—symphonic strings after the war... **PAUL WHITE**—straight news, with editorials labeled as such... **FRED WARING**—another Johnny O'Connor.

**JONAS WEILAND**—new civilian patrol plane... **MARK WARNOW**—let the "Hit

# GUEST-ING

**MAXINE MOORE**, singer formerly heard with Phil Spitalny's orchestra, on Alfred Drake's "Broadway Matinee," Friday, Dec. 31 (WABC-CBS, 4 p.m.).

**JOSEPH B. EASTMAN**, director of the ODT; **GEORGE PALMER**, superintendent of the Statue of Liberty, and **PHYLLIS BERNBERG**, blind and partially paralyzed girl known to servicemen as "Soldier Phil," on "We, the People," Sunday, Jan. 2 (WABC-CBS, 7:30 p.m.).

Parade" alone... **SALLY WARREN**—some easy stories to write... **ROGER WHITE**—another Stage Door Canteen... **PAUL WHITEMAN**—couple of more blue ribbons for his Angus cattle... **IREENE WICKER**—to be "story lady" to every child... **RALPH N. WEIL**—less rumors.

**SGT. EZRA STONE**—shake hands with FDR... **IRVING STROUSE**—network production job... **RAYMOND GRAM SWING**—a sponsor in England... **A. B. SCHILLIN**—New York office... **ARTIE SHAW**—fancy clarinet from Paris... **JOHN SHEPARD, III**—good old time NAB convention... **GLADYS SHELLEY**—a song hit for 1944.

**JUST PLAIN KIDS**

**LISTEN** Every Sunday Evening, 7:30 E.W.T. • Blue Network

TO

# Quiz Kids

SPONSORED BY  
THE MAKERS OF ALKA-SELTZER  
AND ONE-A-DAY VITAMIN TABLETS

MILES LABORATORIES  
WADE ADVERTISING AGENCY

Season's Greetings  
from the  
**FUNNY MONEY MAN**

Syndicated by  
ALLEN A. FUNT RADIO  
PRODUCTIONS  
52 Vanderbilt Ave., New York City

As the year ends — greetings  
to my friends in radio.  
... thanks to my sponsors over  
the past year—on the Blue-  
Socony Vacuum (Raymond  
Gram Swing); Clipper-Craft  
(Dorothy Thompson); on  
WNEW—Andy Boy Broccoli,  
Antiphlogistine, Canadian  
Fur, Tappin's, Charm-Kurl.  
and a merry Xmas to all!!

*Maurice Hart*

Season's  
Greetings



**Clem McCarthy**

personal Mgt.  
Harry S. Dube

# MAIN STREET

WITH *Ol' Scoops Daly*

## Closed Circuit, With Santa Claus Sitting In !!

● ● ● Gentlemen, Mr. Santa Claus and the Radio Industry at Large: At this time of the year, as has been the custom for centuries, men, women and children, are imbued with the Christmas spirit... we exchange gifts, both selfishly and unselfishly... usually so busy at it, we are apt to leave the cardinal principle of Peace on Earth, Goodwill Toward Men... wholly to the Lord... let Him worry about it... somehow it will come out all right... well St. Nick... this year it is different... undoubtedly more so than at any time in our lives... we want nothing material for ourselves... very true, there are a few who grumble about a little gas, a bit of butter on the table... but actually Santa, if the truth be known, we haven't a single thing to squawk about... as far as our selfish comforts are concerned... we're ashamed to think that anyone here would dare complain... do whatever you can toward comforting those at home who have loved ones overseas and on the high seas... some who have loved ones never to return... for some, nothing may mitigate certain circumstances... but there is comfort in knowing what our boys are fighting and dying for... so, apart from such folk at home, please do what you can for the boys over there... we want for nothing over here... we'll be glad to fall back on Peace On Earth, Goodwill Toward Men.



● ● ● We wonder Santa, and you other Gentlemen listening in... does everybody realize what a great Ally we have in radio... the miracle that searches out every corner of the earth... and does what it humbly can to bring the voice of home to the men far from the hearth whose warmth and cheer is not now a part of their daily lives... if it is only an occasional laugh, a song or a little music... it is the product of home... a link so vital to the well being of men and women in far-flung battle areas... at this time of the year, the broadcasting industry more than any other... can gaze unflinchingly into the mirror of its conscience and say... If there is anything we've left undone, please tell us... our facilities, talent, money, are all yours... we have never refused to comply with the many requests of government agencies... whether Treasury Dept... War Dept... any department in fact... and the thousands of voluntary contributions in the way of programs for every conceivable need, at home and abroad... it is good to know that radio is so much a part of everyday life, and that the broadcaster, still young, is progressive and hopes some day he will approach as near as it is possible, to the point of perfection.



● ● ● Technically, radio has not failed the war effort... it is a radio instrument that warns of the enemy's foray... it tells the plane pilot and navigator many things that safeguard his life and that of his crew... also he flies and talks to his home landing field... he feels that he is not alone... there are many important things being accomplished by radio, call it electronics or any other fancy name... it's still a part of radio... and after the war folks in the peaceful everyday walk of life will benefit by the miracles now a part of the harrowing life of those defending us from the enemy abounding in Europe and Asia, the South Seas... but for the duration... let radio continue to seek out its duty and carry it out with the same spirit of service that has characterized it in the past... in closing, we want to ask Mr. Santa Claus once more... not to worry about us on the home front... do everything you can for the men and women fighting for us... we'll settle for Peace On Earth, Goodwill to Men.

— Remember Pearl Harbor —

MERRY XMAS

from

TED COTT

Season's Greetings  
to all  
My Friends



JAMES S. APPELL



My daddy, "Bernard Dudley," wishes you a Merry Christmas. And so do I!

Merry  
Christmas  
and  
A Happy  
New Year



Management and Personnel

**W W R L**

WOODSIDE

L. I.

Season's Greetings  
from

**FRITZ BLOCKI**

655 FIFTH AVE., NEW YORK 22, N. Y.

Holiday  
Greetings

from  
**ROCKHILL RADIO, INC.**

18 E. 50th St., N. Y. C. EL. 5-1860

Season's  
Greetings

**JOSEF CHERNIAVSKY**

Radio's Outstanding  
Showman • Conductor

**WDRG**

CONNECTICUT'S PIONEER BROADCASTER

THE  
BEST WISH  
WE CAN  
BROADCAST

We join you in wishing  
our boys in the service  
a Merry Christmas —  
Happy New Year — and  
speedy, victorious re-  
turn.

# COAST-TO-COAST

## — NEW YORK —

**NEW YORK CITY**—Kerby Cushing, WNEW commentator on the "Ask Washington" and "We the Living" programs, and night supervisor of station operations, is the station's first member to go into the Marines. Cushing left Dec. 22 for "boot" training at the Marine Barracks, Parris Island, S. C. On Wednesday, Dec. 29, at 5 p.m., Madame Genevieve Tabouis, author and lecturer, will make a daytime appearance on WQXR as the "Books Are Bullets" guest author. William Horne, young American tenor who is the guest soloist on WQXR's "America's Artist" series during the month of Dec., will offer the Christmas Songs of France, England, Holland and Russia during his program on Christmas Day; 5:30 to 6 p.m.

## — NEW JERSEY —

**PATERSON**—Pfc. Bill Hunter, former WPAT engineer, is home on a ten-day furlough. He is spending it with his wife, "Bert" Hunter, also a WPAT employee.

## — UTAH —

**SALT LAKE CITY**—Edna Argyle, switchboard operator and KSL supply clerk, terminated her association with the radio industry. She moves her talents to the Naval Supply Depot at Clearfield, Utah.

## — ILLINOIS —

**ROCK ISLAND**—Post-war plans of a new radio home for WHBF took definite shape this week with the announcement that the station has acquired the former Rock Island Bank building, its annex and an adjacent lot.

## — TEXAS —

**SAN ANTONIO**—"The Skyline Patrol," the San Antonio Aviation Cadet Center's radio program heard over WOAI, is paced by soldier performers

who were professional entertainers in civil life. Outstanding soloists on the show are Pfc. Edward C. Platt, Pfc. Andrew G. Gainey and Pfc. Gordon McRea. Platt was "Low" in the quartet, "High, Low, Jack and the Dame," while Gainey and McRea were heard on several networks as soloists. Mary Jane Spears is a newcomer to the KTSA traffic department as is Mary Davis, at the controls. Ves Box and George Harding are reporting the play-by-play accounts of the Texas High School Football Championship for the Magnolia Petroleum Co. being aired over KTSA.

## — PENNSYLVANIA —

**PHILADELPHIA**—The chairmanship of the National Foreign Language Radio Division for the fund-raising appeal in behalf of the National Foundation for Infantile Paralysis, was bestowed on Arthur Simon, General Manager of WPEN. Jim Hendrix is the newest addition to the WPEN announcing staff. A special Christmas program sponsored by the U. S. Treasury Department will be broadcast over WIBG at 9:30 p.m. Christmas night. In connection with its drive to secure invitations to Christmas dinner for servicemen assigned to the Philadelphia area, WFIL reports that the city provided more invitations than Uncle Sam could furnish sailors and soldiers. Robert Bigham, former announcer at WTAR, Norfolk, Va., has joined the staff of WIP.

## — MONTANA —

**MISSOULA**—Femme employees of KGVO tendered a farewell party to Theola Morris, Woman's Program Director of the station, who leaves on Dec. 26 to be married. The Bon Ton Bakery of Missoula this week signed a contract for a Christmas Day Concert of Symphonic Music to be heard on KGVO.

Peace and Good Will  
to you and  
the World



**FRANCES SCOTT**  
&  
**CHARLIE BASCH**

Season's Greetings  
to

you, you & YOU

**CARL POST ASSOCIATES**

Merry Christmas  
from

**MERLE PITT**

and

"The Five Shades of Blue"

WNEW

**MITCHELL LEVITSKY**

thanks

his Sponsors and Friends for 16  
successful years of continuous  
broadcasting.



He also wishes to take this  
opportunity to wish them a  
Victorious New Year.

WEVD

New York

**EVERY SUNDAY NITE**

**FRED ALLEN**

with PORTLAND HOFFA  
AL GOODMAN'S ORCH.  
WORKSHOP PLAYERS  
JIMMY WALLINGTON

*Famous Guest Stars*

PRESENTED BY  
**TEXACO DEALERS**

C.B.S.  
9:30-10 E.W.T.  
8:30-9 C.W.T.  
7:30-8 M.W.T.  
6:30-7 P.W.T.

## Critics Vote Bob Hope Their Favorite Comic

(Continued from Page 7)

was due to the fact that Allen was off the air for more than six months.

### Hope—King of Comics

Bob Hope romped away with first honors among the "Comedians." Second place went to Jack Benny and third to Fred Allen. The balloting for Allen was a tribute to his popularity as a comic because of his absence from the air the past summer. New-comer in the "Comedians" field who gained fourth position was Ed Gardner of Duffy's Tavern fame.

Harry James is the undisputed leader in the swing dance band group with Benny Goodman retaining second position again this year. Surprise of this category was the spurt of Duke Ellington who rose from seventh position last year to fourth this year. Tommy Dorsey was third in the balloting, retaining the same position he had in the 1942 poll. In the sweet band group, Guy Lombardo and his Royal Canadians romped away with first honors, Sammy Kaye was second, Fred Waring was third and Wayne King, who has been a captain in the army for a year, came in fourth.

Voting for "News Commentators" was spirited, with Raymond Gram Swing winning first place, H. V. Kaltenborn, a close second, and Fulton Lewis, Jr., ranking third.

### Bill Stern Wins Again

NBC's Bill Stern again won first honors among the sportscasters. In second position is Ted Husing, with third honors going to Red Barber. Harry Wismer was fourth.

Dinah Shore again leads the popular field of female vocalists with Kate Smith and Ginny Simms, second and third, respectively.

### Symphony Music Popular

Growing interest in symphony music was indicated in this year's poll with the New York Philharmonic Symphony winning first place. Heavy voting, however, was registered for the NBC Symphony and Boston Symphony which ranked second and third in the voting.

American School of the Air, CBS's educational series, won first position in the "Educational Series" classification. Following closely as number two in the balloting was NBC's "University of Chicago Round Table." Third place went to "America's Town Meeting of the Air."

### Crosby No. 1 Crooner

Frank Sinatra who ranked second in the popular vocalist group among the male singers failed to give Bing Crosby a stiff battle in that classification. Bing came through as No. 1 crooner, again polling nearly double the number of votes registered for Sinatra. Dick Haymes, who didn't rank among the first ten in last year's poll, ranked third this year, leading Dennis Day, Barry Wood, Kenny Baker and the rest of the field.

Lux Radio Theater was an easy winner among the "Dramatic Shows," while "One Man's Family" won first

## Mrs. FDR To Be Guest On 'Washington Reports'

Mrs. Franklin D. Roosevelt will be a guest on the public service radio program, "Washington Reports on Rationing," Sunday, January 2, 1944. This will be her first appearance on a commercial, or sponsored, broadcast since Dec. 9, 1942, when she reported on her trip to England during a radio broadcast sponsored by the Council on Candy as Food in the War Effort, which now sponsors "Washington Reports on Rationing." She will talk about some of the most interesting things that have happened to her during 1943, including her trip to Australia and the South Pacific. "Washington Reports on Rationing" is heard over the network of the National Broadcasting Company on Sundays at 3:00 p.m., Eastern War Time.

## Fadiman As Commentator

Clifton Fadiman will act as intermission speaker when the premiere concert of the Boston Symphony Orchestra is presented over the Blue Network on Christmas Day. The show, under the sponsorship of the Allis-Chalmers Manufacturing Company, will be heard from 8:30 to 10 p.m., EWT, and at that time each Saturday thereafter. Fadiman will act as commentator on these broadcasts for a limited time only.

## NBC Renewals

Standard Brands, Inc., has renewed two NBC shows for 52 weeks each beginning Jan. 2, 1944. J. Walter Thompson Co., placed the renewal order for the Edgar Bergen-Charlie McCarthy program, advertising Chase & Sanborn Coffee. Kenyon & Eckhardt, Inc., handled the contract for "One Man's Family," promoting Fleischmann Yeast. Both features are broadcast over the full NBC network.

honors in the "Dramatic Serials" group.

### Toscanini Leads Field

Arturo Toscanini again leads the field of symphony conductors. He received double the number of votes cast for his nearest competitor, Leopold Stokowski. Lily Pons passed Gladys Swarthout this year and won first place in the classical field of female vocalists. John Charles Thomas who ranked fourth in last year's balloting won first place in the 1943 poll of male classical vocalists.

Merry  
Christmas

LEX 2-1100

## Basil Rathbone To Portray "Scrooge" On KNX-CBS

Los Angeles—Basil Rathbone will be guest star of the Dari-Rich "Stars Over Hollywood" Christmas morning broadcast from KNX-CBS (9:30 to 10:00 a.m., PWT). Rathbone, whose Columbia Record version of the character of "Scrooge" from Dickens' Christmas Carol is a record album feature, will do a live version for an all-soldier audience to be invited to attend the December 25th broadcast.

The special guests attending the broadcast will be served refreshments after the show.

Paul Pierce produces the air show for Sorenson & Co., advertising agency for the sponsor. Special music will be arranged and conducted by Ivan Ditmars.

## Son Killed in Service

Montreal—Harry Sedgewick, president of station CFRB, Toronto, has been notified that his son Ronald 21, flying an RCAF plan solo, was killed when the aircraft struck a cable in the canyon of the Skena River near Hazelton, British Columbia.

HAPPY  
BIRTHDAY  
TO  
YOU

December 24

Jack Alicoate	Lucrezia Bori
Ruth H. Brandt	Doris Sharp
Charles Wakefield Cadman	Dick Crans
Tony (Oswald) Labriola	W. O. Tilenius

December 25

Matt Brooks	Cab Calloway
Ron Gamble	Larry Goddeau
Herman Katzman	George Lasker
Tony Martin	Betty Olson
Bob Ripley	Nathaniel Shilkret
Noel Rrhys	Josef Stopak
Gladys Swarthout	Tony Wons

December 26

Charles Alicoate	Hibbard Ayer
Bernard Dudley	

## WPB Promises Relief From Tube Shortage

(Continued from Page 1)

pletely solve the home radio problem, it should serve to put back service thousands of the sets which have been "blacked out" by limited tube supplies according to WPB. It is expected that tubes will continue to reach civilian outlets in increasing quantities as the new program gets under way.

The "hard-to-get" types of tubes which are being pushed are 12-SQ-7, 12-SK-7, 50-L-6, 35-L-6, 1-H-5, 1-A-7, 80 and other critical types which have not been produced in sufficient numbers to meet military requirements. All the going tube types bear the "GTG" mark.

These tubes will be marked "GTG" for maintenance repair and operation purposes, and therefore will not be sold on rated order. This prevents diversion from civilian channels, under the terms of limited order L-265.

Cooperation of service men and dealers is expected in seeing that these tubes first reach those holders who have no sets in operation because of lack of tubes.

Members of the recently appointed radio receiver tube manufacturers industry advisory committee with OPA officials here last week announced yesterday. M. F. Balcom, vice-president in charge of radio of thesylvania Electric Products Co. was elected chairman.

Industry pricing problems, with special emphasis on means for seeing effective control at wholesale and retail levels, were discussed generally. Members include Balcom, R. Carlson, Tung-Sol; L. H. Coffin,otron; C. J. Hollatz, Ken-Rad; L. Teegarden, RCA; D. T. Shultz, Frithson; J. H. Robinson, National Union Radio.

## Davis Renews Beatty

The R. B. Davis Sales Company for Cut-Rite Waxed Paper, has renewed its sponsorship of the Beatty program heard over WOR 10:15 a.m. Monday through Friday for 52 weeks, effective Jan. 24.

## Peace on Earth to Men of Good Will



## Dick Gilbert

"The Singing Disc Jockey"

WHN

"O give us the man who sings at his work! He will do more in the same time—he will do it better—he will persevere longer."—Carlyle.

## DUFFY'S TAVERN

To the 600 Newspaper Guys:—

I and the gang at "Duffy's" appreciates you bestowing us in the charm circle. It was a big surprise—practically a bolt from the Blue!!! I think your choice might lose you a lot of readers, but you've made a friend in me.

Your humble, obedient

"Archie"

(Nee Ed Gardner)

(censored)  
P.S.—Incidentally, I'm an old-time ██████████ myself.

To the men and women of  
America, who, day and night,  
risk their lives upon the field  
of battle --- that Peace and  
Goodwill shall return upon  
Earth. Never have so many  
owed so much to so few.

TO THESE WE GIVE OUR THANKS  
AT CHRISTMASTIDE

**WPEN**  
PHILADELPHIA

5000 WATTS

•

950 ON THE DIAL

# Nets Review Past Year

## CBS Shows Big Gain in Business; Other Accomplishments

Accomplishments of American radio, achieved an importance in 1943 which far surpasses that of any other year in its history, CBS notes in the preamble to its 1943 Review, which points out that the accomplishments affected the everyday life of the people of this country and those of the world. Radio "brought the fighting front to the home front. It brought the Solomons, North Africa, Sicily and Attu to the farms and villages, towns and cities from which the heroes went to war. And to those heroes in Guadalcanal, London and

*(Continued on Page 8)*

## Amusements Tax Bill Seen Broadcaster Aid

Washington Bureau, RADIO DAILY  
Washington—Protection has been offered broadcasters in the terms of amusement tax bill as approved by the Senate Finance Committee, a study of the committee's report has revealed. Relief was offered from taxation on the proceeds from sale of

*(Continued on Page 6)*

## FM Gives Version Of Canadian Incident

Vancouver, B. C.—The Musician's Union of Vancouver (A. F. L.) said yesterday it had objected recently to a proposed radio broadcast of the "Smiles Show" put by R.A.F. personnel in British Columbia because the union had not received a request for the broadcast "through the proper

*(Continued on Page 3)*

## Going South

CBS is sending a group of artists to entertain servicemen at Drew Field, Florida, the troubadours leaving today and planning on being back by Friday. Among the artists making the trip are Garry Moore, Bob Hawk and Georgia Gibbs. Mel Spiegel of the press department drew the assignment to accompany the gang to the sunny clime.

## Mutual's Review Impressive

Mutual's "1943 in Review" carried in the columns of RADIO DAILY on Monday, Dec. 20, revealed that the network's total sales for 1943 will exceed \$14,000,000. Miller McClintock, president of MBS, was optimistic in his predictions for the coming year and pointed with pride to the net's accomplishments of the past year.

## Blue Net's Strides Noted In Report

Gross sales of the Blue Network during 1943 will show an approximate increase of 60 per cent over 1942 and the total gross income will reach \$26,000,000, it was revealed in the network's annual year-end review.

"The Year 1943 marked the coming of age of the Blue Network highlighted by its purchase by Edward J. Noble, an outstanding figure in American industry," Mark Woods, president, declared in a statement.

"Acceptance of the network by the industry, as well as by advertisers, is reflected in the increase in Blue affiliated stations from 143 to 174 during the year, and a 60 per cent in-

*(Continued on Page 5)*

## Sarnoff Reviews Past Year With RCA

Reviewing radio in 1943, its great use in the war and the future application of such uses, David Sarnoff, president of RCA predicted vast new opportunities for the radio industry, particularly in the field of television. Currently Sarnoff summed up the radio situation as having one objective—win the war! After pointing out radio's achievements in the war effort and the role it is playing, the RCA head pointed out that the scientific developments during the past year or two are classified as "military secrets." However, he reiterated that new services are in the offing for peace-time use.

Regarding the future developments in television, Sarnoff believed that

*(Continued on Page 3)*

## RCA Victor Opens Office For Recording Artists

Opening of a reception room and offices in the RCA Building to provide a place to meet with recording artists and others with whom RCA Victor maintains contact in the record business, was announced by J. W. Murray,

*(Continued on Page 3)*

## New Stockholders Join Amer. (FM) Net

Boston—John Shepard 3rd, president of the American Network Inc. announced today that Gardner Cowles, Jr. of the Iowa Broadcasting Company, John Cowles, president of

*(Continued on Page 4)*

## NBC Business Up; Net's Progress Impressive

In one of the most comprehensive year-end reviews it has issued in some time, NBC highlights its activities of 1943 in 12 divisions. These are: engineering, guest relations, international broadcasting, music, news and special events, program department, public service, radio recording, religion, sales, sports and television. Going into detail in each category, the network reveals that as to sales, NBC has again hit a new high in dollar volume and that the gross revenue

*(Continued on Page 6)*

## KBS Network Business Shows Big Increase

Showing an increase in sales of approximately 330 per cent over 1942 and 16 times the sales volume of 1941, Michael M. Sillerman, president of the Keystone Broadcasting System, Inc., transcription net, issued a statement reviewing the organization's 1943 business strides.

"Despite the virtual stymie set up by the AF of M ban on musical recordings during practically all of 1943,

*(Continued on Page 6)*

## R. Clapper Will Tour South Pacific Outposts

When Raymond Clapper finishes his broadcast over Mutual on Monday, Dec. 27, he will start packing for a trip which will take him on a tour of the South Pacific. Clapper's broadcast of Dec. 30 will originate from San Francisco.

## ★ THE WEEK IN RADIO ★

Radio Scribes Vote

By BEN KAUFMAN

LIVELY interest in RADIO DAILY's 1943 poll of radio editors highlighted the past week's airwave news. Returns from the Nation's major broadcast scribes gave Bob Hope first place for commercial programs, handing over his last year's leadership in the entertainer bracket to Bing Crosby. Balloting developed many contests. "Quiz Kids" nosed out "Information Please" for the winning spot in the quiz category; "The Lone Ranger" and "Let's Pretend" tied for top posi-

tion among the small-fry stanzas. Poll was made possible by the wholehearted co-operation of the airwave writing fraternity.

Yuletide spirit of goodwill was the week's prevailing beam. Holiday programs were broadcast to the four corners of the earth. WMCA, New York 5,000 watter, scheduled a five-hour Christmas Day show of worldwide pickups under War Department blessing, canceling all commercials

*(Continued on Page 2)*

## Fancy Fuel

Richard C. Parker, advertising manager of the Hudson Coal Company who sponsors CBS' "News of the World Today" gave Warren Sweeney, the show's announcer, an unusual Xmas gift. Warren received a pen and pencil set, but the unusual feature of the gift is that it is out of coal with a CBS mike carved in the center.

THE WEEK IN RADIO

Radio Scribes Vote

(Continued from Page 1)



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FINANCIAL

(December 24)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Two Shows Split Honors In "Top Ten" Survey

"Stella Dallas" and "Portia Faces Life" split honors for first position of the "Top Ten" daytime shows in the Hoopbeatings for December. Other shows rating, in the order named, are: "Ma Perkins," "When A Girl Marries," "Young Widder Brown," "Big Sister," "Pepper Young's Family," "Our Gal, Sunday," "Right to Happiness" and Kate Smith Speaks.

for that period. Biggest of the special web productions was NBC's three-hour lineup of overseas spots. Servicemen's slant dominated holiday presentations of nets and indies. FDR broadcast a Christmas Eve message on all the webs and many local outlets.

Annual Christmas Day greeting of King George VI was scheduled by all the nets in addition to other BBC programs linking the British and American networks. British Government web's Empire program for the Yuletide was beamed all over the world. In Canada it was programmed over the full national net of the CBC.

Disk brief filed by the American Federation of Musicians with the War Labor Board indicated that the only companies now before the WLB panel were RCA Victor and Columbia Recording Corp. The AFM document cited five main points in its fight to obtain direct payment to the union from the two recording firms. Charge of the union was that the companies were seeking to invalidate the agreements already in effect between the AFM and more than 20 platter outfits. With briefs from all parties now in the hands of the WLB panel, a decision is not expected until after the first of the year. Also petitioning was NBC's radio recording division.

Direct employment of more than 30,000 people in the broadcasting industry, apart from agency and manufacturer personnel, was revealed by an FCC survey of 815 outlets and 10 webs. Weekly pay checks of 24,515 full-time employees totaled \$1,366,687, an average of \$55.75 each.

News Shorts: FCC Chairman James L. Fly proposed fines for erring broadcasters instead of revoking their licenses, with a maximum penalty of \$500 for each day the offense continued. Hearings of the Lea committee investigating the FCC were adjourned until next month. WPB promised relief from the tube shortage with a production program of at least 4,500,000 tubes for home receivers scheduled in the first quarter of the coming year.

Anticipated 1943 gross of \$14,000,000 for MBS was disclosed in Miller McClintock's first annual report as president of the web. Largest billings

of the week were reported by Columbia, with nine clients renewing 13 separate programs, six of which were set for the full network. Canadian indies urged the CBC to give them representation on the governing body of the Dominion's second national web to be opened Jan. 1.

Personalities: William B. Lewis, one time CBS vice-president in charge of programs, was elected executive vice-president of the American (FM) Network, effective April 1. Walter Craig, former radio director of Benton & Bowles, was named vice-president of the ad agency. Dowsley Clark, veteran newspaperman, will succeed Charles L. Allen as chief of the OWI News Bureau, beginning Jan. 1. Bob Hope was appointed chairman of the Servicemen's Division of the "March of Dimes."

Charles P. Hammond was named NBC ad and promotion chief to succeed Charles B. Brown, who leaves on the first to become ad director for RCA Victor. Frank Marx, formerly chief engineer of WMCA, joined the Blue Network as technical advisor to supervise engineering development in tele, FM and other new web activities. Fred Mackaye is resigning as president of AFRA's Los Angeles branch to become producer of the Lux Radio Theater for J. Walter Thompson Co. H. V. Kaltenborn returned from the Southwest Pacific.

KDKA Production Chief Joins Armed Forces

Pittsburgh—Bob Shield, KDKA production chief, is at Fort Meade, Md. to begin Army training. Harry Bailey, president of Campbell Woods Company, makers of Breakfast Cheer Coffee, presented an expensive wrist watch to baritone Buzz Aston on latter's farewell program for the company before going into the Army.

Leonard Book Published "The Stream of Music," by Richard A. Leonard, NBC director, has been published. It is a book for music lovers.

20 YEARS AGO TODAY

December 27, 1923)

Colonel Henderson, owner of a Shreveport, La. station, provided comedy to thousands with warty tirades against chain stores. He told The Department of Commerce, then controlling radio, he operated the station "for the greater glory of God and the damnation of the chain store." The Rubini Sisters, famed as the World War's "Doughboy's Angels," appeared on a special Christmas program over KDKA, omitting a theatre engagement to do so.

Awarded New Posts With RCA and NBC

Horton H. Heath, director of advertising and publicity for RCA, resigned to accept a position with National Broadcasting Company as assistant vice-president and general manager.



HORTON H. HEATH

Orrin E. Dunlap, Jr., manager of the RCA Department of Information, has been appointed director of advertising and publicity for RCA, succeeding Heath, David Sarnoff, president of RCA, announced.

Appointments of Heath and Dunlap to new posts followed closely on announcement made by NBC that Charles P. Hammond had been chosen to succeed Charles B. Brown as director of advertising and promotion for NBC. Brown becomes advertising manager of the RCA-Victor division.



CHAS. P. HAMMOND

Heath, who joins the NBC executive staff, has been associated with RCA since 1936. In that year he joined RCA as assistant manager of the Department of Information, becoming manager in 1939 and director of advertising and publicity in 1940.

Dunlap was radio editor of the New York "Times" for 18 years.

People Like W-I-T-H

W-I-T-H gives Maryland people what they want. News... Sports... Music... 24 hours a day.

Give them what they want... when they want it. That seems to be why people like W-I-T-H. And they get it. Twenty-four hours a day. Advertisers reach 2/3 of the people in Maryland. Advertisers get results with lowest-sales-cost-per-dollar.



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

WHERE MICROPHONES BRING GLADNESS

The programs on WMBG Always fill us with laughter and glee, And the Parade of Stars is just the thing To make us want to shout and sing. For the best in '43, stay tuned to WMBG.

NBC Richmond, Va. NBC

# Sarnoff Reviews Past Year With RCA

(Continued from Page 1)

sets will sell for \$200 to \$300, but that there was considerable work ahead in both the building of additional transmitters and the actual sets themselves. "Radio as an industry," said Sarnoff, "is fortunate to have television as a post-war development of great promise and popular appeal, able to open a new era in service to the public."

Sarnoff continued: "There should be no expectation, however, that when the war ends the air will be transformed overnight to television. It will require from three to six months to get the machinery in operation to resume the manufacture of civilian broadcast receivers. It may require a year after approval of standards and full authorization of commercialization of television broadcasting by the Federal Communications Commission before television sets are available within the price range from \$200 to \$300. Production of television receivers is not the only task. Television transmitters must be erected. Interesting programs be planned. Automatic radio relay stations must be built to link key cities into a network. That is no one-year job.

"Alongside of television, 'FM,' or frequency modulation on ultra-short waves, holds great promise of becoming an added feature in broadcasting. Even now 'FM' carries the sound part of television. In both television and 'FM,' much scientific progress has been made in connection with the application of radio to the war. The home-radio instrument of the future will be a combination television and sound-broadcast receiver incorporating 'FM' and phonograph . . ."

## RCA Victor Opens Office For Recording Artists

(Continued from Page 1)

General Manager of RCA Victor record activities. The new quarters include a spacious reception room where artists and their agents may meet with Company officials, and listen to their latest recordings.



"Ever since you heard that WAC recruiting spot on WFDF Flint, you've forgotten all you ever knew about camouflage."

# Washington Front

By ANDREW H. OLDER

DESPITE the unlooked-for delay, we still expect to see some decision from the FCC on the newspaper ownership question this year. We should have had it by now, and don't see that it can be delayed much longer . . . The simplest move—and, in a way, the smartest—would be simply to dump the whole thing in the lap of Burt Wheeler and his colleagues. That may well be what happens—with nothing more than a recommendation and a big bundle of research going to the committee. If we do get an order of some kind, we rather think it'll have an awful lot of "ifs and buts" in it, with reservations for one-paper or one-radio towns, etc., etc. There's infinite danger, particularly with national elections coming up, in issuing any sort of order which will put upon the Commission the uncomfortable necessity of having to adjudge newspapers or radio news service. . . . All in all, we don't envy Messrs. Fly, Durr, etc., their job. (Not that we ever did!)

We suppose most of you have heard of the voice-powered telephone, which proved to be one of the most effective means of communication on Guadalcanal. The power is generated by the human voice, with good reception at five miles under poor conditions and as far away as ten miles if conditions are good. It looks like the telephone on your desk, with no batteries, etc., to limit its use. Signalling is accomplished simply by whistling into the phone. . . . This is where the radio engineers take over. The only trouble with the voice powered telephone is that wires must be laid.

After sitting through the White-Wheeler bill hearings, reading in this paper and in The Film Daily of the coming miracles in electronics, even writing a few times of what the future holds in store, a story released last week by the army sort of brought

## AFM Gives Version Of Canadian Incident

(Continued from Page 1)

channel of Western Air Command." In a statement the union said any non-military matters pertaining to Air Force musical units three must be cleared through the said headquarters to us and added "there is no doubt that had the request come through the proper channels of Western Air Command we would have given a different answer."

The proposed broadcast of the "Smiles Show" by the CBC was called off because, CBC officials said, the union objected to participation of non-union band members in the broadcast.

The union's statement said that in addition to the agreement with the R.C.A.F. the union had an agreement with the CBC giving the union an opportunity to inform the CBC if a proposed broadcast is considered in competition with union members.

us back to normal, restored our perspective, made us feel a little less inadequate in our ignorance of the difference between an ohm and an erg. (Wow, could we slip in a pun there!) The story is of "GI Joe," carrier of one of the most important messages in the Italian fighting. He's a homing pigeon. . . . We don't know why the Army didn't use a walkie-talkie or some other new-fangled invention, but anyhow it was GI Joe whom they called upon, and a brigade of British troops is very thankful to its feathered friend. . . . A formation of bombers was about to take off to drop a load on the town of Colvi Vecchia, then go in and strafe the surviving Nazis. Safety belts were being fastened and engines gunned for the take-off when GI Joe, having covered 20 miles in as many minutes, flew in with the news that the British had entered the town. He arrived just in time to prevent our allies from taking an unmerciful pounding and strafing from the air. . . . We guess GI Joe hasn't been reading about the miracle of modern-day communications.

The FCC came through last Wednesday with a batch of interesting figures on how much various classes of industry workers draw down every Saturday (they omitted the trade press workers.) Of the non-executive group, under "technical-research and development," they listed 92 workers, averaging \$76.04. Highest salaries in this group were for network employees, and, geographically, those in the Northern district did best. The six workers listed in that group in the south drew down an average of \$44 per week. Way out west, however, both the average salary and the total salary for this work was shown to be only \$17 per week—with, of course, only one worker in the classification. . . . Which leads to the observation that radio in the west is going to be left far behind, unless this \$17 man is an awful sucker. . . . We wonder who he is. We'd like to send him a set of Horatio Alger, Jr., books for Christmas.



WHAT THEY TALK ABOUT - THEY LISTEN TO

They? . . . the prosperous folks in rural Minnesota — the nation's fifth richest farm state. And they certainly are talking about the KSTP program ads appearing each week in the 344 country newspapers in our coverage area.

What kind of ads? Well—that's another story, but they're really doing a job. We have a hunch they may be a new idea in audience promotion, but we don't know. We don't even care. What we do know and care about is the fact that rural Minnesota is talking about the ads, and listening to the programs advertised. We've evidence aplenty of that.

These ads are just one part of the continuous promotional campaign by which KSTP is strengthening its grip on Minnesota's bulging rural pocketbook. Other current promotional activities include:

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

All of which means that in addition to our effective and economical coverage of the Twin Cities—Minnesota's primary market—KSTP gives you a paying plus in the form of a rapidly-increasing rural audience.

Exclusive NBC Affiliate for the Twin Cities.

50,000 WATTS Clear Channel

**KSTP**  
MINNEAPOLIS . . . ST. PAUL

Represented nationally by Edward Petry and Company

WTAG's Hostess  
**MILDRED BAILEY**  
makes your brand name a household word in Central N. E.



**WTAG**  
WORCESTER

LOS ANGELES

By RALPH WILK

**D**INAH SHORE will introduce her new songs from Samuel Goldwyn's "Up in Arms" on the air, presenting them for her own network program, according to arrangements between Goldwyn and Music Publishers Holding Corp. The numbers are "Now I Know" and "Tess' Torch Song," both numbers being written by Harold Arlen and Ted Koehler.

Basil Rathbone of "Sherlock Holmes" fame received the Military Cross for his gallantry in action as a member of the famed British Esquadron during World War I.

Chester (Lum) Lauck of the Blue Network's "Lum and Abner" team has sold all but seven of his string of horses... at one time he had 20. Riding horses are more popular today than they've been in years, especially in California where the distances are great—and the gas is scarce—and Lauck could have sold many times the number he has.

A dramatic excursion into the post-war future, telling a story every American will want to hear, will be presented from Hollywood over the Blue Network on January 1, from 10:00 to 11:00 a.m., PWT. Written by Arch Oboler, whose pre-Pearl Harbor playlets forecast the holocaust of today, the presentation will be entitled "Holiday 1944," and is believed to be the first to be written with such a post-war theme.

Nelson Pringle, CBS news analyst, is the hero of a one-man gin rummy game. Nelson, with time to kill the other afternoon, couldn't find a deck of cards to play with, nor a partner possessing same. So he sat down, tore up 52 strips of paper, marked them with spades, hearts, clubs and diamonds. Then he proceeded to play two-handed gin rummy shifting from one chair to another. Gremlins must have been at work 'cause Nelson beat himself.

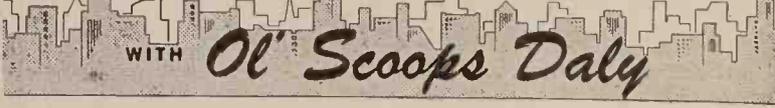
**Perry Como's New Show On CBS Starts Jan. 2**

"Columbia Presents Perry Como," new music and song show starring baritone Perry Como, makes its debut over the CBS network Sunday, January 2. Supporting Como, are The Bobby Tucker Voices, The Three Sisters, swing vocalists, and Paul Baron's 30-piece band. Como has just returned from a three-week personal appearance tour, and is slated for a stellar role in a 20th Century-Fox film early in 1944.

**New Stockholders Join Amer. (FM) Net**

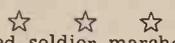
(Continued from Page 1)  
the Minneapolis Star Journal and Tribune Company and R. L. Jones, Jr., vice-president of the Tulsa Tribune Company signed stock agreement with the American Network. These organizations are filing applications with the FCC for construction permits for FM stations.

MAIN STREET

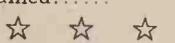


**Memos Of An Innocent Bystander. . . !**

● ● ● The thought occurred to us this morning while studying the bright, happy faces of my fellow-subway travellers, that the time to determine new resolutions is Christmas Day rather than New Year's Day... first because on this traditional day, hearts are happy, thoughts are lofty and idealistic and yet, despite the hurry and scurry, or perhaps even because of it, there is time for reflection and meditation... secondly, the resolutions made on Christmas can take on added significance the next week on which the New Year's Resolution can be a simple one, based on the proposition, "resolved, that the resolutions made on Christmas be adhered to"... just one resolution, but how far-reaching.....



● ● ● A tall, bronzed soldier marched into our office Friday and really helped our Christmas to be a merrier one... the soldier, Corporal Harry S. Miller, had served his country in the past war and after being turned down by six different enlistment centers, finally proved to the seventh recruiting officer, his physical fitness to again serve Uncle Sam... he is stationed at Scott Field, Illinois, where, when Major Harold Voorhees learned from a visiting Broadway star that Miller was a musical comedy star, himself, had written hundreds of songs, blackouts, gags, etc. immediately placed him in charge of writing, directing and producing shows at the camp... Corporal Miller has enriched the song-lore of our armed forces with songs for the Air Corps, Engineers, Artillery and Infantry branches which have been sent to augment camp shows... his latest composition, an inspirational hymn titled, "A Soldier's Prayer," has already been coast-to-coast by Robert Weedy and Earl Wrightson and will be sung soon on his Friday afternoon "Chapel of the Air" program by Morton Downey... we think this one of the finest of World War 2 songs and we feel that this ballad, published by Chappell & Co., rates a spot on every "morale-building program" on the air... we salute Corporal Harry Miller, not only because of what he's done for the morale and entertainment of our Fighting Yanks, but for that American Spirit he possesses which made him practically "demand" the privilege of serving his country, not once but TWICE... he, we know, is but one of millions with like spirit and determination and because of them we say, we face the future with utmost faith and keen knowledge that the ideals of our forefathers will be upheld and maintained.....



● ● ● John Gart, conductor-arranger-organist, has been signed by Decca... The CBS show that is being auditioned will feature Jane Pickens as soloist, supervisor of the musical arrangements, director of the orchestra, mistress of a sixteen voice choir and writer of the script... Leo Russotto, former NBC conductor-composer, is recuperating from a leg operation... Lee Mortimer, Nite Club editor of the New York Mirror, is auditioning a half-hour show which will dramatize the lives of famous stars... Berry Kroeger will direct and blues singer Linda Keene will give with the vocals... Jan Murray, "Keep Ahead" liner comic, has been granted an okay and will leave on an overseas entertainment tour in about sixty days... Esquire will publish sixteen articles on Swing Music... one of the authors of the series is Timmy Rosenkranz assistant to Art Ford at WNEW... when Producer Ted Cott learned of this, he immediately rewarded Timmy, who before the war was a Danish Baron, with a program of his own... While Lowell Thomas is on the West Coast, George Putnam, WEA news-caster, will substitute for the "Globe-trotter" as the voice of the Fox Movie-tone Newsreels... A choir of WAVES stationed at S. S. Hunter College in the Bronx, will be featured on her WNEW broadcast tomorrow by Katherine Cravens, the show to emanate from the Rogers Dep't. store which sponsors Miss Cravens' newscasts.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

**G**ENE ROUSE, chief of the Blue Network Central Division announcing staff, received one of the oddest Christmas presents (at least Gene presumed the anonymous sender intended it as a Christmas gift) even seen around the Blue Network studios. The "present" was a live female goat, whose arrival was preceded by a distinct odor. After recovering from his initial shock and before starting to worry over the problem of what to do with the animal, Gene thought of a pun for the occasion. "I wish it were butter," said he, "instead of a butter."

Appendicitis recently claimed two NBCites as victims. Mary Jean Sanders, duplicating operator, returned to work last week after an appendectomy, and two days later Harold Royston, engineer, was rushed to the hospital for a similar operation.

Ralph Benson, formerly of KO Seattle, and a student at the Northwestern University Summer Radio Institute, has joined the NBC central division announcing staff.

Betty Arnold, Ed Prentiss and Kay Campbell, head the cast of the Blue Network's daytime serial "Sweet River" which makes its bow on January 3rd.

The Curt Massey program sponsored by Schutter Candy Company (of Nick and Bit O'Honey Candy through Schwimmer and Scott, expands from 75 stations to the full NBC network, beginning Dec. 28. Baritone Curt Massey, heard as emcee and singer on the program, recently completed the score and lyrics for a new tune, "Yessiree, America, That's What We're Fighting For," which will premiere on the Jan. 1 broadcast. The program is regularly heard Saturdays at 4:45 and 5:30 p.m., CWT. On Jan. 1, only, the program will be heard at 3:30 p.m., CWT to permit broadcast of the Rose Bowl football game.

# Blue Net's Strides Noted In Report

(Continued from Page 1)

crease in the network's gross revenue. "A radio trail blazer since it began operation as an independent broadcasting entity, the Blue in the past year continued and amplified its pioneering tendencies, in the fields of programs, sales and operating policies," the statement continues. "New programs were consistently developed and sold, notably in the field of children's and public service programs. Under a policy of "creative selling" the Blue during the year sold more time and more package shows than any other network. Network policies were under constant modification to enable us to offer the radio audience the finest in entertainment, music, education and discussion."

### Leading Program Sales

"Notable among the programs the network sold during the year were the Boston Symphony Orchestra, the Radio Hall of Fame," the "Revlon theater," "What's New," "The Chamber Music Society of Lower Basin Street," "Keepsakes," "Dunninger" and "Star For a Night." In the sustaining field, the Blue carried more classical music than any other network and gave more time to the country's three major religious groups than any other net.

"The problems imposed upon us by war—of personnel, equipment, and operation—were scarcely easier than our first year of independent operation. But the Blue met them and rode forward."

### Station Relation Strides

"Intensifying the drive begun last year for more stations, more power and better facilities, the Blue Network's stations department winds up 1943 with a record of singular achievement."

Under the vigorous leadership of Edith Kiggins, vice-president in charge, the department added 33 new stations during the past 12 months, raising the total of stations to 174. Located in strategic market areas throughout the industrial east, mid-west, south and the Pacific Coast, the station additions brought a corresponding increase in auditors. More than 843,000 new listeners were added to the Blue's night-time audience. The Blue Network sales staff has

# WHO'S WHO IN RADIO

## WILLIAM I. MOORE

**A**n accountant by profession, William I. Moore didn't reckon on a radio career until a business association led him by chance to the commercial managership of WBNX in the Bronx in New York.



Successful Manager

There was a tide in the affairs of Bill Moore which he breasted with good fortune when the dissolution of the Triplex Safety Glass Co. in 1933 ended his post of credit manager. Fortunately, A. L. Haskell, who owned the company, bought WBNX, and Moore went along to the outlet in the Bronx with William C. Alcorn, who became vice-president and general manager, the same spot he occupied at Triplex. Moore was born across the Hudson River in Jersey City in 1906. He attended nearby Columbia University. In the years that followed, he was paymaster of the Flintkote Co. from 1924 to 1927 and put in a one-year stint as sales representative for the Public Service Electric and Gas Co. until he joined Triplex in 1928.

Wedded life claimed Bill early. At 37 he is the proud father of a young lady of 14. A photographer by avocation, he also takes a serious interest in South America. He is an omnivorous reader about matters Latin-American, eagerly anticipates the day of victory when he can make a long-delayed tour of our good-neighbor nations to the South.

set up a creative service to make network time more valuable to advertisers. Under this new philosophy, as explained by C. P. Jaeger, network sales manager, Blue salesmen have not only sold time but have planned programs which will result in the most sales from the particular time period bought by the advertiser.

### Plan Attention Overseas

With internal political explosions accompanying Nazi defeats in Europe the Blue Network's news programs and round table discussion during 1944 will be focused more fully on the axis-dominated continent, according to Phillips Carlin, vice-president in charge of programs.

In the field of music the Blue has

been fortunate in the appointment of the Dean of Modern American Music, Paul Whiteman, as its musical director. Under Whiteman's guidance many bold musical steps have been planned for 1944, among which are five and six minute rhapsodies, a new form especially suitable for broadcasting. The house staff of musicians, under the direction of Frank Vagnoni, has been increased to 65 in New York and the number in Chicago and on the Coast total at least that. Each man is a recognized artist on his own instrument.

### West Coast Emphasized

1944 will see more emphasis placed on broadcasts originating on the West Coast; program, production and engi-

# AGENCIES

ELLIS TRAVERS has resigned as director of advertising and public relations of The Crosley Corporation of Cincinnati to join Roy S. Durstine, Inc., of New York and Cincinnati. The Crosley Corporation is a client of the agency. He will be in charge of the office which the Durstine organization is opening in Chicago as a necessary step in its expansion. Travers was until 1942 vice-president of Ruthrauff & Ryan and head of their Detroit office.

KNIT PRODUCTS CORPORATION of North Carolina, Belmont, N. C., announces the appointment, effective January 1st, of Charles W. Hoyt Company, Inc. to advertise Vision Hosiery.

WAR ADVERTISING COUNCIL, in cooperation with the OWI, Army, Navy and FBI, is releasing a campaign guide on security of war information having for its object the influencing of advertisers to increase support in their copy for the Government's drive against unguarded talk which might help the enemy. Newell-Emmett is acting voluntarily as cooperating advertising agency.

WILLIAM S. WRIGHT has joined The Katz Agency in its New York office. He formerly was associated with Weed & Co. and Joseph Hershey McGillvra in Los Angeles.

neering staffs are being supplemented for this purpose.

There will be a decided liberalization of policy toward new talent, Carlin reports, making entree to radio easier than in the past for professional performers with ability but no established reputation. New Year's Day itself, appropriately enough, will see the premiere of "On Stage, Everybody," a show for which any actor, singer or writer who applies will be given an audition. Each performer selected by the Board of Judges will be given a five minute spot on this new half-hour show.

Thanks to the Radio Editors and Writers, in the United States and Canada who participated in Radio Daily's Seventh Annual Poll and selected *Chamber Music Society of Lower Basin Street*, one of the Top Ten Commercial Radio Programs.

"BASIN STREET" is written by

# JAY SOMERS

Personal Management Frank Cooper, 1270 Sixth Ave., New York

*Buying Time*  
IS ONLY  
*Half the Picture*

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

In Baltimore, it's

# WCBM

BALTIMORE'S Blue Network Outlet

JOHN ELMER President GEORGE ROEDER Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives

5000 WATTS 1330 KILOCYCLES

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

ENGLISH • JEWISH • ITALIAN

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

HENRY GREENFIELD, MANAGING DIRECTOR

WEVD—117 W. 46th Street, New York, N. Y.

## KBS Network Business Shows Big Increase

(Continued from Page 1)

Keystone was able to carry on its work of attracting more and more national advertisers into the small city markets," Sillerman said. "This resulted from the development of non-musical programs and the 'network' announcement plan. More than ever, KBS affiliates have found the concerted action of a national organization their only practical means of securing national billing. In the light of war-time stringencies, many local stations, suffering a shrinkage of local billing, have found their Keystone revenue the means of staying in business. During 1943, KBS proved to be the only functioning plan that secured additional revenue for hard-hit local stations in beyond metropolitan markets. This timely accomplishment transpired in the face of widespread industry interest and discussion by NAB, FCC, OWI and the War Advertising Council.

### Renewals Signed

"With the termination of 1943, the list of Keystone affiliated stations have signed renewal agreements with the wax network at substantially increased rates for their time. 1943 also marked a further clarification of the coverage areas of Keystone. An independent survey conducted by Walter P. Burn & Associates has just been completed which establishes the primary listening areas of KBS in over 1,000 counties of America. It is interesting to note that this represents one-third of all the counties in the country constituting the beyond-metropolitan areas where the national advertiser has heretofore been unable to project his advertising message effectively via radio.

"During the course of 1943 the KBS affiliates, as part of the 'network' operation, compiled a total of approximately 168,000 aggregate hours of specially designed war effort programs. Each and every month, 14,000 hours of war effort programs, based on copy ear-marked by OWI fact sheets, and part of the special OWI-KBS allocation plan, have been consistently broadcast, both day and night, on varying war effort themes.

### Expansion Planned

"With the approach of 1944, plans have been made for further intensification of this elaborate war effort program. The fact that these inspirational and informative messages are being concentrated in the beyond-metropolitan areas of America, where rural and small town audiences depend so much on Keystone affiliated stations for their primary radio service, underscores the importance of these special programs."

### Renews Gladstone

S & W Fine Foods, Inc., will sponsor the Monday, Wednesday and Friday Broadcasts of Henry Gladstone's Monday-through-Friday, 10-10.15 a.m. period over WOR beginning Monday, Jan. 17. Samuel Croot Company is the agency handling the account. Emden Fritz is the WOR account executive.

## NBC Web's Year-End Review Shows Wide-Spread Progress

(Continued from Page 1)

will be approximately 15 per cent over 1942.

Starting the year with 63 commercial advertisers, NBC attracted 12 more advertisers as the year advanced, making a total of 75 firms now using the network's facilities. Twenty-nine sponsors representing 51 programs participated in the Parade of Stars promotion, in cooperation with the affiliated outlets. Roy C. Witmer, vice-president in charge of sales stated that despite world conditions affecting NBC sales adversely, business was stimulated to the highest peak in the web's history. Witmer said he was convinced that this favorable situation would continue into 1944.

### Program Activities

All activities of the program department were subordinated to the war effort, according to Clarence L. Menser, vice-president in charge of programs, who revealed an increase in war programs of 125 per cent over that of 1942. These ranged from spot announcements to full-hour programs, spotlighting nearly every branch of service and special governmental problems. Music became more important in the program department activities during 1943, Menser pointed out, because of its suitability for institutional advertising. As a result, NBC has under contract the highest number of musicians ever employed by the company.

Program Development Division was instituted by Menser during the year and headed by Wyllis Cooper, aided by Perry Dickey and Thomas A. Bennett. This division, according to Menser is to focus attention upon creative aspects of programming, both with respect to building new shows and studying current program structure; to check trends and suggest ideas that will enhance the value of programs already on the air. Plans were completed in 1943 for an exchange program with the BBC beginning Jan. 1.

### Engineering Problems

Consistent drafting of trained engineering personnel to the armed forces and the growing shortage of essential materials and necessary engineering replacement parts added to the problems faced by the network's engineering department during the year. New equipment being impossible to obtain it was necessary to devise drastic conservation measures. In the first 11 months of 1943, the six owned and operated stations of NBC were in operation for a total of 41,738 hours with a combined service delay equivalent to only one one-hundredth of one per cent of time in that period. NBC apprentice courses have been taking place in each of the network's offices, and many taking the course have advanced to engineer status, with more on the way.

Public's desire for news of the fighting fronts gave prominence to shortwave programs originating over-

seas, nearly 1,100 such orinations were handled.

During 1943, NBC maintained its frequency modulation experimental service from W2XWG in the Empire State building tower. This outlet has operated approximately 40 hours weekly for a total of 2,204 program hours.

### Guest Relations

Tremendous turnover of manpower failed to prevent the guest relations department from playing host to millions of visitors to NBC studios as well as those taking the television and studio tours. For the first time the department added girl pages and guides. Dwight Herrick, former assistant to William Burke Miller, was assigned to head the department, replacing Ted Thompson who left for military service, Sept. 1. Noteworthy improvements were in the NBC tour during the year, including the news room as a feature for sightseers. Additional displays were set up, some in cooperation with RCA. A staff of 146 operated in the department during the year.

During 1943, a total of 342,325 paid guests took the NBC Studio and Television Tour, bringing the total number of guests since the tours started in 1933, to 4,460,027. Broadcast ticket division continued to distribute free studio tickets, 70 per cent to the clients and agencies, 30 per cent for the company disposal.

### Shortwave Activity

Being under government control international broadcasting did a huge job, the NBC shortwave outlets reaching all parts of the world in hundreds of missions aimed at the Axis countries and the Axis subjugated peoples. Not a small portion of the international broadcasts comprised entertainment for the men and women overseas. Programs beamed around the world in all languages were sometimes under the guidance of the Coordinator of Inter-American Affairs.

News and special events were also a goodly portion of the shortwave activities, pickups being arranged from nearly everywhere but the occupied countries of the Axis.

In the world of music, many premieres and orchestral innovations took place, including sponsorship of the NBC Symphony by General Motors. Rotating conductors included Arturo Toscanini, Leopold Stokowski and Dr. Frank Black. Special war bond concerts were conducted by Toscanini and the NBC Symphony orchestra, as part of the public service contributions of music.

News and special events occupied an important place in the year's broadcasting. These included first hand news of the Sicily and Italian mainland invasion. Highlights in such news and events included Darlan's assassination, eye-witness bombings of Berlin; and many notables being heard such as Archbishop Spellman on his tour abroad.

Considerable expansion was also

## Amusements Tax Bill Seen Broadcaster All

(Continued from Page 1)

broadcast plants if such sales are order of the FCC.

"In involuntary conversions" said the committee, "the gain is not taxable if the proceeds of the sale are used in the purchase of similar property or in the establishment of a placement fund. Due to wartime restrictions, the purchase of new real property may be difficult. However, the bill treats such sales as involuntary conversions at the tax payment election.

"There may be situations where a taxpayer is unable to convert the proceeds of the sale into real properties. Therefore the bill contains an additional relief provision under which the capital gain will not be taxed at the taxpayer's election, but is subject to taxation in the year of sale, to the extent that the basis of the remaining depreciable property in the hands of the taxpayer is reduced by the amount of the gain from the sale."

### Stokowski To Fete Kiddies

Twelve hundred New York school children will attend a children's Christmas concert by Leopold Stokowski and the NBC Symphony Orchestra on Thursday, Dec. 30. The youngsters will be escorted by the teachers to Studio 8H in Rockefeller Center.

noted both in scope and significance of programs under the supervision of the network's public service department. Aside from five religious series there was presented 172 special one-time broadcasts within the first months of the year, apart from full program series. All programs in the department were tied up with the war effort. Some 26 organizations operated with the network in presenting these shows. Approximately 100 hours per week were dedicated straight religious programs of faiths.

Radio Recording Division of NBC although its activities were curtailed due to the AFM's recording ban, succeeded in maintaining its service both to stations here and abroad. Much time was devoted to transcription for military men.

Bill Stern, director of sports in the web set many major sports events from Coast to Coast, particularly football classics as well as racing events. Included also were many events of special nature. Clem McCarthy covered many of the big races for the network.

During 1943, NBC transmitted 2 hours of television material, consisting mainly of film features and short subjects. This included about 100 hours of special instruction for the training of air raid wardens and fire guards. Events at Madison Square Garden were televised including rodeo, the Ice Follies, basketball and others. Majority of these telecasts were for the benefit of wounded servicemen in hospitals in and around New York.



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

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

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

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

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

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

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

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

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

Now then—Up and At Them!

**Keep Backing the Attack!—WITH WAR BONDS**

*This space contributed to Victory by* RADIO DAILY

*This advertisement prepared under the auspices of the United States Treasury Department and the War Advertising Council*

# CBS In Tribute To Radio Of Nation In Recounting '43 Accomplishments

(Continued from Page 1)

Iceland, radio brought America," states the report as a reminder of the many activities of the industry.

Millions of dollars worth of bonds were sold by radio, men and women recruited for the armed services; salvage drives were given impetus, rationing news helped the housewife do her bit on the home front and, amid the many public services, radio "discovered entertainment in reality." In all these things, CBS states, it was a privilege to participate in an important way, pointing to the 12-month record as proof. Thus CBS devoted 17,718 broadcasts to some phase of the war, which filled 3,504 hours of air time. (Of this total, 1,175 hours were sustaining programs. Commercially sponsored shows contributed 1,789 hours—approximately 45 per cent of the total sponsored operating time on the CBS network).

Other highlights listed by CBS include William S. Paley, president, going to the Mediterranean theater of war to fulfill a special assignment with the U. S. Psychological Warfare Branch at General Eisenhower's headquarters. Davidson Taylor, assistant director of CBS broadcasts, also on leave, was assigned to serve with Paley as his assistant on the mission. Special Wartime Conference of the NAB held in Chicago last Spring heard Paley outline radio's obligation to devote itself to the nation's needs and he emphasized the necessity for continued improvement in public service.

### War Bond Sales

CBS points to the outstanding effort of WABC its key station in New York whose 24 hours a day for 24 days campaign, resulted in \$85,000,000 in subscriptions to the Third War Loan. Everybody connected with the station, employees and artists alike gave their time and talents to pile up the tremendous total. In a tie-up with newspapers and night clubs, columnists and others, nightly bond rallies at leading night clubs steadily piled up the bond sales.

Kate Smith led the celebrities who appeared on full CBS networks with a plea for bond sales, the singer on one occasion doing an 8 a.m. to 2 a.m. stint. Other pleas were made by

such personages as James A. Farley, Wendell L. Willkie, Walter Lippmann, Sgt. Barney Ross and many stars of stage, screen and radio.

Regarding the home front, CBS programs were especially devised to cover practically every field of human interest. Analysis in terms of air time reveals that during the year broadcasts of serious music totalled 3,513 hours; drama, 2,472 hours; variety and comedy, 879 hours; news, 1,454 hours; public affairs discussions, 175 hours; discussions of art and literature, and quiz programs, 627 hours; religious programs, 119 hours; sports, 96 hours.

These programs comprised a grand total of more than 9,000 hours with 31,591 separate broadcasts, 57.5 per cent of them sustaining, and 42.5 per cent commercially sponsored. Origination of broadcasts was from 288 points within continental United States, 16 points in the Americas outside this country, 17 in Europe and 12 other foreign places—comprising a total of 40,529 pickups during the year.

### Live News Staff

Global war called for world-girdling news coverage the past year on an unprecedented scale. To effect such radio reportage and, at the same time, keep the public informed on domestic developments, Paul W. White, CBS Director of News Broadcasts, utilized the largest staff of foreign correspondents in Columbia's history.

Fluctuation of battle lines and the desire for first hand observation kept Columbia's foreign forces on the move. Among the most recent and prominent instances of devotion to duty was Edward R. Murrow's description of an early December bombing raid on Berlin. Murrow, CBS European Director and London Bureau Chief, and four other news correspondents rode different bombers to observe the raid. Three of his fellow-newsmen failed to return from the flight which left the Nazi capital a seething sea of flames. Murrow's report was quoted in the press of the entire nation; some dailies carried it full length with a by-line. CBS published the graphic account in a booklet titled "Orchestrated Hell."

Also Eric Sevareid, who was forced to bail out of a transport plane over the Burmese jungle. Food and supplies were dropped to the correspondent and his companions who trekked back to civilization through a wilderness inhabited by head hunters. Sevareid had been stationed in Chungking, China, had been home to the U. S. on a short vacation and was returning to his Far East post when the plane mishap occurred.

In the Mediterranean area, where the battle shifted from Africa to the European mainland, Columbia correspondents were ever on the move to insure best coverage. For example, Farnsworth Fowle began the year in Ankara, then was shifted to Cairo

and finally joined the United Nations forces in Italy. Winston Burdett was transferred from Cairo to Algiers. Jim Fleming went from New York to assume the Cairo post. After a short tour of duty in London, John Daly joined the CBS group in Africa and accompanied the Allied armies across the sea to Sicily and Italy.

Two new correspondents were added to the foreign staff as outlets in neutral countries became available. They are Albin Johnson in Stockholm and Glenn Stadler in Madrid.

In other parts of the globe CBS correspondents remained at their assigned posts and were heard regularly on the network's news broadcasts from overseas. They included John B. Adams in Rio de Janeiro, William R. Downs, Jr. in Moscow, Webley Edwards in Honolulu, Paul Manning in London, Howard K. Smith in Berne and James Stewart in Chungking. The network has correspondents ready for action in every South and Central American country.

### CBS Listening Post

As an important adjunct of Columbia's news facilities, the CBS shortwave listening station recorded about 50 million words of foreign shortwave broadcasts in 1943—an average of nearly a million words a week.

Serious music occupied more than 265 hours of time on the network, three major symphonies and many world-famed soloists were heard. New York Philharmonic Symphony, now under sponsorship of United States Rubber Co. was voted among the top ten programs of the year in RADIO DAILY's Seventh Annual Poll of radio editors and writers.

Many new stars were heard on Columbia during the year apart from the many standard top names. Frank Sinatra was among the names developed over the network.

### Education, Religion Gains

Educational programs as well as religious shows were plentiful throughout the year. The network's "American School of the Air," five-a-week-series now in its 14th year, took first place among Educational Programs in RADIO DAILY's 1943 poll.

Columbia's studios and radio theaters attracted 3,380,000 guests during the year in various parts of the country. National advertising campaign launched the new season for CBS advertisers, in addition to radio announcements, the web bought space in some 600 papers. While CBS television has more or less "gone to war," schedules were maintained to considerable extent. During the year CBS added 18 affiliates in various parts of the country. In the field of shortwave, CBS has been broadcasting 21 hours daily in 10 languages. In 1943. CBS won many awards and citations ranging from the Peabody Awards to citations from foreign governments.

## TELE TOPICS

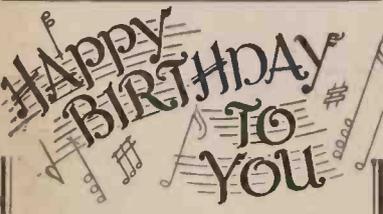
### Spectral Static

LOW-COST film transcription vice for television is being made by a major movie lot. Understood, that tele broadcasting is under consideration by the same studio. Have plans for the Television Broadcasters' Association hit a snag? There's been no word from organizing committee chairman Klaus Larberg on the Coast for well over a month. Full-length opera will be televised for the first time by on Thursday with a presentation Humperdinck's "Hansel and Gretel."

Tom Hutchinson, tele consultant Ruthrauff & Ryan, will give a week course in sight-and-sound programming at NYU, beginning Thursday evening, Feb. 3. Lectures being resumed by Hutchinson at university's request after a two-year suspension due to the war. Uni-Air Lines' radio tribute to the industry on the Coast has been moved up to Sunday, Jan. 2, on its regular air show, "In Time to Come," of the Columbia Pacific Network. What big news is Philco keeping under wraps? Recent application of the Philly outlet for tele licenses New York and Washington stands give it a terrific audience potential.

NAB interest in tele is evidenced by arrangements for the Broadcasters' Association to report on meetings of the American Television Society to station members. New ATE enrollees include Prof. Edward Cole, head of the tele program production course at the Yale University Drama Department; Ray Nelson, radio director of the Charles Storm ad agency, and Orville Foster, educational director of WSB South Bend (Ind.) "Tribune" radio outlet. NBC is expected to start preliminary reconditioning of its pre-war tele studio soon after the first of the year. The RCA subsidiary will telecast the main bout from Madison Square Garden Wednesday by arrangement with Mike Jacobs and the Gillette Safety Razor Company.

Farnsworth booklet, "Where Man Has Never Seen—the Story of Television," is due in mid-January with first printing of 30,000. Authored by Dick Hubbell, tele specialist for N. V. Ayer & Son, the four-color, 24-page pamphlet briefly surveys sight and sound and explains the Farnsworth image-dissector camera. Newscaster Frank Singiser adopted old-time city-room ways by keeping his hat on during WOR's telecast the past Tuesday over W2XWV. Ray Nelson produces and directs a new series of tele variety shows for the Storm agency, beginning Wednesday over the Du Mont outlet. Models' agent Harry Conover will act as consultant on telegenic.



December 27

- |                    |                 |
|--------------------|-----------------|
| Charlotte Chain    | Sam Coslow      |
| Joseph E. Crenshaw | Merrill Fught   |
| Charles Holland    | Oscar Levant    |
| Archie Sichel      | Abner Silver    |
| Ralph Smith        | Roy Amos Thomas |



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 25, NO. 59

NEW YORK, N. Y., TUESDAY, DECEMBER 28, 1943

TEN CENTS

# Wheeler Sees Early Bill

## Army's Radio Role Now Is World-Wide

Washington Bureau, RADIO DAILY  
Washington—America has invaded the airways throughout the world, with the army operating, according to OWI, "the most extensive radio system, or series of systems" in the world. Troops on the fighting fronts are considered first, it is reported, but men in lonely outposts off the beaten track are not forgotten. In addition to shortwave from this country and BBC, these posts can now tune in scores of long and medium wavers scattered all over the world. Some of

(Continued on Page 5)

## "Voice Of Firestone" Plans Nation-Wide Tour

Nationwide tour of NBC's "Voice of Firestone" will begin Jan. 10, with programs originating from Chicago, Houston, Los Angeles, San Francisco and New York during the first two months of the new year. Cast includes Richard Crooks, regular feature of the series, and operatic vocalists Mary Van Kirk, Dorothy Kirsten and Thomas L. Thomas.

Alternating at the podium will be

(Continued on Page 2)

## Cancels All Commercials For Xmas Day Army Shows

Columbus, Ga.—Credit Jim Woodruff and Weldin Herrin of WRBL for having turned in a splendid example of public service in radio. In order to devote the entire day—Christmas Day—to broadcasting from Fort Benning, the station cancelled all local commercials.

## Special Service

During its five-hour Xmas Day broadcast wherein service men and women overseas were being brought to the mike, WMCA asked listeners to call people whose relatives were heard so that they could listen again at the repeat show. One man phoned in that he was cruising in his car uptown and as soon as he got an address he'd rush over and tell the people.

## It Helped

Margaret Arlen show on WABC which requested "small gifts" for nearby camps obtained over a four-day period 4,850 gifts also \$110 for additional gifts. WACS and servicemen helped to wrap them at the station and a 14-foot stocking at the military base selected was filled. Miss Arlen herself made a trip and personally met the servicemen.

## Plan Big FM And Tele Stations In California

Riverside, Calif.—Plans are going forward for the erection of powerful FM and television stations on Cucamonga Peak, 9,000 feet above sea level north of Ontario in San Bernardino, Calif. The project, sponsored by KPRO, Riverside, is a sequel to the recent filing of a proposal with FCC to seek a construction permit predi-

(Continued on Page 5)

## Fly Will Address FM Broadcasters Group

FCC Chairman James L. Fly will address the opening luncheon of the fifth annual meeting of FM Broadcasters, Inc., to be held Wednesday, Jan. 26, and Thursday, Jan. 27, at the Commodore Hotel, New York. Purpose of the national trade group's confabs is to make available to all those interested in the new medium a

(Continued on Page 5)

## Mayor's Request For 'Alert' Results In Radio Confusion

## Hit Tunes Of 1943 To Be Heard On Blue

Year-end selection of the top songs of the year will be presented by the Blue Network in a special program, titled "The Hit Tunes of '43," Friday, Dec. 31, from 7 to 7:30 p.m., EWT. Musical numbers represent the choice of Dick Charles, network producer-

(Continued on Page 2)

## Predicts Radio Measure Next Month To Be Based On Middle Ground; Would Establish Policies

## Will Air 'Bowl' Games To Fighters Overseas

Washington Bureau, RADIO DAILY  
Washington—The bowl games will go out on shortwave to fighting men throughout the world, the War Department has announced. First to take the air will be the Orange Bowl tilt at Miami between LSU and Texas A&M, this being beamed to England and the Mediterranean, also to Alaska and the Aleutians, at 1 p.m.,

(Continued on Page 2)

## Barzin's First WQXR Show On the Air Sunday, Jan. 2

Leon Barzin, newly appointed conductor of WQXR's orchestra, directs his first program for the station on Sunday, January 2, at 7:00 p.m. The full-hour concert marks the beginning of a new series of Sunday even-

(Continued on Page 2)

## Vic Brown Leaving NCAC To Open Own Chi. Office

Resignation of Vic Brown as Chicago branch manager of the National Concert and Artists Corp., effective Jan. 1, was confirmed yesterday by

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Completion of a radio bill by the middle of next month was predicted yesterday by Chairman Burton K. Wheeler of the Senate Interstate Commerce Committee. Admitting that study of the long record compiled in the extended series of hearings this month and last is no mean job, Wheeler made it clear that he hopes to recommend a bill the Senate before another month has passed.

Free speech, he said, is not the

(Continued on Page 6)

## New NBC Net Show For Armed Forces

A new half-hour radio series titled, "Everything For the Boys," starring Ronald Colman and written by Arch Oboler, will premiere on the NBC net, Tuesday, Jan. 18, at 7:30 p.m., EWT, under sponsorship of the Electric Auto-Lite Company.

In addition to presenting dramatizations of hit plays, movies and

(Continued on Page 2)

## WMCA Set To Launch 'Very Truly Yours' Series

Domestic and international questions are set to be aired in a new three-a-week series over WMCA, New York, titled "Very Truly Yours," featuring Norman Jay addressing

(Continued on Page 2)

## On The Beam

Cincinnati—Honor of being the first U. S. station to wish the members of our armed forces in the Southwest Pacific a merry Christmas goes to WCKY. John Watkins, announcer, figured that Xmas arrived in the Gilbert and Fiji Islands at 7 a.m., EWT, Friday and he opened his newscast at the time with a cheery wish to the boys in that area.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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**Barzin's First WQXR Show On the Air Sunday, Jan. 2**

(Continued from Page 1)  
ing performances which Barzin will conduct in addition to WQXR's regular "Treasury of Music" on Mondays, Wednesdays, and Fridays from 7:30 to 8:00 p.m.

For his premiere performance Barzin has selected Mozart's Symphony in D Major (K.81), Piano Concerto No. 1 in D Minor by Bach, Joseph Wagner's "Rhapsody," and Quincy Porter's "Music for Strings."

**20 YEARS AGO TODAY**

(December 28, 1943)  
The Edison medal, highest honor that can be awarded in the realm of electricity, was presented to John W. Lieb, vice-president of the New York Edison Enterprises by the American Institute of Electrical Engineers. . . . It was announced that the GOP Convention in Cleveland next June to select a presidential candidate will be broadcast over the radio for the first time.

**Vic Brown Leaving NCAC To Open Own Chi. Office**

(Continued from Page 1)  
Alfred H. Morton, president of NCAC. Understood that no successor has been set, with the talent agency mulling several prospects.  
Brown, formerly on the staff of the old NBC artists' bureau in the Windy City, is leaving NCAC to open his own talent office.

**"Voice Of Firestone" Plans Nation-Wide Tour**

(Continued from Page 1)  
Howard Barlow, Gustave Haenschen, Roy Shields and, possibly, Alfred Wallenstein. Show will remain on tour in March, with itinerary for that month to be announced later.

**WMCA Set To Launch 'Very Truly Yours' Series**

(Continued from Page 1)  
open letters to personalities in the news. Program was scheduled to bow in last night from 9:30 to 9:45. Although new to Gotham audiences, Jay has been heard regularly on Philadelphia and Washington outlets.

**New NBC Program For The Armed Forces**

(Continued from Page 1)  
novels, the programs will feature two-way shortwave conversations with fighters overseas. Servicemen will talk to stars of the radio program outlining their wishes and then will hear their wishes fulfilled.

**Hit Tunes Of 1943 To Be Heard On Blue**

(Continued from Page 1)  
director. Artists set for the program include Jean Collins and Phil Brito, accompanied by Paul Lavalle and his orchestra.

**Engle In Frisco**

San Francisco—Cliff Engle, former KPO announcer and later mikeman on the Army Hour and Truth or Consequences, from New York, is stationed here as a private in the Army, to which he was inducted recently. Engle is assigned to the WAC recruiting office in Oakland.

**War Loan Drive Advice On NBC Show Tomorrow**

Washington Bureau, RADIO DAILY  
Washington—The nation's five million retailers and their employees will be told tomorrow by experts how best to serve the Treasury during the Fourth War Loan Drive, with NBC airing top Treasury officials from 12:30 to 1:00 p.m., EWT, from coast to coast. Ben Grauer will be master of ceremonies. NBC affiliates on the West Coast will record the broadcast and present it later in the day for luncheons up and down the coast.

Secretary of the Treasury, Henry Morgenthau, Jr., director Ted Gamble, of the War Finance Division, and Delos Walker, chairman of the Retailer's War Campaigns Committee, will be heard.

"Merchants in hundreds of cities throughout the United States will meet to hear the broadcast and discuss local retail participation in the Fourth War Loan," F. Edward Pulte, Jr., chief of War Finance Retail Division, said yesterday, and added: "More than 800,000 retail employees qualified for Third War Loan citations for achieving their quota of \$200 in bond sales, and pre-drive enthusiasm would indicate that this number will be substantially increased. I am sure that the retail industry will again demonstrate its unselfish and patriotic cooperation in helping America go over the top in the Fourth War Loan."

**Monte Woolley To Star On Old Gold Show**

Monte Woolley will be the star of the new Old Gold comedy showing beginning Wednesday, Jan. 5, at 8 p.m., EWT, over the CBS network. Sammy Kaye and orchestra will continue to provide the musical portions of the program which will originate in Hollywood.

**Belmont Expands**

Chicago—Construction was started this week on an addition to the plant of the Belmont Radio Corporation, 5921 W. Dickens Avenue. The estimated cost is \$70,000. The addition will provide space for the firm's augmented laboratory staff which is developing electronic devices for the armed forces. The new facilities are expected to be ready for use by March 1.

**COMING and GOING**

HOWARD STANLEY, director of press information and sales promotion at WTOP, CBS owned outlet in Washington, D. C., has left for the Capital following a short visit in New York.

BOB HAWK, of the "Thanks to the Yanks" program, leaves today for Drew Field in Florida where he will participate in a USO Camp Show.

EDWARD EDSON, ADAM GARNER, FRANK MITTLER and VEE PADWA, members of the "First Piano Quartet," sustaining program heard over NBC, are in Buffalo today for a concert at Kleinhans Auditorium.

PAUL JONES, assistant director of special features and sports for Mutual, is en route to Dallas, where on Saturday he will handle the Cotton Bowl game which will be sponsored on MBS by Gillette Safety Razor Company.

BEATRICE KAY, vocalist, has returned from a trip to Philadelphia.

WICK CRIDER, radio publicity director of the J. Walter Thompson Company, left yesterday on a business trip to Philadelphia.

JACK STEWART, general manager and sales director of KCMO, Blue Network outlet in Kansas City, spent Christmas in Baltimore.

DON PRYOR, CBS news reporter on WTOP, Columbia's O & O station in Washington, D. C., is visiting briefly in New York.

**Will Air 'Bowl' Games To Fighters Overseas**

(Continued from Page 1)  
and three hours later the Cotton Bowl doings at Dallas, with Texas U. and the Randolph Field service eleven ripping up the turf, will go out to England and the Mediterranean.

The Rose Bowl game with the Universities of California and Washington will be beamed to South America, Alaska and the Aleutians as soon as it begins at 4 p.m., EWT with a repeat broadcast the next day for the Atlantic war zones.

**First Advertiser Now Biggest**

First to buy time . . . now biggest user over W-I-T-H. When you realize you cover 62% of Maryland people . . . produce sales at lowest per dollar cost . . . it's easy to understand that W-I-T-H is the buy in Baltimore.

**WHERE MUSIC BRINGS GLEE**

For the best programs of 1943  
Keep tuned to WMBG  
From "Morning Neighbor" and "Road of Life"  
"Sketches in Melody" to "Guiding Light"  
Then at night "Bob Hope," "Red Skelton" too  
Bring one full hour of pleasure for you.  
For the best in '43, stay tuned to WMBG.

**NBC Richmond, Va. NBC**

**FINANCIAL**

(Monday, December 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 <sup>5</sup> / <sub>8</sub>	155 <sup>3</sup> / <sub>8</sub>	155 <sup>1</sup> / <sub>2</sub>	—
CBS A	25 <sup>3</sup> / <sub>4</sub>	25 <sup>1</sup> / <sub>4</sub>	25 <sup>1</sup> / <sub>4</sub>	— 3/4
Crosley Corp.	16 <sup>7</sup> / <sub>8</sub>	16 <sup>5</sup> / <sub>8</sub>	16 <sup>5</sup> / <sub>8</sub>	— 1/8
Farnsworth T. & R.	9 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>2</sub>	+ 1/4
Gen. Electric	36 <sup>3</sup> / <sub>4</sub>	36	36	+ 3/8
Philco	24 <sup>3</sup> / <sub>4</sub>	24 <sup>5</sup> / <sub>8</sub>	24 <sup>3</sup> / <sub>4</sub>	+ 1/8
RCA Common	9 <sup>3</sup> / <sub>4</sub>	9 <sup>1</sup> / <sub>4</sub>	9 <sup>3</sup> / <sub>4</sub>	—
RCA First Pfd	70 <sup>3</sup> / <sub>4</sub>	70 <sup>3</sup> / <sub>4</sub>	70 <sup>3</sup> / <sub>4</sub>	—
Stewart-Warner	11 <sup>1</sup> / <sub>2</sub>	11 <sup>1</sup> / <sub>4</sub>	11 <sup>1</sup> / <sub>2</sub>	+ 1/4
Westinghouse	95	94 <sup>3</sup> / <sub>4</sub>	94 <sup>3</sup> / <sub>4</sub>	— 5/8

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20 <sup>1</sup> / <sub>2</sub>	24
WJR (Detroit)	30	33

**W-I-T-H**

**IN BALTIMORE**

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

national figures presented **LOCALLY**  
... make **WXYZ** a great station!



*Eugene A. Cresset*

America's best-loved poet-philosopher,  
recently completed a ninety-one weeks'  
series for Michigan Made Pure Sugar  
over WXYZ and the Michigan Radio  
Network.

LOS ANGELES

MAIN STREET

CHICAGO

WITH *Ol' Scoops Daily*

By BILL IRVIN

MEMBERS of the North Hollywood Chamber of Commerce are still excited over the two-page spread in "Life" devoted to the manner in which North Hollywood youngsters are kept busy Saturdays at a playground. Bob Hope, who is a member of the civic organization, is sponsoring the movement to give the youngsters useful recreation. Sam Hayes and Bud Linn, of the King's Men, are among the members of the North Hollywood Chamber.

Edward G. Robinson, the tough guy of the screen, will portray "tough guy 1943" when he appears as guest star on the Amos 'n' Andy broadcast on New Year's Eve, Friday, December 31. The contrast between Robinson's hard-boiled characterization and typical Amos 'n' Andy humor promises unusual enjoyment for listeners.

Alec Templeton will be cut-in from Hollywood to the "Cresta Blanca" program on January 5. Templeton, currently in Hollywood, will perform his portions of the broadcast from KNX.

Billie Burke's "Fashions in Nations," now originating from KNX-CBS, presented a special Christmas morning program. Theme of the broadcast was the story behind the most popular Christmas song "Silent Night."

Richard Cutting has joined the announcing staff of KNX-CBS. Cutting has moved to KNX from KFAC, where he had been announcing the Southern California Gas Company concerts for the past year. Prior to joining KFAC, Cutting was chief announcer of KFSD in San Diego.

Ed Gardner surprised Dinah Shore by putting through a long distance call to her bridegroom, George Montgomery, in Texas so he could talk with her immediately she finished on the Gardner show—"Duffy's Tavern."

Nora Martin, flame-haired song star of NBC's Eddie Cantor show, has been called in by the War Department to record a "Personal Album" for the boys overseas. "Cookie" Fairchild will accompany Miss Martin.

Hattie McDaniel, currently appearing in Vanguard Films production, "Since You Went Away," was Erskine Johnson's guest on the "Hollywood Spotlight" on KECA the other evening. Miss McDaniel presented Johnson with a birthday cake that she had baked herself.

Jack Bailey, who emcees the KNX "Potluck Party" afternoon show will have a real time of it each Wednesday. Dave Titus, producer of the show, has named each Wednesday hereafter as "Bailey flexible day" in order to allow the fun-loving emcee to peddle his air-wares with a free hand.

In Which Radio Goes Far Afield! ! !

● ● ● On Christmas Day, the broadcasting industry outdid itself in bringing holiday cheer to those at home and on the far-flung fighting fronts reaching out its limitless powers of space-annihilation and making conversation between those at home and those many thousands of miles away or brought the voices of relatives in service.... which is a thrill difficult to fully understand, unless you have heard that voice before, probably in your own home and there is always the possibility you may never hear it again.... radio is such a human device despite all its outward mechanical aspects.... most everyone looks forward now on Christmas Day to hear the halting, sincere voice of the King of England speaking to the Empire.... a twist of the dial brings a Xmas carol throughout the day.... by noon last Saturday radio was warming up for its round-the-world pickups.... at that time NBC brought Lewis Stone, Frances Langford and others in a special Christmas Show.... On the Blue shortly after, another special show included Bill Thompson, Romeos Trio, Earl Tanner and others in "Where's Santa?"



● ● ● Soon there was Mutual's roundup of BBC's annual jaunt around the world on which King George VI was also heard.... NBC's piece de resistance of the day started at 2 p.m. with world-wide pickups, emceed by Robert St. John.... Niles Trammell, the network's prexy was heard briefly.... and between times, a woman in the studio, a great American mother with 10 sons and daughters in the service, plus two more ready to join.... spoke to some of her children in various parts of the world and in the U. S.... and she did it naturally, just as though she was making routine phone calls.... terrific piece of business from all angles.... this three-hour program was a marvel of smooth, precision programming and technical proficiency.... at the same time on the Blue, the Metropolitan Opera and its newest young star revealed coloratura notes in "Mignon," with James Melton in the cast and Sir Thomas Beecham, conducting.... while CBS was sending out its special show of carols of Russia, England and America.... Its next highlight of the day, was a strong one on any network, a two-hour program sponsored by Elgin.... which brought Bing Crosby, Bob Hope, Jack Benny, Fibber McGee, Judy Garland, Lena Horne and others.... for both home and overseas via short-wave.... other programs, local and network, commercial and sustaining overlooked no bet to bring home the holiday spirit.... WNEW among the local outlets reached overseas to bring fighting men to the mike.



● ● ● Considerable interest of course fell upon the experiment of WMCA which set a five-hour program and repeated it at midnight.... object was to bring men in the service to the mike, those from the New York metropolitan area including parts of New Jersey, upstate and Connecticut.... it is superfluous to mention that such a program has an emotional appeal whose final effect may be set down as both good and bad.... schedule had New Delhi, India; Chungking, Honolulu, Australia, Cairo, Brazil, etc.... and it is but natural that folks with relatives in those areas are worked up into the sniffles by the time the connection is made.... and then the usual "we are unable at this time...." in such case it is bad indeed, and covering stories and the ads should make allowance for the failures.... then five hours is a long time in which to keep folks on edge.... especially if one point has not been contacted and announcement is made of a later possibility.... it will be interesting to note the over-all reaction of listeners to a drawn out program of this type, interspersed with various types of music.... the thought is good.... if it works out satisfactorily to the men to be cheered.

— Remember Pearl Harbor —

ANNOUNCEMENT of a letter-writing contest with Nylon hose as prizes and the inauguration of another show were revealed today in connection with two WMAQ programs sponsored by Eight-in-One Cold Tablets, through H. W. Kastor & Sons Advertising Company. The program, Music For Fun, aired Tuesdays, Thursdays and Saturdays—12:45 to 1:00 p.m., CWT, assumed a new format, effective Dec. 21. For the best answers received in a letter-writing contest, the sponsor will award six pairs of Nylons on each program. Also effective Dec. 21 the same company dropped its Name. Behind the News program and substituted another show, A Bond For a Boy, featuring letters of servicemen, is read by Announcers Pierre Andre and Myron Wallace. The program is aired Tuesdays, Thursday and Saturdays (5:25 to 5:30 p.m., CWT) A Bond For For a Boy was formerly a part of the Music For Fun program.

Truth is a lot queerer than anything an author can dream up. Ask Paul Rhymer, author of the NBC serial, "Vic and Sade," and proud originator of the Stars of the Milky Way lodge. Paul is in receipt of a letter from a Vic and Sade fan, Hartland B. Smith of Birmingham, Michigan, who says in part: "I used to think that broadcasts dealing with Vic and Sade's lodge were overdrawn. Recently, in my newspaper, I ran across an item saying the Concatenated Order of Hoo-Hoo was holding simultaneous meetings throughout the United States and Canada. Now I find the Sacred Stars just as plausible and I hope you will pardon my skepticism." Rhymer looked it up and darned if it isn't so—there is a Concatenated Order of Hoo-Hoo.

Children who attended the WLS Annual Christmas Giving Party in Chicago's Eight Street Theater on Dec. 18 contributed 2,400 gifts to Al (Santa Claus) Tiffany, WLS continuity editor, and his assistant: Don Kelly, WLS promotional director; G. G. Mulcahy, Red Cross Motor Corps driver; Harry Templeton, director of war programs for the station, and Helen Joyce, co-conductor of the WLS feature food program. Later the gifts were distributed to wounded veterans of this war confined to service hospital in the Chicago area.

"Doctors At War" To Begin Second Year On NBC

"Doctors At War," program of medical dramas presented by NBC in cooperation with the American Medical Society, will begin its second year of broadcasting with a new series Saturday, Jan. 8, at 4:30 p.m., EWT. Dr. W. W. Bauer, director of health education of the American Medical Association will continue as narrator and William Murphy will write the scripts.

Have You Met the Voices of GILBERT MACK ?

LEX. 2-1100

# Army's Radio Role Now Is World-Wide

(Continued from Page 1)  
are owned and operated by the Army, on others it buys time or is in time.

The Army with OWI, has its own network of 55 stations in England—mostly low-powered transmitters covering only ten or 15 miles. In the Far East it has stations in Iran, India and Cairo, it has no stations in China, but has an hour a day over the All-India network. There is only one station in Iceland—a government-owned station—and the Army is given five hours daily.

The Army has liberal use, according to OWI, of networks in South America and Australia, and is now operating 14 "small-radius" stations in Alaska and the Aleutians. This operation is necessitated by difficult conditions in the area.

**Pacific Coverage Difficult**  
Coverage in the Southwest Pacific has been especially difficult, it is reported, with shortwave from our Pacific Coast the only service for some areas. Men in the outposts were frequently tuned to Radio Tokyo. "American expeditionary stations" are now being sent out—portable transmitters are assembled and dismantled and carried from 150 to 500 miles radius.

The Army is also sending tiny portable transmitters, small enough to fit in a truck. These can be carried by two men. Their radius is about 50 miles. With reception by special portable receivers operating either on batteries or on current, programming troops all over the world is much the same, except for local talents and platters flown around the world for rebroadcast. Many of the best shows are recorded with commercials and played on a regular schedule in various parts of the world. These schedules coincide with the hour at which the show is broadcast here commercially, except that performance is just one week

In addition, there is a regular exchange system for transcriptions among the various Army stations, insuring constant rotation.

There are frequent live shows, with dance songsters, harmonica players and others in uniform performing.

The navy operates no stations of its own, since its personnel can pick up the Army or commercial stations wherever they may be. Receivers are standard equipment if requisitioned by the commanding officers, but their use is restricted because of the danger that they might reveal positions. Special sets with no regenerative circuits have been developed.

## Show Goes East

San Francisco—After eight months of broadcasting from KPO over NBC's nationwide hookup, Mirth and Mad—a daily laugh show, has moved to New York. Stars of the program are Jack Kirkwood, former burlesque performer, his wife, Lillian Leigh; and comic Tommy Harris, former partner with Meredith Willson's orchestrating the latter's sojourn at KPO.

# ★ PROMOTION ★

## WCCO Brochure

Utilizing the fact, that at the present time, "news" is uppermost in everyone's mind, WCCO's new brochure "The Most Crowded Room in the Northwest" confines itself to the station's newsroom and the men who run it.

Saddle-stitched in blue cardboard, the manual embodies on its cover a caricature of several newscasters crowded around a mike, with the title printed underneath. The contents, supplemented by an introductory page in picture and print, are divided into two parts. The first part titled "Meet the Boss" features a large action shot of the news room, and a two column gravure reproduction of the WCCO news editor with a short biography of his career printed below it. The second part "Meet the Staff" contains two pages of portrait photos

## "Five Star Final"

"Five Star Final" is the program to receive the attention of the WMCA promotion department this week and as a result an issue of the show's virtues, in pamphlet form, is making the rounds.

Enclosed in a yellow folder titled "If You're Fond of Heavenly Bodies ... And We Do Mean Stars ... You'll Go For These Five Sure!" is an 8½ by 11 page of coated stock in the center of which a column of facts, pertaining to the show, is printed. Encircling the column are five small shots, in the figure of stars, of the U. S. Marine Corps in action.

of the individuals who comprise the newsroom staff, with captions, which include their function and biography, attached.

## Fly Will Address FM Broadcasters Group

(Continued from Page 1)

forum and round-table discussion according to Walter J. Damm, president.

Highlights of the first day's sessions include talks on "FM—What, How and Where?" by Maj. Edwin H. Armstrong and "FM and the Radio Technical Planning Board" by Dr. W. R. G. Baker, chairman of RTPB. The next day's conferences will feature a round-table panel with the following participants—Maj. Armstrong, C. M. Jansky, Jr., Philip Loucks, John Shepard 3d, FMBI proxy Damm and a representative of the FCC.

Two-day convention will mark the first time FMBI has ever met beyond a single day's get-together. Most of the events are open to anyone with a serious interest in FM. Registration fee is \$10. Theodore C. Streibert, vice-president and general manager of WOR, New York, heads the arrangements committee.

Climaxing the week's technical activities will be the Winter conference of the Institute of Radio Engineers scheduled for Friday, Jan. 28, and Saturday, Jan. 29, also at the Commodore. The IRE sessions, open to all, will be devoted to domestic, international and war aspects of radio and electronic engineering. Program will include FCC participation, a display of captured enemy radio equipment and a discussion of the RTPB. Among the speakers will be Dr. Baker and E. K. Jett, the Commission's chief engineer.

## Critic On the Air

San Francisco—Claude LaBelle, veteran dramatic critic of the San Francisco "Daily News", a Scripps-Howard paper, and former Shakespearean actor, has begun a weekly commentary series on KGO, Blue web outlet, titled "Claude LaBelle's Scrapbook." Program will be made up of comments on interesting people and places encountered by LaBelle in his years as a newsman.

# Plan Big FM And Tele Stations In California

(Continued from Page 1)

based on the availability of equipment and building materials for the purpose.

The two stations to be located on Cucamonga Peak will cover in excess of 48,000 square miles and will provide FM and television reception to more than 5,000,000 people in California, Southern Nevada and western Arizona. Supervision of construction of both stations will be under the direction of radio and television engineers of the General Electric Company.

## Federal Approval Sought

Permits for the construction are being sought by the Broadcasting Corporation of America which operates the Blue net outlet, KPRO, in Riverside. W. L. Gleason is president; E. W. Laine, secretary treasurer and H. W. Wilson, manager.



Practically every action involved in driving your car is a habit. You don't really think about it. You do it automatically.

The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare. The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a con-

stant and attentive audience ... an audience possessing a buying income that is 50% greater than the average for the entire United States.

Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

## IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation  
Member of NBC and New England Regional Network  
Represented by WEED & COMPANY, New York, Boston,  
Chicago, Detroit, San Francisco and Hollywood

## Radio Bill Next Month Promised By Wheeler

(Continued from Page 1)

major point involved in new legislation, "it is rather a question of whether the government is going to license anyone to bring into your home only the ideas which he may want you to hear," said Wheeler. This statement was interpreted here as clear indication that the Montanan hopes to see the bill provide clearly for the handling of controversial issues on the air.

Wheeler was constantly bringing up this matter during the hearings, returning to the subject almost daily regardless of what other matters were under discussion. His feeling that radio was not entirely fair in its treatment of public issues stems from the days of the old Supreme Court fight, in 1937, when Wheeler turned against the President and caused a split that has grown wider ever since.

If a radio bill is brought out within a month, it is doubtful that it will be anything in the nature of "end-all" legislation, for it seems unlikely that legislation to incorporate all the provisions which should be included—curbs and permissions—can be written in such a short time. It is believed that next month may see something in the nature of a stop-gap. Establishing, perhaps, the network regulations, some policy on newspaper ownership and, of course, a policy handling of controversial issues, with most other matters pushed off until after the war.

### White And Wheeler in Capital

Wheeler and Senator Wallace K. White, Jr., Maine Republican and co-author of the bill which occasioned the recent hearings, are in town over the recess, with several conferences between them planned. No full committee meetings will be possible before the end of next week, however.

Wheeler indicated that he hopes to see some sort of middle ground for the industry. "The radio," he said, "can be an instrument of great good or for the greatest amount of evil. Neither government nor the industry should have exclusive control of it."

The committee, he said, "must find the in-between ground upon which to base our legislation."

## Hill To Be Heard On Coast Guard Show

Edwin C. Hill, the news commentator, has been added to the Fighting Coast Guard program as a regular feature, the program producer announced today. The broadcast is heard on the Blue Network, Thursday, 7:30 to 8:00 p.m., EWT. Each week the commentator will speak on some dramatic phase of Coast Guard activity, sharing the program spotlight with the Coast Guard dance band from Curtis Bay Training Station. Hill's portion of show will come from the network's New York studios while the musical portion of the program will continue to originate in Washington.

## Mayor's Request For 'Alert' Results In Radio Confusion

(Continued from Page 1)

Xmas. First intimation to stations came from one of the Mayor's lieutenants who said the people should be warned and WNYC, municipal station ran the following announcement:

"Today is a holiday but the enemy respects no holiday. Remember in case of any emergency, act calm, avoid panic, obey orders." Other stations including the 50,000 wattor WOR, decided to use a similar announcement from time to time, according to Dave Driscoll, director of War Services and News.

CBS' key station WABC, expecting that anything official would come from the Eastern Defense Command, refused to put on the scary announcement but later in the day treated it as a news item, first going on with Quincy Howe at 6 p.m., EWT Saturday, during which it was explained that the War Department had expected that the Nazis might attempt an air raid somewhere along the Eastern Coast on Christmas Day, but that the all clear was in effect. Later news programs broadcast had a similar item.

Mayor LaGuardia at the time he requested stations to run an an-

nouncement, alerted the police, fire, doctors and nurses in the city, as well as wardens. This was unknown to the public however, until later on. Most stations were of the opinion that any order of important nature should have come through Radio Central, set up by the broadcasters in cooperation with the Civil Defense authorities and the military, for just such purposes. Also the radio men learned in talking to army officials that the emergency was declared Friday night, which is the time the broadcasters should have been warned and given that much more time to handle it.

Most military sources queried by the broadcasters said as far as they knew the emergency was already over at the time. They went on the alert for a Christmas Eve surprise possibility. What caused most confusion and doubt in the minds of the station men was that for many months they have cooperated with the Eastern Defense Command through official channels and suddenly in the first real expectation of a raid, the request came indirectly and not from a military source.

## Radio Group Of Jewish Charities Swell Fund

Radio division of the New York and Brooklyn Federation of Jewish Charities swelled its current fundraising campaign to about \$24,000 with the addition of pledges received at the annual luncheon last week at the Ambassador Hotel. Ad man Milton Biow presided, and Quentin Reynolds, recently returned war correspondent, related his experiences on the fighting fronts.

Among those present were Murray B. Grabhorn, manager of national spot sales for the Blue Network; announcer Ben Grauer; Mrs. Bernice Judis, manager of WNEW; Bert Lebar, Jr., sales manager of WHN; producer-director Hi Brown; producer Meyer Keilson; Nat Abramson, WOR talent chief; Elliott M. Sanger, executive vice-president of WQXR; Herman Bess, sales manager of WNEW, and Ted Cott, program manager of WNEW.

## 'American Forum' Starts 16th Year On the Air

"The American Forum of the Air" begins its sixteenth year on the air next Tuesday under the direction of moderator Theodore Granik over WOR-Mutual from 9:30 to 10:15 p.m., EWT. Anniversary program will feature a discussion of "What to Do With Germany?" Participants will be Leland Stowe, Chicago "Daily News" foreign correspondent; Louis Nizer, attorney and author; Dorothy Thompson, syndicated columnist, and Charles G. Paulding, literary editor of "The Commonweal," Catholic magazine.

## 'Emancipation Day' Show Sets Robeson, Fisk Choir

Emancipation Day, which falls on New Year's Day, will be observed with a special program over NBC Sunday, Jan. 2, at 4:30 p.m., EWT, when Paul Robeson, star of the current Broadway production of "Othello," will speak on Negro activities in 1944 and the place of the Negro in America's war effort. The Fisk University Choir, one of the country's outstanding Negro choral groups, also will be heard from the Fisk University Chapel in Nashville, Tenn.

The "Emancipation Day" program with Robeson speaking from New York, cancels "Lands of the Free" that date only.

## NBC Tele Schedule Increased Temporarily

NBC tele programs will go on a twice-a-week basis for at least two hours each night, beginning Monday, according to Clarence L. Menser, the network's vice-president in charge of programs. The RCA subsidiary's sight-and-sound unit, WNBT, is scheduled to transmit film shorts and features on Monday and Saturday evenings from 8 to 10 o'clock, unless a special event from Madison Square Garden on some other night replaces the regular week-end movie showing.

## Lights Go On

The lights have gone on again atop Mt. Lee, near Los Angeles, site of the Thomas S. Lee tele outlet, as a result of the lifting of the dimout restrictions.

## Blue's War Effort Programs Increase

Time contributed to the war effort by the Blue Network in November totaled 114 hours, as compared with about 102 hours for the same period last year, according to data released by the program analysis division of the web's research department.

Breakdown discloses that, November of this year, sustained time donated by the Blue was 79 hours and ten minutes by comparison with 79 hours and 41 minutes for like month of 1942. Sponsors' contributions for the past month were 79 hours and 51 minutes, showing a decrease of three hours and five minutes from the corresponding period of last year.

The network's New York office, WJZ, devoted a total of 22 hours in November, as compared with 15 hours and 31 minutes for the same month last year.

## Writers Optioned

Sid Zelinka and Howard Hanson writers since October 8th on the Jimmy Durante-Garry Moore CBS radio show, Fridays, 9:30 to 10 p.m., EWT, have had their option picked up by William Esty for the coming 13 weeks. Writers have been signed to a two-year exclusive deal with the network, tomatary 13-week options.

## Adelaide Hawley's Guest

Patricia Munsel, 18-year-old culture soprano of the Metropolitan Opera Company, will be heard on Adelaide Hawley's program, WEAF, today. On Thursday, Hawley will interview Paul D. Magician, of "Stars on Ice" revue.

## AGENCIES

J. WALTER THOMPSON COMPANY has been appointed to handle the entire advertising account of Ward Baking Company, effective January 1, 1944. The agency has rected a large portion of Ward Baking's advertising for several years but the new appointment adds Chicago marketing area, and places the entire business with Thompson.

ESSO MARKETERS will use outdoor advertising to support the National Foundation for Infantile Paralysis, Inc., during January in its anti-"March of Dimes" campaign. The Foundation's "... help me win Victory" poster will appear on many key Esso panels throughout the company's territory of 18 states and District of Columbia.

THE BLACKSTONE COMPANY has taken over all advertising, including radio, for Grelva, Inc., manufacturers for Crashe Cosmetic. Present time spot announcements be placed in Houston, New Orleans, Texas, and Louisiana; Account Executive, Charles Kondla.

# **RADIO DAILY**

## **Thanks**

**The  
RADIO EDITORS  
and WRITERS,  
ARTISTS,  
PRODUCERS,  
and  
NETWORKS**

**For Making  
The Seventh Annual  
Nation-Wide Poll  
A Notable Success**

★ ★ ★ COAST - T O - COAST ★ ★ ★

— COLORADO —

DENVER—A presentation of Handel's "The Messiah," by the 55-piece Buckley Field Band, Denver, under the direction of C. W. O. Robert L. Landers, and the Trinity Methodist Church Choir of 70 voices, directed by Dr. Antonia Brico, famed woman conductor, was recorded by KOA for broadcast on Christmas night from 11:15 p.m. to 12:15 a.m. Dr. A. Reed Cushion Shoes will renew their announcement schedule on KOA for another 52 weeks beginning Jan. 1. Contract was secured direct by Duncan McColl, KOA sales executive. Apprentice Seaman, Steve Robertson, KOA announcer on leave from the station for duty with the U. S. Maritime Service, is currently acting as announcer and assistant producer of the Maritime service program, "We Deliver the Goods."

— NEW YORK —

NEW YORK CITY—Skiers in the New York area can gather up-to-the-minute ski reports from Frank Elkins, who started a series of thirteen weekly broadcasts, on the subject over WQXR, Dec. 17. Alice Hughes, WMCA's woman commentator, will present a woman's views of world events on Tuesday, Dec. 28, from 9:03 to 9:15 a.m. Herbert L. Petley, WHN director, announced the beginning of local news service, meaning news of New York City and vicinity, and out of town news affecting New Yorkers, over WHN.

— CALIFORNIA —

OAKLAND—Vernon Morgan celebrated his ninth anniversary on KROW in December and set a station record to boot. Throughout the nine years of broadcasting his Monday-through-Friday program, "Morning Meditations," Rev. Morgan and his group have never been late and never missed even one of the 2,300 broadcasts. KROW has sold Mulkey Furniture Store, local concern, a half-hour program once weekly of memory tunes called "Musical Jewel Box." Production is scripted by Bob Wasenberg of the KROW staff. KROW was presented with an engraved citation by the Marines for its "Valuable Services Rendered to the United States of America" in connection with recruiting activities in the San Francisco district.

— MASSACHUSETTS —

BOSTON—Officials of the Westinghouse Radio Stations, Inc., attended an informal Christmas party for WBZ employees held at the Copley Plaza Hotel, Boston. Speaker on the "Catholic Hour," heard over WBZ last Sunday at 6 p.m., was Rev. John Carter Smyth, C.S.P., of the Catholic University. Raytheon Mfg. Co. has renewed its five-minute Thursday spot, "Raytheon Speaks," on WNAC from 6:45 to 7 p.m. Agency: Hirshon-Garfield, Inc. Maggi Bouillon Cubes have renewed their series of one-minute participations in the "Yankee Kitchen" over WNAC through Broadcast Advertising Co. WCOP, in cooperation with local high schools and the Bryant & Stratton Commercial School, presents a new series of programs titled "Know Your Country." The programs highlight historical events, with local high school students and principals participating in a historical quiz show.

— UTAH —

SALT LAKE CITY—Army bound are KUTA's James McBride and Mike Cassidy. McBride was a staff announcer and record jockey while Cassidy served as account executive in the station's commercial department as well as sales promotion manager.

— MISSOURI —

ST. LOUIS—KMOX, through arrangements with the St. Louis Terminal Railroad Assn., has piped in recorded Christmas Carols over the Public Address System at the Union Station. The appointment of C. L. "Chet" Thomas as manager of KXOK, was announced by the Star-Times Publishing Co., owners and operators of the station. A Morning Coffee Club has been formed by St. Louis fans which meets regularly during KWK's 9 to 9:45 a.m. "Easy Listening" program to enjoy the music over a sociable cup of coffee, and to send in requests for favorite tunes.

— PENNSYLVANIA —

PHILADELPHIA—WCAU is sending six, five-minute news shows daily, to the Philadelphia Navy Yard; I.T.E. Circuit Breaker Co.; and the Sun Shipbuilding yards, in Chester, Pa., three of the area's largest war plants. The annual report of the activities of the Boy Scouts of America, Philadelphia Council, were broadcast over WIP, Dec. 26, 3:15 to 3:30 p.m. Zella Drake Harper's annual Christmas party for underprivileged children was held Saturday morning in the WIBG auditorium. The newest arrival to the WPEN engineering department is William Ludes, a local boy.

— CONNECTICUT —

NEW HAVEN—A new department, headed by Bill Lerner, has been set up by WELI for the purpose of handling public relations. In keeping with its policy of taking an active part in Civic affairs, WELI has made available two fifteen minute spots each week for civic features, interviews, and discussions, in connection with local drives. The Diamond Gingerale Co. of Waterbury has signed with WELI for three fifteen minute programs weekly featuring "Carson Robinson's Buckaroos."

— NORTH CAROLINA —

ASHEVILLE—Don S. Elias, executive director of WWNC, has returned to Asheville following his attendance at the week-end meeting of the NAB legislative committee in Washington.

— TEXAS —

DALLAS—Clingsmith Jewelers of Dallas will sponsor, over WFAA, a series of musical programs from 10:05 to 10:30 every Sunday morning beginning Jan. 2, 1944. Peter Paul, Inc., are sponsoring, over WFAA, the 7 to 7:05 a.m. newscast. Program is heard Mondays, Wednesdays and Friday with Norvell Slater at the mike. Smilin' Ed McConnell will be heard on WFFA every Saturday evening from 6:30 to 6:45 beginning Jan. 8, via a transcribed program for Mantle Lamp Co. Quaker Oats Co. has renewed their contract for WFAA's "The Man on the Farm" program. Show will continue to be heard from 12 to 12:30 p.m. every Saturday.

— WISCONSIN —

WAUSAU—WSAU is aiding local fire fighting organizations by airing emergency appeals for volunteer fire fighters. In the past week, two fires broke out in the Wausau area. Appeals were aired over the station and the fires were brought under immediate control.

— OHIO —

CINCINNATI—Elaine Bauer, WCKY vocalist, will be back on the "Party" this week after an absence of several days caused by the death of her grandmother, Mrs. Catherine Felle. Two staff members of WCKY reported for military service. They are Fred Thomas, editor of the station's room, and John E. Murphy, direct publicity. The facilities of WCKY have been offered in promotion of the Cincinnati and Hamilton County War Drive. A series of programs and breaks have been planned to help the drive for \$3,300,000 a success. Bennett, conductor of the WCKY "Special" has been home for several weeks suffering from a streptococcus infection.

— VIRGINIA —

PORTSMOUTH—Recent staff members at WSAP are: Joe Jackson, singer from WHJB and KDKA; announcers Milton Green and Hogsheid, and continuity editor Bland Derby. WSAP has added three more local shows to its schedule: "Lancaster Music Hour," a community sing; Joe Jackson's "Bobby Sports"; and "Radio News Roundup" with John Butler, featuring news, home and human interest.

WCKY DELIVERS MORE TUNED-IN HOMES FOR THE ADVERTISER'S DOLLAR IN METROPOLITAN CINCINNATI THAN ANY OTHER STATION. L.B. Wilson C B S FIFTY GRAND IN POWER

HAPPY BIRTHDAY TO YOU Cliff Arquette Noel McMahon Burr William Bohack Dick Joy Blanchard McKee Diane Rosen Stanley Weiser Julian Ira Schierman

# Blue Web's New Partners

## OWI Now Planning Invasion News Cover

Washington Bureau, RADIO DAILY  
Washington—Looking toward the initiation of the widest coverage of expected European invasion content with military security, OWI now engaged in consultations with military and censorship officials to reach the American public of all ages—good and bad—that it should be kept in the field by the military. Reports of a tightening of censorship denied here by both Army and Navy officials, but they persist nonetheless. OWI is watching closely the  
(Continued on Page 2)

## Grace Fields Leaving Air; Bob Ripley Is Replacement

Grace Fields, British comedienne, leaves on Mutual's Pall Mall program Friday, Jan. 14th, and will be replaced by Bob Ripley's "Believe It or Not" show on Monday, January 15th. Fifteen-minute show sponsored by American Cigarette and Cigar Company through Ruthrauff & Ryan. Ripley is heard over the coast to coast Mutual network Mondays through Fridays.

## Hourly New Year's Salutes to Armed Forces Over WOR

Hourly New Year's salutes to armed forces all over the world will be broadcast by the Longines-Wittnauer Radio Co., Inc., and the Bulova Radio Co., over WOR starting at 8 p.m., Dec. 31, and continuing until 1 a.m., Jan. 1. First salute will be to the men at Tarawa and Makin and the final one will be to the forces in the Aleutians.

## Treasury's Request

Ralph Edwards and his NBC "Truth or Consequences" show will shortly embark on another bond selling tour for the government. At the request of the U. S. Treasury, Edwards, who last Spring sold nearly ten times the amount of Bonds he had set as his goal, will take "Truth or Consequences" on a cross-country junket starting Jan. 15 in Phoenix, Arizona.

## 300,000 Workers Set To Hear 1-Time Shot

Special broadcast over the Blue Network this Friday at 1:30-2 p.m., EWT will be heard by 300,000 employees of the Bethlehem Steel Co. when its president E. G. Grace speaks aboard a destroyer at the company's Staten Island shipyard. With the okay of the Navy Department, radio apparatus will be installed on the ship and the address broadcast on the complete network. Loudspeakers at the various Bethlehem plants will bring the talk to the employees. In  
(Continued on Page 3)

## Dancer-Fitzgerald-Sample Succeeds B-S-H Jan. 1

Formal succession of Dancer-Fitzgerald-Sample to Blackett-Sample-Hummert will take effect with the new year, when the incoming agency takes over the former BSH offices in Chicago, New York and Hollywood.  
(Continued on Page 2)

## Time, Inc., Chester J. LaRoche Become Network Stockholders; Mark Woods And Edgar Kobak Also Get Shares

### EDW. J. NOBLE ANNOUNCES:

In announcing the stock transactions of the Blue Network, Edward J. Noble, chairman of the board, issued the following statement:

"The publishers of 'Time,' 'Life' and 'Fortune' have purchased directly



ROY E. LARSEN  
President, Time, Inc.

from me 12½ per cent of the outstanding shares of American Broadcasting System, Inc., which company owns all the stock of Blue Network Company, Inc. I am happy to bring into association with me in this public service enterprise Time, Inc., whose progressive policies have won such outstanding success. Roy E. Larsen, president of Time, Inc., has been elected a member of the board of  
(Continued on Page 3)

An important stock transaction yesterday brought new partners into the Blue Network operation and gave the net a formidable radio and publication set-up for the New Year.

The highlights of the stock deal are as follows:

Time, Inc., publishers of Time, Life, and Fortune magazines acquired 12½ per cent of the stock and Roy E. Larsen, president of Time, Inc., became a member of the net's board of directors.

Chester J. LaRoche, formerly of Young and Rubicam, and head of the War Advertising Council, purchased 12½ per cent of the stock and becomes a director and chairman of the executive committee of the Blue.

Mark Woods, president of the Blue, and Edgar Kobak, executive vice-president, become stockholders in the Blue organization.

Edward J. Noble, chairman of  
(Continued on Page 3)

## Canadian Parliament May Air Radio Matter

Montreal—A general discussion of CBC policy on political broadcasting is likely to make the 1944 House Radio Committee one of the most interesting during the next session of Parliament. Echoes of the recent  
(Continued on Page 2)

## CBC's Big Shortwave Station To Start Summer Or Autumn

### NBC-BBC Exchange Show Adds Skelton To Cast

New exchange series between NBC and BBC which starts Saturday 12:30-1 p.m., EWT has set its talent which includes Red Skelton from Hollywood. Philip Merivale will be emcee and Capt. Glenn Miller will conduct the orchestra. Another service band will also be heard. From England will  
(Continued on Page 3)

Montreal — Canadian Broadcasting Corporation's super shortwave station now under construction at Sackville, N. B., probably will begin broadcasting on regular schedule late next Summer or early Autumn, Dr. Augustin Frigon, acting CBC general manager, announced.

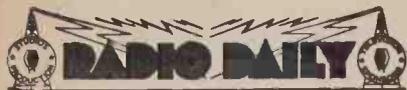
Dr. Frigon said work on the station has not been progressing as fast as was originally expected because of a labor shortage but all equipment  
(Continued on Page 2)

## Queen Elizabeth

At the 19th Winter Carnival in Lake Placid, New York, Betty Winkler, star of Columbia's serial, "Joyce Jordan, M. D.," will be crowned Queen of the Carnival on New Year's Day. The Queen will wear a crown a Naval hero, Seaman First Class Edward L. Burns, King of the festivities. Miss Winkler will be mistress-of-ceremonies, and will introduce the skating acts.

## Dead Air

During the course of Gabriel Heatter's news broadcast over WOR-Mutual night before last, not a few listeners thought their sets went out as a stony silence suddenly went into effect. Then someone muttered something about getting a match, and later the broadcast resumed in halting fashion. Gabe broadcasts from his home in Freeport and the power suddenly took a brody.



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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.

### Dancer-Fitzgerald-Sample Succeeds B-S-H Jan. 1

(Continued from Page 1)

wood. New ad outfit, headed by H. M. Dancer in a partnership with J. G. Sample and C. L. Fitzgerald, is reported assimilating 206 former BSH staffers.

Most of the radio billing of the outgoing agency will continue with the new firm. Production will be handled by the same people as in the past. Frank and Anne Hummert are planning an independent producing organization of their own.

## 20 YEARS AGO TODAY

(December 29, 1923)

Experiments are making such rapid headway that the use of the Trans-Atlantic radio-telephone is seen as a means of communication in the very near future. . . Amateur popular song writers have been warned against misleading advertising by agencies which offers to make millionaires of song writers for a small fee. . . The famous film star, Rudolph Valentino sailed for Nice this week.

# CBC's Big Shortwave Station To Start Summer Or Autumn

(Continued from Page 1)

is expected to be installed and ready for operation early next Summer.

The first of two 50 kilowatt transmitters will be installed in March and the second a short time later. Specifications for the antenna system are ready and calls for tenders will be issued next month. Work on them will begin as soon as weather permits.

Installation of the equipment will be followed by a period of testing, alignment and tuning. Then broadcasting of regular scheduled programs will begin.

### World-wide Service

Dr. Frigon said the corporation is ready to give service to practically all parts of the world, but "we will have to experiment for some time before we know whom we are reaching." Then he added:

"Organization for the station is going in Canada and we are making contacts in countries where we hope our programs will be rebroadcast. It will be through rebroadcasts in other countries that most of our programs will be heard.

"As here in Canada many people hear BBC programs because they are rebroadcast by us, not everyone can pick them up directly from Britain.

"Our legations assure us that our programs will be given a good reception in the countries where these legations are located.

"This job of international organi-

zation is being done in co-operation with the department of external affairs which will control our international policies."

The staff to operate the station probably will be found in Canada, Dr. Frigon said.

### Will Add To Staff

"Many of our own men speak German, Spanish and French very well. We may have to add 12 or 15 people to our present-day staff. Programs aimed at making Canada known among nations of the world will be broadcast for a certain number of hours each day to every country which can be reached, he declared.

Dr. Frigon said co-operation of United States' firms and of the federal munitions department was a "great help" to the corporation during its search for equipment.

"American firms gave us the highest possible priority and the munitions department did everything possible to help. We were well taken care of as far as equipment was concerned."

While some engineers are supervising installation of equipment, others are trying to arrange line services from Toronto, Montreal and Ottawa to the shortwave station, which will be housed in the same building as the CBC station at Sackville, the building being enlarged to three times its original size.

### NBC-BBC Exchange Show Adds Skelton To Cast

(Continued from Page 1)

be heard Anna Neagle, movie star and the comedy team of Flanagan and Allen, British favorites.

New program is hailed as the first trans-Atlantic variety program, with talent from both sides of the Atlantic heard on the same program.

### UP Correspondent Dies

Brydon Taves, Southwest Pacific manager and war correspondent of the United Press, died on Monday in New Guinea of injuries received the day before in the crash of a combat plane taking off for a reconnaissance flight to observe Marine landings at Cape Gloucester.

### OWI Now Planning Invasion News Cover

(Continued from Page 1)

reorganization of the army's London censorship office.

Although it is not likely that there has been anything like an impasse in the OWI-Army discussions, OWI director Elmer Davis is known to be prepared to go to the White House to assure full and adequate coverage of the expected invasion for the public.

### Stork News

Announcer David Ross is the proud father of a son, Jonathan Irwin, born Dec. 23 at the Harkness Pavilion, New York. Mrs. Ross is network actress Beatrice Pons.

## FINANCIAL

Tuesday, December 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 3/8	155	155	- 1/2
CBS A	25 1/2	24 1/2	24 1/2	- 3/4
CBS B	25 1/4	25 1/4	25 1/4	- 1/4
Crosley Corp.	17 5/8	16 3/8	17	+ 3/8
Farnsworth T. & R.	9 5/8	9 3/8	9 3/8	- 1/8
Gen. Electric	36	35 3/8	36	- 1/8
Philco	25 3/8	24 3/4	25	+ 1/4
RCA Common	9 3/8	9 1/8	9 1/4	- 1/8
Stewart-Warner	11 1/2	11 1/2	11 1/2	- 3/4
Westinghouse	94 3/8	94	94	- 3/4
Zenith Radio	34 1/8	33 3/4	34 1/8	-

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20 1/2	23
WJR (Detroit)	30	32

## COMING and GOING

WILLIAM PARKER, account executive in Radio Sales with headquarters at WBBM, Columbia's O & O station in Chicago, is short business trip to New York.

RICHARD ARLEN, who recently finished role in Paramount's "Minesweeper," New York and will appear on Friday with Wendy Barrie on the "Philip Playhouse" program over CBS.

GEORGE V. DENNY, JR., founder and creator of "America's Town Meeting," of the Lake Placid Club, from which point the row night's program will be broadcast on the Blue Network.

HARRY WISMER, sportscaster, will New Orleans on Saturday to broadcast CBS the Sugar Bowl football game between Georgia Tech and Tulsa.

SID KALISH, western advertising man of Hillman periodicals, is here from Chicago headquarters for his annual two visit to New York.

PERRY COMO, singing star on the Col network, is in Columbus, Ohio, for engagement at the Palace Theater.

### Canadian Parliament May Air Radio Message

(Continued from Page 1)

clash between the CBC and Bran will, it is expected, form the basis of review of the rules governing broadcasts by political figures. During past two sessions the radio committee has been rated among most important committees. The 1942 committee was the first since 1939 to probe affairs. The hearings were followed a reshuffle of administrative duties the corporation. The 1942 committee recommended that a radio committee be set up annually; in future probably this will be done.

## Over-Subscribed!

Baltimore went 'way over the top in the recent National War Fund drive. Constant pressure by advertisers and sustaining programs helped do the job. If you want results-at-low-selling-costs, consider W-I-T-H, the station that does a great job in Baltimore.

**W-I-T-H**  
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

**EDW. J. NOBLE ANNOUNCES:**

**Time, Inc., Chester LaRoche Stockholders In Blue Network**

**PROMOTION**

(Continued from Page 1)  
 ctors of The Blue Network Com-  
 Inc.

ne publishers of 'Time' and 'Life'  
 nated the radio feature, March  
 me, and have developed in their  
 radio department several pro-  
 s now on the air. I am confident  
 will make a major contribution  
 ne Blue's programs. News—action  
 ne the battle fronts—is today  
 time importance. Tomorrow we  
 be equally concerned with what  
 le in many countries are think-  
 and saying. War correspondents  
 'Time' and 'Life' have given note-  
 worthy coverage to campaigns in all  
 ical theaters. Looking to the  
 war period, 'Time's' staffs will  
 be enlarged and new of-  
 fices opened  
 so as to cover  
 all key listen-  
 ing posts dur-  
 ing our  
 world cam-  
 paign for win-  
 ning the  
 peace.

"I also take  
 pleasure in  
 announcing  
 that Chester  
 J. LaRoche  
 will join me  
 in ownership  
 of The Blue  
 Network

ugh the purchase of 12½ per  
 cent of the shares of American  
 adcasting System, Inc., and in the  
 agreement by becoming a director  
 chairman of the Executive Com-  
 ee of The Blue. La Roche is a  
 -known leader in the field of  
 ertising, particularly radio adver-  
 g. He was associated with Young  
 rubicam, one of the largest adver-  
 ging agencies, as chairman of the  
 d for many years and played a  
 ing role in the development of  
 r radio department. He was the  
 nizer and is at present the head  
 ne War Advertising Council, the  
 dinating agency for contributions  
 ne advertising industry to the war  
 t. Last year, in the Annual Ad-  
 ising Awards, LaRoche received  
 Gold Medal for distinguished ser-  
 s to advertising. LaRoche's duties  
 ne Blue will be adjusted for the  
 tion to enable him to meet his  
 inuing responsibilities to the War  
 ertising Council.

Mark Woods and Edgar Kobak  
 ed launch The Blue on its in-  
 ependent career and have been  
 uly responsible for the remark-  
 y growth shown over the past two  
 s. I am glad that to their man-  
 nent duties are now to be added  
 ncial responsibilities as stockhold-

These transactions leave me with  
 ntial control of the shares of  
 erican Broadcasting System, Inc.,  
 ch I intend to hold for an indefin-  
 eriod. However, I have in mind,  
 some later date when I have ob-

(Continued from Page 1)  
 the Blue Network board retains  
 a controlling block of stock.

Of great significance in connection  
 with the deal is the announcement  
 that Time will expand its news  
 offices and probably give the Blue  
 front-line coverage of the war and  
 other news events. It is anticipated  
 too that the publication organization  
 will be an important factor in the  
 Blue's post-war television planning.

Time, Inc. and Chester J. LaRoche,  
 each of whom purchased a 12½  
 per cent in the Blue Network, have both  
 been mentioned in connection with  
 buying into the web. Time, Inc., was  
 among the unsuccessful bidders be-  
 fore the Noble deal was concluded  
 and LaRoche as one of the network  
 owners has been bruited about for  
 some time.

Mark Woods, president of the Blue  
 and Edgar Kobak, executive vice-  
 president, each have also acquired  
 some stock, as was to be expected.  
 Since the purchase price from RCA  
 was \$8,000,000 cash for the Blue, with  
 the understanding that a possible  
 million or two would be needed for  
 acquiring facilities now being rented

from NBC, it is indicated that the  
 stock sold by Noble covering over  
 25 per cent of the total is in excess  
 of \$2,000,000.

Time, Inc. recently bought some  
 shares in sta-  
 tion WQXR,  
 at which time  
 it was said the  
 organization  
 wished to ex-  
 periment with  
 radio and  
 delve into the  
 news possibil-  
 ities. At the  
 time it was  
 conceded that  
 Time was  
 hoping to ac-  
 quire the  
 Blue. La-  
 Roche, long  
 interested in  
 radio, is still on the West Coast where  
 he is resting after strenuous duties  
 with the War Advertising Council  
 which he heads. He gave up the chair-  
 manship of the Young & Rubicam  
 agency in order to devote all his time  
 to the Council.



MARK WOODS  
 President, Blue Network



EDWARD J. NOBLE  
 Chairman, Blue Network

**300,000 Workers Set To Hear 1-Time Shot**

(Continued from Page 1)  
 this respect extra radios, sound  
 trucks, p.a. systems will also be used.

Occasion will be in the nature of a  
 patriotic dedication ceremony to the  
 war effort, with Grace giving a sum-  
 mary of the year and commenting on  
 what lies ahead. Paul Whiteman,  
 musical director of the Blue will con-  
 duct the orchestra and Richard  
 Crooks and Lucy Monroe will sing.  
 One-time shot was placed through  
 the Jones & Brakeley agency.

**Scribner's "New Voice"**

Cincinnati, Ohio—For the first time  
 in the history of the "Johnson Fam-  
 ily" Jimmy Scribner has added a  
 voice other than his own. The new  
 player is Scribner's four-year-old  
 daughter, Gail, who began taking  
 dramatic lessons at the ripe old age of  
 two. The young lady plays only one  
 role in "The Johnson Family." Dad  
 plays the other 22.

**Gets AP Wire**

Hugh R. Norman, manager of  
 WNBH, New Bedford, Mass., an-  
 nounces the station's acquisition of  
 the special AP radio wire through  
 Press Association, Inc.

tained fuller knowledge of the enter-  
 prise and can measure the risk in-  
 volved in equity ownership, to invite  
 participation by other management  
 officials, fellow members in affiliated  
 stations and possibly the public. In  
 all probability, such shares would be  
 offered by the company and not by  
 any of the present stockholders."

**Don McNeill's Office Mgr. Resigns From Artist Bureau**

Chicago—Eleanore Smith, formerly  
 associated with the late Ben Bernie  
 and more recently representing Don  
 McNeill of the Blue Network "Break-  
 fast Club" under the firm name of  
 "Associated Radio Artists" has tend-  
 ered her resignation to McNeill.  
 McNeill will continue to operate his  
 own offices in the Merchandise Mart.

**Gets NBC Post**

Irene Kuhn, formerly in charge of  
 NBC program promotion, has been  
 appointed assistant information direc-  
 tor, according to Frank E. Mullen,  
 vice-president and general manager  
 of the network. Mrs. Kuhn is due to  
 report to information director Albert  
 E. Dale, effective immediately. The  
 new assistant information chief is a  
 former foreign correspondent and  
 once served as staff writer on the  
 New York "World-Telegram."

**Stork News**

Daughter, named Holley, was born to  
 Mr. and Mrs. Lou Cowan, new-  
 comer being their third child. Cowan,  
 mentor of the "Quiz Kids" program,  
 is currently with the OWI bureau in  
 New York.

**"Denver Delivers"**

A four-page spread titled "Denver  
 Delivers" emphasizing the accom-  
 plishments of the many defense plants  
 in and around the Denver area, is the  
 latest manual being sent to agencies  
 throughout the country by station  
 KLZ. A full-page photo of the first  
 destroyer escort to be fabricated in  
 Denver, sliding down the ways at  
 Mare Island's Navy Yard, is found on  
 the cover and serves to identify the  
 theme of the brochure's message. Set  
 off by the background of a fighting  
 ship's superstructure, the first page  
 features six one-column shots of ac-  
 tivities connected with the awarding  
 of Army-Navy E pennants to various  
 Denver war plants. The second page  
 under the heading of "Denver Deliv-  
 ers Knock-Out Drops for the Axis"  
 shows photos, in the shape of drops,  
 of activities on Colorado's farms,  
 ranches and mines with captions  
 added listing pertinent facts and fig-  
 ures. The back page is highlighted  
 by a map of Colorado and its border-  
 ing states, with the area covered by  
 KLZ shaded in orange.

**"I Like Omaha"**

An "I Like Omaha" contest, whose  
 purpose was the attracting of much  
 needed workers to defense industries  
 in the Omaha area, was sponsored by  
 station KOWH for members of the  
 Omaha Advertising Club.

At each meeting of the Advertising  
 Club, this season, five men were in-  
 terviewed as to "Why I Like Omaha,"  
 and a transcription of their reasons  
 were made and rebroadcast over  
 KOWH following the meeting.

The contest concluded last week  
 with a plaque being awarded the  
 winners by the Omaha "World-  
 Herald."

**New CBS Publicist**

Miss Rose Bialick has been trans-  
 ferred to the Trade News Division of  
 CBS Press Information, George Cran-  
 dall, director of the department, an-  
 nounced today. Most recently she has  
 been secretary to Arthur Perles, as-  
 sistant director of press information.  
 She will assist Joan Lane, network  
 trade news editor.

WTAG's  
 Hostess  
**MILDRED  
 BAILEY**



makes your  
 brand name a household word in  
 Central N. E.

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

**WSAY**  
 ROCHESTER  
 N. Y.

**WTAG**  
 WORCESTER



# It can save men's lives

... but only in the hands of one who knows

A miracle-performing tool, microscopically keen, ingeniously fashioned... but effective only in combination with the training and experience of a skilled surgeon.

Another instrument of precision is spot radio. When skillfully used—it works wonders. Its effectiveness is measured by the "know how" on which the campaign is planned and built.

Here in this company we give our full time to Spot Radio Advertising and more exclusively—to the stations we represent. We believe in doing one thing—superlatively well.



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



San Francisco

MAIN STREET

WITH *Ol' Scoops Daily*

CHICAGO

By BILL IRVIN

**A** GIGANTIC all-station program on behalf of the city's \$4,000,000 War Chest goal was presented by KPO, KGO, KYA, KSAN, KQW, KSFO, KJBS and KFRC. Produced by KPO-er Don Thompson, the program featured players and musicians from all stations and was presented in the huge Civic Auditorium recently before a crowd of more than 10,000. Narrator of the show was Laird Cregar of films and stage, and representatives of all religious faiths were heard. Special Saturday program also was presented on behalf of the drive over the eight stations. Radioites giving their services included Jack Moyles, Monty Mohn, Grace Cooper, Natalie Park, Everett Glass, Clair Sinclair, Lu Tobin, Ray Lewis and Bert Horton.

Neg Monett, former San Francisco radio producer who joined the Merchant Marine, is now a producer at KQW, CBS outlet. Pede Worth is now emcee of KQW's new quiz show, "Forfeits," heard Wednesday nights. Lucille Bliss has joined the press staff at KQW, as aide to Anne Director. Gordon Willis has joined the KQW production staff. He's a former KROW-er.

George Taylor, producer manager at KSAN, San Francisco, has resigned to freelance in night club entertaining.

The fall series of illustrated lectures, four in all, of the San Francisco branch of the Institute of Radio Engineers was held in Studio A at Radio City, at invitation of KPO manager John W. Elwood. Engineering authorities in the fields of radio, education and business brought the latest news about long-range radio transmission. Two members of the Stanford University faculty, Dr. Karl Spangenberg, asst. prof. of Electrical Engineering, and Robert Helliwell, research physicist, were the guest scientists. More than 100 members attended.

Technician Merle Peterson, ex-KPO man now with the Navy, was back on furlough for a short visit to the studio after having served in the South Pacific.

John Ribbe and Adrian Michaelis are producing the new Standard School Broadcast on KPO, with John Grover announcing.

Station KFRC, local Mutual-Don Lee outlet, is giving local ballyhoo to what is claimed to be the outstanding program offerings ever available on the local station. The list includes 12 programs totalling seven and a quarter broadcast hours weekly—Jack Benny's repeat broadcast for General Foods; Point Sublime for Union Oil; What's the Name of That Song for 42 Products, Inc.; Goodwill Hour for Clark Candy; Treasure Hour of Song for Conti Products; Date With Xavier Cugat for Dubonnet Wine; Bulldog Drummond for 42 Products, Inc.; Main Line for Southern Pacific; Fulton Oursler for M-G-M; Ray Dady for Groves Laboratories; First Nighter for Campana; and the "7:00 a.m. News" for L. B. Hair Oil.

Notes From A Ringside Seat. . . !

● ● ● We think that a reminder to Radiolites that the Rally of Hope will take place at the Manhattan Center, Sunday January 2, is important enough to head today's column. . . . Perry Como, chairman of the entertainment committee will fly from Ohio tomorrow to complete plans for programming of stars from Stage, Screen and Radio who will donate their talents to the pleas of representatives from all walks of life who have consented to speak on behalf of the persecuted Jewish Children of Europe. . . . we know Radio will be well represented. . . . Rather than lose the services of Freddy Martin's Band, the Fitch Bandwagon sponsors, agreed to continue that program's point of origination to be California, after plans had been made to switch the program to Gotham. . . . Jerry Lester's CBS Show Sunday will feature Anna Sten. . . . Jerry Wayne, singing star of the NBC Carnegie "All-Time Hit Parade," has been re-classified 1A by his Draft Board. . . . Kate Smith will take her entire show to the Stage Door Canteen New Year's Eve. . . . between broadcasts. . . . Pat Barnes, "Correction Please" quizmaster starts his twenty-fifth year in Radio next week. . . . it couldn't happen to a nicer guy. . . . While on the coast for his second musical for RKO, Frank Sinatra-la-la's will be heard Wednesdays at 9:00-9:30 p.m., starting Jan. 5.



● ● ● Joseph Philip Fox, who before joining the U. S. Marines as a Private in 1942, was the scripter of "Backstage Wife," "First Nighter," "Grand Central Station," Knickerbocker Playhouse, "Philco Radio Mysteries" and the original "Maxwell House Showboat," is now Master Technical Sergeant, stationed at Cherry Point, N. C. . . . We spotted Mae Murray, screen star of the silents in Ray Knight's office. . . . maybe a dramatic show on the Blue Network, n'est ce pas? . . . Quite a story behind the rise of Steve Ellis, WOR disc-jockey. . . . after working his way through University of Miami, Steve returned to his native Gotham and became a manager of prize-fighters, occasionally making ring appearances at the mike, to announce the fistie abilities of members of his Fight Stable. . . . a radio exec heard one of those announcements and offered him a job as radio announcer. . . . Steve sold his stable for \$2,000.00, accepted the radio job and decided to forget all about the cauliflower industry. . . . but you know that old adage about the best laid plans of mice, etc. . . . the voice giving blow-by-blow descriptions of the St. Nicholas Arena fights for the Gillette Safety Razor Co. is that of Steve Ellis. . . . Woody Herman's Band broke four records at the Adams Theater in Newark, last week. . . . the "Woodmen" are headed for Hollywood to be featured in the United Artists musical, "Sensations of 1944" slated to go before the cameras about Jan. 15.



● ● ● A low bow to Welcome Lewis, femcee of the Blue Net's "Singo" program, who found a diamond brooch at the Waldorf last week, accepted a reward of \$75.00. . . . AND TURNED THE MONEY OVER TO THE RED CROSS. . . . Art Carney, comic impersonator on the "Fun With Dunn," CBS sustainer, and noted for his imitation of FDR's voice, received a 'greeting' from the President. . . . to report to the Army next month. . . . Jackie (Homer) Kelk will play the title role in Laurence Schwab's war drama, "Bull's Eye For Sammy" which will be ethered by "NBC Cavalcade of America" Monday night. . . . Eddie Paul, batoneer for the Joan Davis-Jack Haley Thursday niter over NBC, has been re-signed for another year. . . . Beatrice Kay, comedienne-songstress starts a p.a. tour January 21. . . . Harry Rauch, Blue Network publicist, has sold a story to Magazine Digest. . . . Bandleader Vaughn Monroe has been signed by M-G-M to make another picture. . . . arrives in Hollywood in April. . . . When Sammy Kaye's CBS Show assumes its new format, Jan. 5, Monty Woolley makes his debut as a regular on that program.



— Remember Pearl Harbor —

**C**OMMONWEALTH Edison Company, Chicago, has renewed for another eight weeks its order for sponsorship of the afternoon serial "Dick Tracy" on WENR, through Foote, Cone and Belding. Program heard Tuesdays and Thursdays, (4:45 to 5:00 p.m., CWT).

Coronet Magazine, through Schwimmer and Scott, Chicago, has purchased a Monday-through-Friday five-minute spot on the Blue Network, 9:55 to 10:00 p.m., EWT, starting Jan. 24. Contract is for 52 weeks and calls for 72 stations on the Blue. The nature of the program has not yet been decided upon.

Kenneth Christiansen, member of the NBC traffic department for 11 years and recently night traffic manager for NBC's central division, has been appointed traffic supervisor for the central division of the Blue Network.

Bob Preis has replaced Bill Jost as director of publicity at Blackett Sample and Hummert.

WJJD and WIND have obtained exclusive broadcast rights to the entire 1944 schedule of games of the Chicago Cubs and White Sox.

Mark Russell, formerly program and music director of WOC in Davenport, Iowa, has joined the production department of WGN. Russell, a native Chicagoan and graduate of Lakeview High School, is handling production on "Johnnie Neblett's Open House" and other shows.

Newest addition to WENR transmitter staff is Robert Cory, former engineer at WCKY, Cincinnati. Cory replaces John Felthouse, who resigned because of illness.

Building a radio station from "junk" so the boys on New Caledonia Island could hear Bing Crosby recordings as well as their families back in the States was one of the achievements of Major Paul Clark, NBC engineer on leave, who has just returned to Chicago after more than a year in the South Pacific theater. In his capacity as radio officer of the U. S. Army forces in the South Pacific, Major Clark traveled more than 20,000 miles in keeping communications lines in that area open. He said that the New Caledonia station was purely for entertainment purposes and that the transmitter was on the air about seven hours daily with recordings of favorite radio stars and orchestras as well as special programs made for the soldiers, sailors and marines. Major Clark participated in three major engagements, including Guadalcanal, Rendova and New Georgia. He said that native islanders were friendly for the most part, sometimes displaying unusual intelligence. He related one instance when some soldiers sought the aid of the aborigines, by means of painful sign language, in a construction project. Finally, one native turned to a soldier and, in perfect English, said: "If you want us to help you, why don't you ask us?"

## AGENCIES

**JOSEPH HERSHEY McGILLVRA, INC.**, has been named by KOME, Tulsa outlet of the Oklahoma network, to serve them exclusively in the national field effective Jan. 1. The station also is affiliated with both the Blue Network and Mutual.

**E. PALMER HOYT**, domestic director of the OWI, will deliver an address today at the luncheon meeting of the Sales Executives Club which will be held at the Hotel Roosevelt.

**EDWIN C. RICOTTA**, formerly art director of Badger, Browning and Hersey, in Boston and New York, has joined Franklin Bruck Advertising Corp., New York, in the same capacity.

**CROMWELL ADVERTISING AGENCY, INC.**, has been formed by J. J. Pollack and will start operations on Jan. 1. Pollack, during the past three years, has been associated with the J. R. Kupsick Advertising Agency.

**THE FLORENCE STOVE COMPANY** of Gardner, Mass., manufacturers of stoves, ranges and heaters has appointed Ruthrauff & Ryan, Inc. to handle its advertising.

**JAMES E. WEBER**, advertising manager of Armour & Co., will join Leo Burnett Co., Inc., on Jan. 1. He will be a member of the executive staff.

**GRAYBAR ELECTRIC COMPANY** has appointed Charles W. Hoyt Company, Inc. to handle the advertising of Western Electric Hearing Aids, distributed nationally by the Graybar Electric Company, Inc. Hearing aids of both "telephone type" and "electronic type" are included.

### Cast Sinatra Show

Latest addition to the cast of the new "Frank Sinatra Show" over CBS is comedienne Minerva Pious. The crooner left for the Coast Monday to begin work on a new RKO film and will premiere his radio series for Vimms' vitamin pills from Hollywood next Wednesday at 9 p.m., EWT. Bert Wheeler will be featured as a supporting member, and Ginger Rogers will be spotted as the first guest. Agency is J. Walter Thompson Co.

### Sponsors War Dept. Film

Hartford—Station WTIC in cooperation with the Connecticut War Council is presenting tonight at the Bushnell memorial a public showing of the new army picture "war department report."

### Olmsted on New Series

Nelson Olmsted, NBC story teller, will be heard in a new five-a-week series of dramatic readings of short-story classics, beginning Monday at 10:15 a.m., EWT.

## WHO'S WHO IN RADIO

### ROBERT A. STREET

**TAKING** Horace Greeley's century-old advice to "go west," Robert A. Street landed the national sales manager's post of the McClatchy Broadcasting Co., with headquarters in Sacramento. Servicing the quintet of California outlets known as The Beeline is a nationwide job, so Street plans to divide his time between the West Coast and the East.

It was in 1923, in the early days of radio, that young Bob Street, working for the Pittsburgh "Post-Gazette" during school vacation, discovered that KDKA had a studio on the top floor of the building. From then on he spent more time in the studio than on the newspaper job. This pioneer interest was interrupted by four years' attendance at the University of Pennsylvania's famed Wharton School of Finance and Commerce. A desire to travel then led him to work his way as an ordinary seaman to France, where he stayed on for several months before returning to the radio business.

From a selling job with the Universal Radio Company, a retailing outfit owned by Philadelphia's WCAU, Street earned himself a place in the 50,000-watt outlet's production department in less than a year. After two years as assistant to the president, he was made commercial manager in 1933. He then began to travel—for seven active years. Spot broadcasting was in its infancy, with virtually no station reps. and few agency radio departments. Bob went out to get orders, came back to schedule them, supervised programs and merchandised campaigns. Finally, in 1940 he chose to ease the pressure by taking over WCAU's New York sales office, continuing to act as adviser on national sales problems.

In his selling career, Bob Street has been a champion of low rates, announcement participation periods and early morning time. Hill-billy programming was a type he helped to popularize. Bob has his own farm in Bucks County, Pennsylvania, where he was quite active in the founding and directing of the Bucks County Playhouse at New Hope, one of the major summer theaters in the East.



"KDKA Schooling"

### B. T. Babbitt Renews Two Dramas On NBC

B. T. Babbitt, Inc., has renewed its two NBC dramatic programs, "Lora Lawton," Mondays through Fridays, 10:00 to 10:15 a.m., EWT and "David Harum" Mondays through Fridays, 11:45 a.m. to 12 noon EWT, for 52 weeks effective January 17, 1944. Duane Jones Company placed the accounts. "Lora Lawton" made its debut May 31, 1943 over the 37 NBC stations which now carry the show. "David Harum," a serial of American rural life, based on the Edward Noyes Wescott novel of the same name, came to NBC June 1, 1936. Its daily episodes are broadcast over 53 stations.

### Join Farnsworth Staff

Dr. H. Salenger, mathematical physicist, and Dr. Francois C. Herroteau, formerly chief of the astrophysics division of the Dominion Conservatory in Ottawa, Can., have joined the staff of the Farnsworth Television and Radio Corporation in Fort Wayne, Ind., it was announced this week.

### Hildegard Repaying Visit

Hildegard will guest on Barry Wood's "Million Dollar Band" program over NBC on Jan. 1, 10 p.m., EWT. The famed songstress is visiting Barry's show to repay him for substituting as emcee on her "Beat The Band" show when she was stricken with laryngitis recently.

### Present Recordings To Disabled Veterans

A varied selection of musical records, including symphonies, and semi-classics, as well as modern pieces, were presented to the wounded veterans at the Halloran General Hospital on Staten Island, New York. The records comprising this gift, were purchased from the generous contributions made by over 1,000 Reeves employees. The committee, representing the employees of Reeves Sound Laboratories, Inc., included the following: Edwin Cornfield, Foreman, Testing Department; Frances Rollnick, Instructor, Finishing Department, and Estelle Mittau, Employee Counsellor.

A similar gift was made to the St. Albans Naval Hospital and a selection of books, both fiction and non-fiction, was presented to the Marine Hospital on Staten Island.

### McMillan With Bristol-Myers

George S. McMillan has been appointed director of public relations of the Bristol-Myers Company. He was previously secretary of the Association of National Advertisers.

Sherwood Clarke Chatfield has been named director of personnel for Bristol-Myers. Chatfield formerly was director of public relations for the company.

### Lee Robinson Promoted

Lee Robinson, formerly eastern manager of Radio Retailing Today, published by Caldwell-Clements, Inc., has been appointed sales manager.

## PROGRAM REVIEWS

### "BROADWAY SHOWTIME"

P. Ballentine & Sons

WABC-CBS Monday 10:30-11 p.m., EWT

J. Walter Thompson Co.

REVIVALS OF MUSICAL COMEDY HITS LOOKS LIKE GOOD BET.

Ye dashing juvenile Bill Gaxton, plus Johnny Morgan, comedian more or less new to radio, good orchestra and top-notch guest stars on the vocal end, in a series of Broadway musical productions provides a pleasing half hour. Show having proved itself by a run on Broadway and out of town, and the gags and dialogue brought up to date, under the head of being "freely adapted" would seem like a fairly fool-proof formula, particularly with musical comedy people in the cast.

First program was the Rodgers and Hart's "Connecticut Yankee" and the production moved along in breezy style, as presented over the air. All of the songs being of hit proportion, rendition by such capable operatic stars as Rise Stevens is indeed a smart move. She not only put the tunes over but did excellently on dialogue. Gaxton of course works in and out of the scripts in his usual competent manner; Morgan, who has had his own show on the air and is currently in a Broadway production makes a good partner for Gaxton; also he interpolated a bit of his monologue which went over well. Orchestra and chorus was under the baton of Jay Blackton, who is conducting "Oklahoma," the season's legit theater sensation. It is to be expected that not all of the dialogue from the original show will appear bright and snappy as it did some years ago; however a good script writer can handle the matter easy enough.

Credits for Ballentine's are were fairly modest and generally worked into part of the script, but not in objectionable manner. That is, they weren't dovetailed into a spot that intruded on the play directly. Delivery of all of the cast was good, and the singing voices especially good. Next week's show is Gershwin's "Girl Crazy" with Eleanor Steber, another operatic star as guest, in the femme lead.

★ ★ ★ COAST-TO-COAST ★ ★ ★

—TEXAS—

FORT WORTH—Pinex News is sponsoring a five-minute news-cast five days per week over KFJZ with George Irwin at the mike... Acker Medicine Co. of Denton have renewed their announcement schedule over KGKO for another year... Wilkins Travel Goods Co., sponsors of a Sunday newscast over KGKO have signed for a series of weekly news-casts to be aired for five minutes every Monday, Wednesday and Friday evenings... The Main Optical Co. sponsors a five-minute newscast over KGKO each morning across the board... Waples-Platter Co., distributors of White Swan Foods have renewed their spot campaign over KGKO for morning and evening announcements. Account is handled through the Evans and LeMay Ad agency of Fort Worth.

—COLORADO—

DENVER—KMR will air the victory league basketball games every Monday night from Denver's Garden under the sponsorship of Max Cook Sporting Goods... KMR's sports audience were treated to the Harry Wismer play by play report from Wrigley Field, Chicago, Sunday, of the national pro championship football game sponsored by the Wilson Sporting Goods Co. Mark Schreiber, KMR mikaman presented a 15-minute football preview of the pro league immediately preceding the play-by-play of the pro tussle. Both football and basketball are very popular in this section, which has produced some of the leading cage teams of the country.

—CALIFORNIA—

SAN FRANCISCO—The stork visited KPO studios three times in recent weeks, bringing sons to the families of announcers Doug Gourlay and Floyd Farr, and a daughter to the John Grovers. Announcer Bob Williams expects to be folding diapers in about a month... Catherine Sibley, KPO public service director, is touring universities across the country... Merwyn McCabe, for seven years salesman at KFRC, has been upped to local sales manager... Henry Grant, former nitery singer, is the new emcee on KFRC's "Spell for Dough" program, sponsored by Remar Bakery... KFRC technician Armand Humberg is recovering after his recent operation.

—CONNECTICUT—

HARTFORD—WNBC General Manager, Richard W. Davis, returned to the studio after a long illness and was presented with a \$50 war bond as a Christmas gift from the staff... Word has been received at WNBC that Lt. Herman Goodstein, a former engineer at the station, has arrived safely in India... WDRC's Jack Stevens will start a new 15-minute show Jan. 3, entitled "Digest of the Air." Stevens will give a sports summary and then lead into the big war, national and local news of the day... Mrs. Irene Kennedy, a lieutenant of the Rolling Kitchen unit, appealed for funds in a program over WDRC and before leaving the air a sizeable donation was ready for her.

—PENNSYLVANIA—

PITTSBURGH—Cpl. Bill Thieman, former WCAE continuity boss, is home from Fort Sill on a brief furlough... Sgt. Baron Elliott, former WCAE staff ork leader, has an APO number... KDKA's promotion and publicity staffs are being praised for the December issue of "KD-kapers," a monthly dedicated to the station's 24 members in the service.

—CANADA—

PRINCE ALBERT—Solidly behind community enterprise CKBI was instrumental in boosting sales during recent Kiwanis Apple Day. Speakers and spot announcements drummed up interest during the week prior to the event... During recent Teacher's Convention, CKBI conducted tours through studios and gave inside info on radio broadcasting for the benefit of teachers. The teachers in turn will relay radio picture to students... The Fifth Canadian Victory loan was given a sparkling send off in Prince Albert with a mammoth Mardi Gras, CKBI microphones covered the event and a CKBI sound-car whipped up interest in Bond sales blaring Bond-talk up and down the main streets the entire day.

—ARIZONA—

PHOENIX—Suburban High Schools in towns located around Phoenix were visited by Jake Higgins, KOY chief engineer, and the KOY portable transcriber to record Christmas programs, which were heard during Christmas week... Elizabeth Taylor, formerly in the KOY business department, has been appointed as the station's continuity editor.

—NEW YORK—

NEW YORK CITY—A new program, "Harlem Hit Parade" which will feature the top tunes of the day as selected by the residents of Harlem, will be aired over WHN Sundays: 3:30 to 4 p.m.... Pina La Corte will pinch-hit for WOV songbird Joan Dexter in Miss Dexter's absence from the station during Christmas week... Ella Fitzgerald, Duke Ellington, Count Basie head the lineup of singers and bands featured on WMCA's "Sweetest Love Songs," Thursday, Dec. 30, from 1:15 to 3:15 p.m.... J. W. S. Stoppelman, chief of press department of the Netherlands Information Bureau, will head a panel in discussing the Netherlands and the Dutch East Indies on "United Nations Compare Notes," WMCA, Thursday, Dec. 30, from 10:03 to 10:30 p.m.

—OKLAHOMA—

OKLAHOMA CITY—The talent staff of WKY travelled 315 miles to Temple, Texas, to entertain wounded Oklahoma boys of the 45th Division... Julie Benell's "Women Commandos" program on WKY played Santa Claus to Oklahoma City's Crippled Children's Hospital with donated gifts from the public numbering more than two thousand.

—MASSACHUSETTS—

BOSTON—Miss Marie H. Moulahan, director of publicity for WEEI, was appointed chairman of the Radio Committee of the New England Woman's Press Association... Every Friday on her WNAC morning program for women from 8:30 to 9 a.m., Louise Morgan tells how to use ration points to the best advantage in a new weekly feature, "Shopping for Two."

—OHIO—

DAYTON—The WHIO special events microphones have recently covered affairs that included a special Wright Brothers anniversary program originating at the Wright Memorial, and a dramatic Purple Heart award given to a four-year-old girl orphaned by the death of her Air Force Officer father. Her "dad" Lt. Dickson lost his life in the raid on Rumanian oil fields... WHIO aired all sides of the manpower problem recently in a "War Manpower Forum." Leo Kuhnle, spoke for labor. Otto Spaeth of the Dayton Tool and Engineering Co. talked for management and Marion A. Gregg, War Manpower Commission Area Director gave listeners an insight into the various problems as well as the views of all concerned.

—PENNSYLVANIA—

PHILADELPHIA—Recent guests on WPEN's "Nite Club of the Air," broadcast Monday through Saturday, 11:00 to 11:55, were Beatrice Kay and Ethel Waters... William Ludes, Philadelphia, in new member of WPEN's engineering staff... "Gem of Erin," 14-year-old feature show on WPEN, is now sponsored by Crawford Clothes. Joe Dillon emcees the program.

—WEST VIRGINIA—

WHEELING—WWVA manager, George W. Smith, authored a 45 minute drama called "O Little Town of Bethlehem." It will be aired Christmas night with an entire WWVA cast.

—WASHINGTON—

SEATTLE—Captain Hugh Barrett Dobb is presenting three different programs over station KOMO. "Captain Dobb's" heard at 11:45 to 12 Noon, Monday, Wednesday and Friday, sponsored by the Home Undertaking Co.; "Good News For Listeners," sponsored by Sunshine Cleaners, is heard at 2:45 to 3 p.m. Monday, Wednesday and Friday, while "Ship of Joy" is aired from 9:30 to 10 a.m. across the board, on a participating basis.

—FLORIDA—

MIAMI—Mrs. E. D. Hankamer of Miami, the recipient of a diamond ring as winner of the "Million Dollar Band" radio contest, was a guest of WIOD Christmas Eve and expressed her thanks for the welcome Christmas gift on Dorothy Cotton's "June Recommendations" program.

—MINNESOTA—

MINNEAPOLIS—A new program designed to help out rural teachers is the "School-Weather" news-cast which will be aired daily over WDGY during the rough Minnesota weather... Announce Gregg Donovan, who has been with WDGY for six years, has transferred his talents to WMAQ; Bob Wayne is filling the gap... Dave Kilbourne has joined the WDGY announcing staff. He comes from KYSM in Mankato, Minn. and takes the place of Ralph Moffatt.

—CALIFORNIA—

SAN BERNARDINO—FCC confirmed findings granting application of J. C. and E. W. Lee (Lee Brothers Broadcasting Co.) KFXM, San Bernardino, Calif. for modification of license to change operation from sharing with KPPC, Pasadena to unlimited hours on 1,240 kilocycles with 250 watts.

—MINNESOTA—

MINNEAPOLIS—The twenty-third Annual Candlelight Service from the Central Lutheran Church in Minneapolis will be broadcast over WCCO from 11 p.m. to 12 midnight, Christmas Eve... WCCO's "Red River Valley Gang" will celebrate their Christmas Day program with a party in the studio at which members of the cast and audience will receive gifts from Santa... At the first meeting of the National Society of Farm Radio Directors held in Chicago, Larry Haeg, WCCO farm service director, was named chairman of the newly founded organization.

HAPPY BIRTHDAY TO YOU
December 29
George Field, Clyde McCoy, Wendell Niles, Pat Padgett

WE MASTER, BUILD AND GROW
Listen to WMBG
For entertainment priority
All through 1943
They've been tops in variety,
News, jive and frivolity
Song, story and Symphony.
For the best in '43, stay tuned to WMBG.
NBC Richmond, Va. NBC

# Harbord Scans '43 Radio

## NAB Warns Industry in Tube Black Market

In an effort to expose the black market in radio tubes for household receivers, NAB has issued a bulletin urging all members to report instances of black market sales to Arthur Stringer, NAB, Washington. The bulletin reveals some methods used in the black market technique as follows:

1. A high service charge exacted before inspection is begun. (Even when set is brought in, charge is sometimes as much as \$5). Then, sale tubes at list.
  2. Sale of tubes at prices far exceeding list. Old "bootleg" technique
- (Continued on Page 2)*

## WPEN Drops Language Programs On Jan. 1

Philadelphia — WPEN announces officially that starting January 1st, all foreign language programs will be discontinued. The firms advertising on WPEN have all been notified to this effect, and the majority of them have converted their programs to English. Two programs will still be broadcast through New York that will have English commercials, but the announcer is in Italian.

## Special New Year Shows Scheduled Over WNEW

Representatives of the produce and transportation industries, in the persons of a midtown Manhattan vegetable dealer, a Madison Avenue taxi driver, and an office building elevator operator, as well as show business not-

*(Continued on Page 5)*

## Wowed Waves. . .

Navy Waves and nurses of San Diego proved to be one of the best audiences the Bob Hope show has played to. During the NBC broadcast of the Hope show Tuesday night the laughter and shrieks of the Navy girls was sustained throughout the whole half hour with the comic pointing many gags in their direction and enjoying their appreciation.

**No. 1 Gal**

Patty Berg, golfer recently named the year's No. 1 woman athlete and now an officer in the U. S. Marine Corps Women's Reserve, will be a guest on CBS' "Kate Smith Hour," Friday, Jan. 7. Patty, who hails from Minneapolis, has made many radio appearances on sports programs.

## Yandell Resigns As Blue Web V.-P.

Resignation of Lunsford P. Yandell, vice-president of the Blue Network, to become manager of the Tanning Products Export Corporation, was announced yesterday by Mark Woods, president of the Blue. Yandell's resignation becomes effective Dec. 31.

Yandell joined Radio Corporation of America in 1935 representing that company on the boards of Radio-Keith-Orpheum Corp., Pathe News and a number of other companies. In 1942, when the Blue Network was formed by Radio Corporation, Yandell took the post of vice-president, treasurer, and director of that company.

## REC To View "On The Air" Westinghouse Movie

"On the Air," a film-history of broadcasting produced by Paramount for Westinghouse Stations, Inc., will be premiered at the luncheon meeting of the Radio Executives Club today at the Hotel Shelton. Walter

*(Continued on Page 5)*

# Philly Stations Co-operating On Education Board Shows

## New Educational Series Arranged In Canada

Montreal—Beginning on January 14 a series of ten weekly school broadcasts entitled "Music for Young Folk" will be presented by the Department of Education for Ontario in cooperation with the Canadian Broadcasting Corporation. These broad-

*(Continued on Page 7)*

## Board Chairman Of RCA Sees Warfare Being Revolutionized By Electronics; Predicts Post-War Development

### Blue Net-'Time' Deal Clarified By Larsen

As a sequel to the announcement that Time, Inc., purchased 12½ per cent of the stock in the Blue Network, Ralph E. Larsen, president of Time, Inc., issued the following statement yesterday.

"This acquisition is a culmination of almost 20 years of Time, Inc.'s interest in radio in one form or another—an interest that goes back to within a year and a half of the original

*(Continued on Page 7)*

## Duff, Pittsburgh, Extends Pact on CBS Coast Web

P. Duff & Sons, Inc., of Pittsburgh, manufacturers of Duff's Baking Mixes, has renewed its Galen Drake radio program over the Columbia Pacific Network for an additional 14 weeks. The Drake show, 15 minutes

*(Continued on Page 7)*

## New Mutual Show Premieres on Jan. 14

Premiere of "Freedom of Opportunity," new weekly half-hour show presenting in dramatic form the life stories of America's outstanding

*(Continued on Page 2)*

In his review of radio for 1943, Lt. General J. G. Harbord, chairman of the board of RCA declared the Second World War has been called a "radio war," due to the fact that the science of radio-electronics is an all-powerful factor in the formula for Victory. "The nations which make the most efficient and strategic use of radio spectrum," said General Harbord, "in this war possess an outstanding advantage."

There was every indication, Harbord stated, that the United Nations, unsurpassed in an scientific resources, have gained the initiative in offensive

*(Continued on Page 2)*

## Ray Gets CBS Post; Passman To OWI

Robert R. Ray has been named assistant director of operations at CBS succeeding Leroy Passman, who is leaving the network to join the OWI, overseas branch, James M. Seward, director of operations, announced yesterday. Passman who has been with CBS the past eight and one half years

*(Continued on Page 2)*

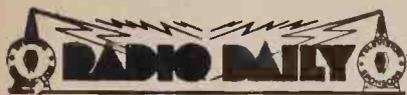
## Special Dramatization For Treas. 'Bond Wagon'

Danger of delays on the home front to our fighting men overseas will be dramatized in "Dear Folks at Home," which Fritz Blocki is writing and di-

*(Continued on Page 2)*

### Mistaken Identity

Yankee baseball fans won't like this one. A letter addressed to Edward Barrow, c/o New York American B. B. C., New York City, was delivered to the Rockefeller Center offices of the British Broadcasting Corp. Barrow is the prexy of the Gotham American League ball club, which won the World Series. Official box score: no hits, no runs, one error.



# Gen. Harbord's Review Lauds War And Peace Role Of Radio

Vol. 25, No. 61 Thurs., Dec. 30, 1943 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Wednesday, December 29)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	155 3/8	155	155	24 1/2
CBS A	25	23 3/4	24 1/2	1 1/2
Crosley Corp.	17	16 3/4	16 3/4	1 3/4
Farnsworth T. & R.	9 3/8	9 3/8	9 3/8	3/8
Gen. Electric	35	35 3/8	35 5/8	3/8
Philco	25 1/8	24 7/8	24 7/8	1/8
RCA Common	9 1/4	9 1/8	9 1/4	1/8
RCA First Pfd.	70 1/4	69 1/2	69 1/2	1 1/4
Stewart-Warner	11 1/2	11 1/4	11 3/8	1/8
Westinghouse	94 1/2	93	93	1
Zenith Radio	33 7/8	33 1/8	33 1/2	5/8

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20 1/2	23
WJR (Detroit)	30	32

## 20 YEARS AGO TODAY

(December 30, 1923)

Calvin Coolidge in planning the first "front porch" campaign will present his platform to the people over radio... The Victor Talking Machine Company is using full-page advertising to show its victrola models and records... Legislation for the stabilization of radio is urged by Secretary of Commerce Hoover.

## WHERE METERS BRING GLADNESS

What are the best in Forty-three? Why, Amos, Andy and McGee, The Guiding Light, the Firestone Voice, The Aldrich boy — just take your choice — Or John Charles Thomas, Lowell, too On WMBG for you! For the best in '43, stay tuned to WMBG.

# NBC Richmond, Va. NBC

(Continued from Page 1)

on the highway to Victory. The General had every confidence, he said, that the advance would continue. The scale upon which global warfare is now being conducted, could not be waged successfully without radio-electronics. All mechanized units, warships, transports, bombers and fighter planes would be tremendously handicapped with radio communications.

General Harbord continued: "Radio helps to time the attack, to locate the enemy and aid the artillery in accurately placing its shots. Radio is the voice of the commanders on the beachheads and at the bridgeheads, of troops in foxholes and of sailors in lifeboats or on rafts. Radio coordinates military and naval operations; it saves lives, time and material. The split-second precision of the mighty air squadrons flying over Berlin would be impossible without radio instructions, coordination and navigation. Radio at the same time is used to confuse the enemy, to prevent concentration of interceptor forces, and to draw enemy fighter planes to another city distant from the target. There were no such radio tactics in the First World War. Radio then was used for exchange or delivery of messages, but on a greatly limited scale compared to its modern use."

"Now, in the Second World War we are witnessing the greatest of revolutions in military operations. It marks a summit of all the Ages in use of scientific weapons—radio, aircraft, mechanized units, and more accurate and long-range artillery. The

world has never seen armies hauled around so quickly over such vast areas. Even within our own country, before the soldier completes his training and goes overseas, I am told that the average man makes at least six railroad trips. When he arrives on foreign shores he can hear broadcasts of news and entertainment from America. He can have a piece of apple pie and go back for seconds in the African desert, or he can eat ice cream in India! No war has ever witnessed the transport of men and supplies as in World War II. Military leaders fly from outpost to outpost, from battlefield to battlefield in a matter of hours while 25 years ago the same journey would have consumed weeks, perhaps months of dangerous travel across mine and torpedo infested seas. Warfare in a quarter century has been revolutionized by science—by radio, the airplane and mechanized units—but soldiers with rifles are still necessary to win a war.

"When the full story of the Second World War is written there will be amazing revelations of radio's participation through every phase of its activity. New developments in radio-electronics will come to light. New uses will be disclosed in the application of radio as a navigational aid, in averting collisions, in "blind" flying, and in development of many devices such as tiny, lip microphones, new electron tubes, metal locators, automatic direction finders for planes and ships, all of which will be converted to peacetime pursuits."

## NAB Warns Industry On Tube Black Market

(Continued from Page 1)

is used:—"Here's a tube—\$5. It's the only one in town. But don't tell where you got it."

In conclusion NAB members are instructed as follows:

"At your early convenience will you be good enough to report any discoverable local black market for radio tubes? Just two facts are wanted: (1) If there is a black market; (2) how it works. Findings will be relayed to Office of Civilian Requirements."

## New Mutual Show Premieres on Jan. 14

(Continued from Page 1)

young men, will debut on Mutual, Jan. 14, 8:30 to 9 p.m., EWT, over a net of 88 stations. Program will be sponsored by the Mutual Benefit Health and Accident Association of Omaha and will originate at WGN, Chicago.

## Special Dramatization For Treas. 'Bond Wagon'

(Continued from Page 1)

recting for the Treasury "Bond Wagon" over WOR-Mutual Saturday, Jan. 8, at 10:15 p.m., EWT. Block's piece takes the form of a letter from a United States soldier located in a Pacific outpost.

## Gets 'March of Dimes' Post

Jane Moore has been appointed radio head of the Greater New York 1944 "March of Dimes" campaign, it was announced yesterday by Howard J. London, Radio Director of the National Foundation for Infantile Paralysis. Miss Moore formerly held a similar post with the National War Fund, and replaces Miss Jill Stephens, resigned.

## COMING and GOING

PHILLIPS CARLIN, vice-president of the Network in charge of programs, leaves on a trip of two weeks duration. He will be in Chicago on Monday and on Tuesday will leave that city for Hollywood.

THOMPSON L. GUERNSEY, general manager of WLBZ, Bangor, Me., affiliate of NBC, New York on station and network business.

WILLIAM M. DAWSON, JR., commercial manager of WARM, is in town from Scranton for confabs at the offices of the Blue work.

DR. ARTUR RODZINSKI, conductor of New York Philharmonic-Symphony, returns from a two-week vacation in time to give Sunday's concert over the Columbia network.

WALTER JOHNSON, sales manager of NBC, has arrived from Hartford for conferences with the New York representatives of the station.

ANDREW D. WEINBERGER, theatrical manager, has left for Hollywood on a business mission.

CLAIRE and MERNA BARRY, vocal duo on WHN, have returned from New York where they entertained at Army Camps over Christmas week-end.

PARKS JOHNSON and WARREN HULL will be in Minneapolis on Monday to broadcast "Vox Pop" program over CBS from the North Pump Company, largest naval ordnance plant in the nation.

DICK HAYMES, who has been piped in the West Coast on "Here's to Romance" several months, has just returned to New York and will be heard from this city on future broadcasts.

## Ray Gets CBS Position; Passman Goes To O

(Continued from Page 1)

expects to be assigned to OWI's Indianapolis office. Ray has been with OWI's operations department since 1929.

# 149 Accounts

As of December 1st, 149 advertisers are now using W-I-T in Baltimore. Not bad for a station that is 22 months old. Particularly, when you consider that among this total are many national accounts noted for their astute radio buying.



# WITH

TOM TINSLEY  
President

Represented  
HEADLEY-R

BALTIMORE



**GROUPS TO BE HEARD  
IN 5-HOUR PROGRAM**

**WMCA Will Carry Voices From  
Many Areas Saturday**

A five-hour radio program devoted to Christmas messages from groups of metropolitan New Yorkers are serving in war theaters around the world will be broadcast from 5 to 10.15 P. M. on Saturday at Station WMCA, it was announced yesterday. Nathan Straus, who recently purchased the station for regular

**WMCA, N. Y., Spending \$10,000 for 5-Hr  
Xmas Show to Airwave GI Greeting**

One of the most ambitious special broadcasts ever staged by an independent station is being lined up by WMCA, N. Y., to run for five hours Christmas night during which holiday

of the globe on Christmas. And WMCA, in one of the most ambitious programs ever attempted, will feature a five-hour cast

**TIDINGS . . .**

This Christmas WMCA came forth with a present, a precedent and a promise . . .

The present gave New York an astounding five-hour round-the-world broadcast of special greetings from local servicemen in action overseas . . .

The precedent created a distinguished new standard for independent broadcasting, proved what an aggressive station can accomplish alone . . .

The promise assured New Yorkers that this is merely the beginning of a great era in WMCA showmanship . . .

Watch the pacemaker. WMCA is on its way!

FIRST ON  
YOUR DIAL

**wmca**  
NEW YORK

FIRST IN  
SHOWMANSHIP

**HEARD AND  
OVERHEARD**

**From the War Zones**

Servicemen from New York, New Jersey and Connecticut who are stationed overseas will get a chance to send greetings home on Christmas Day during a five-hour broadcast over WMCA (5-10.15 P. M.). Pickups from

**WMCA to Bring Yule Greetings  
From City's Soldiers to Families**

Christmas greetings from New York service men stationed in all parts of the world will be featured on Christmas in a five-hour broadcast by WMCA in co-operation with the American Red Cross, the United Service Organizations and the War Department, it was announced yesterday by Nathan Straus, who recently purchased the station for regular

under the supervision of the War Department. Broadcasts from combat areas will be made by the Red Cross, while the station will supervise those from States territory and overseas. For the benefit of friends who fall to receive a copy of the original broadcast, a transcription will be made at midnight and copies are being prepared for family request. A copy of

**RADIO DAILY**

**WMCA 5-Hour Show To Air**

**New Yorkers Now Overseas**

**WMCA's Five-Hour Show**

LOS ANGELES

By RALPH WILK

RESULTS were not long forthcoming when Judy Canova, star of the Colgate-CBS "Judy Canova Show" introduced "I Was Wrong," a new song by the show's baritone, Eddie Dean, and Judy's brother Pete Canova, her business manager. The song has been taken for publication by the Southern Music Publishing Co., Inc.

Jack Sherman, on his "Housewives Exchange" program, heard Mondays through Fridays over KMPC, made an appeal for candy from his membership audience for the purpose of a group of needy children whose names do not appear with any charitable organization. Sherman is quite thrilled with the response he got. Many of those who were unable to get candy, sent in money. These gifts will be distributed to the children by the Goodwill Industry League.

Blanche Stewart, Brenda of Brenda and Cobina, has been in the Orthopedic Hospital here for over a year. To show her that she hasn't been forgotten, Sara Berner rounded up some of the radio gang and took them down to do a show for Blanche and the other patients. It was really a struggle to hold back tears when they called on Blanche to do one of her old routines with Alvia Allman and they wheeled Blanche out. Other entertainers were Dale Evans, Mel Blanc, Arthur Q. Bryan, Minerva Pious, John Brown and Sara Berner.

Our selection of the week of the most photogenic non-professional—Barbara Smitten of the Ruthrauff and Ryan office.

The Pan-American airways, "Clipper," which leaves Hollywood January 1, 1944 for stops among our South American neighbor countries, will carry CBS-KNX news analyst Harry Flannery as a passenger to Mexico City from where Flannery will embark on a series of conferences with high-ranking Mexican government officials and military leaders. Purpose of the junket is to bring back a realistic picture of Mexican-American relations and war activities. Dr. Wallace Sterling will "pinch-hit" for Flannery during his month's absence.

Linda Lee, Spike Jones' four-year-old daughter is already proving herself a chip off the old block. When Spike, whose City Slickers are heard on NBC's Arkansas Traveler and Furlough Fun programs, asked Linda what she wanted Santa to bring her, the youngster's only request was for a washboard. Spike was a bit amazed at such an unusual desire until Linda explained that the washboard she wanted must have horns on it—like the one daddy plays with his band.

Gracie Allen and George Burns train out for San Francisco immediately after their broadcast today. They will spend a week doing shows at Army camps and Navy bases in the North.

MAIN STREET



Radio Vitamins for Thursday! ! !

● ● ● Jimmy Durante will be the subject of a story by Dan Parker in the Jan. 8 issue of Collier's, in which Parker reviews "the amazing comeback" of Schnozzola. . . . Blue Network will launch a new series Jan. 10, entitled, "Looking Ahead," which will be an unusual type of public opinion airing. . . . Sgt. Sid Weiss, who pounded out many a Main Street col. . . . has arrived overseas. . . . the bashful child, on his arrival, had his picture taken. . . . and he looks swell. . . . Henry Jerome orchestra and the Barry Sisters will combine talents to make six Victory Records to be sent to army camps by the War Dept. . . . three of the songs will be Broadway show tunes and three others will be compositions by men in the service. . . . this col. is informed by Louis Greenfield, upstate publisher that he likes the occasional title here of Innocent Bystander. . . . because he has been trying to sell a radio show by that name the past four years. . . . many folks are still talking about the life-size figure of Aunt Jenny offering Spry Xmas cookies to visitors at Ruthrauff & Ryan last week. . . . C. J. McCarthy, Jr., who established a precedent for Xmas hospitality, had a time however keeping up with the demand. . . . Al Hollender, assistant to Lou Cowan at the OWI, studying Italian, possibly with an eye toward an overseas assignment.



● ● ● New setup at the Blue. . . . the partners of Ed Noble. . . . and the officials all seem pleased with the developments the past few days. . . . men who have been instrumental in steering the course for the network when it cast loose from NBC-RCA. . . . believe that the new affiliation such as "Time" and "Life" will prove a strong factor in giving the Blue an outstanding type of hot news pickups from all parts of the world. . . . then there is television. . . . Time has already demonstrated what it can do. . . . as witness the success of its March of Time films. . . . from this angle alone there is considerable innovation on tap. . . . Chester LaRoche is not only a good front man. . . . but one steeped in ad agency knowledge and certainly one who always knew what it was all about.



● ● ● First among the Year in Review programs was WOR's War Services and News Division's job which Mutual carried Tuesday night 9:30-10:30 p.m., EWT. . . . Dave Driscoll, head of WOR's department. . . . thought everything was set when the Scharnhorst was sunk and the additional New Britain landings were announced. . . . which necessitated changes in the script. . . . then Prescott Robinson the narrator was taken down with 102 fever and Frank Singiser took his place. . . . but the files of historic recordings made a great program. . . . bringing on the voices of Roosevelt, Churchill, Madame Chiang Kai Shek, General Eisenhower, Cordell Hull, General Montgomery and others. . . . all being actual sounds of history in the making and voices heard on unusual occasions during the year. . . . program itself was dedicated to Frank Cuhel, Mutual's foreign correspondent who lost his life early this year as he carried out an assignment with the same "courage and spirit found in all press correspondents of the United Nations."



● ● ● What bids fair to be the nation's biggest clambake since the days when Paul Whiteman, Lombardos, Dorseys, Eddie Duchin and others were voted all-star orchestras, is scheduled for Jan. 18, when Esquire's all-star combination premieres at the Metropolitan Opera House in N. Y. . . . insiders of the business are of the opinion that while the musicians chosen are individually tops. . . . collectively they may sound like any other honky-tonk jam session. . . . among the stars selected in the Esquire poll are. . . . Louis Armstrong, Jack Teagarden, Benny Goodman, Art Tatum, Red Norvo and Cootie Williams.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

TWO more WGN programs have been renewed — "Distinguished Guest Hour," sponsored by Colson, Pirie, Scott Co., Chicago department store, and "Ticonderoga Musical Notes," sponsored by Joseph Dixon Crucible Co., of Jersey City, N. J. "Guest Hour" renewal, through Smith Benson and McClure, is effective Jan. 9. Program features minute addresses by men and women of national prominence, and is heard Sundays from 1:15 to 1:30 p.m., CV "Ticonderoga musical notes," a program of recordings, renewed effective Jan. 3, through Federal Advertising Agency, New York, is heard Mondays through Fridays from 11:05 to 11:10 p.m., CWT.

Stations To Join CBS

KEYS, Corpus Christi and KGFB Harlingen, Texas, will begin operating as CBS affiliates on or shortly after January 1, 1944. These stations signed affiliation contracts with the network some months ago, but links were not available then. KEYS operates full time on 1,490 kilocycles with 250 watts power; KGFB operates full time with 250 watts power on a frequency of 1,240 kilocycles.

The TEXAS RANGERS

now

Selling Hair Tonic on W T M J Milwaukee, Wis.

... also selling many other products on many other stations.

George E. Halley TEXAS RANGERS LIBRARY HOTEL PICKWICK KANSAS CITY, MO.

# Philly Stations Co-operating On Education Board Shows

(Continued from Page 1)

and to encourage children to become acquainted with the library in their school or community. Posters, advertising the program, have been displayed in schools and libraries, and teachers report that the children do not only enjoy the program but want to read stories like the ones they hear. "Music in the Air" produced by Skipper Dawes, Educational Director of WFIL, in cooperation with the Division of Music of the Public Schools, is broadcast every Wednesday at 2:00 p.m. Such topics as Rhythm, Melody, and Harmony, are presented in a delightful manner, and illustrated by the studio orchestra with an occasional talented guest from the schools.

On Fridays at two o'clock "The Maker City Scrappers" are on the air. This program begins with a five minute playlet written and produced by the boys and girls of an elementary school to publicize a scrap drive, for the Red Cross, or one of the various home-front activities. The last ten minutes of the program are devoted to an episode in the life of Gilbert the Flea." This is in the form of an entertaining narrative with a piano accompaniment, written and produced by Skipper Dawes. Filbert's adventures in wartime activities on the home front are making a real contribution to the war effort. "Our Philadelphia Schools" are on the air at KYW at 9.15 every Wednesday morning. These programs are dramatic in content and are planned for secondary school listening. Some

of the scripts which have been presented this term, such as the stories of Russell Conwell and Martha Berry were written by members of the Radio Workshop of the Philadelphia Public Schools last summer.

"Junior Town Meeting" the first program of its kind in the country, is a half hour program presented in cooperation with Catholic and Private Schools, every Thursday morning at 9:15. Three secondary school students present their opinions on some current topic, such as "Should Women Continue in Their Wartime Jobs After the War?" After a formal presentation of the three points of view, a group of boys and girls from several schools have a chance to ask questions of the speakers on the panel. Young people, while they learn how to build today for a better tomorrow, begin to realize the great privilege which is theirs, of free speech in a free country.

Every Friday at 1:30 at KYW, the University Museum in cooperation with the Philadelphia Schools presents "Once Upon a Time." In this program, a legend or a story of some country now engaged in the war is dramatized. During the months of December and January boys and girls will hear legends of old China.

The Radio Committee of Philadelphia is actively engaged both in producing programs and in visiting the schools to stimulate classroom utilization of radio. So far they feel that the results have been highly gratifying.

## EC To View "On The Air" Westinghouse Movie

(Continued from Page 1)

ans, Westinghouse vice-president, will be the principal speaker. He will be introduced by Lee B. Wailes, general manager of Westinghouse Radio Stations, Inc.

## g New Year Eve Show Sked By Smith-Collins

A gala New Year's Eve program has been lined up by Producer Ted Collins for "The Kate Smith Hour," broadcast over the Columbia network today, December 31. On hand will be notable guests recruited from stage, screen and radio, as well as the cast of "It Pays to Be Ignorant." He sings a group of favorite tunes, both new and old, while Jack Miller conducts the orchestra.

## Holiday Sponsor

Oakland—One of Oakland's leading department stores (Capwell, Sullivan & Furth) sponsored 16 special Christmas programs over KLX Christmas Eve and Christmas Day. The programs lasted approximately 10 hours.

## Special New Year Shows Scheduled Over WNEW

(Continued from Page 1)

ables, will discuss the coming New Year and what it holds in store for Americans, in a special program titled "Hello, 1944," over WNEW Saturday, Jan. 1, from 12:00 noon to 12:30 p.m. Helen Menken, Paula Lawrence and Paul Draper are the stage people to be heard during the special broadcast.

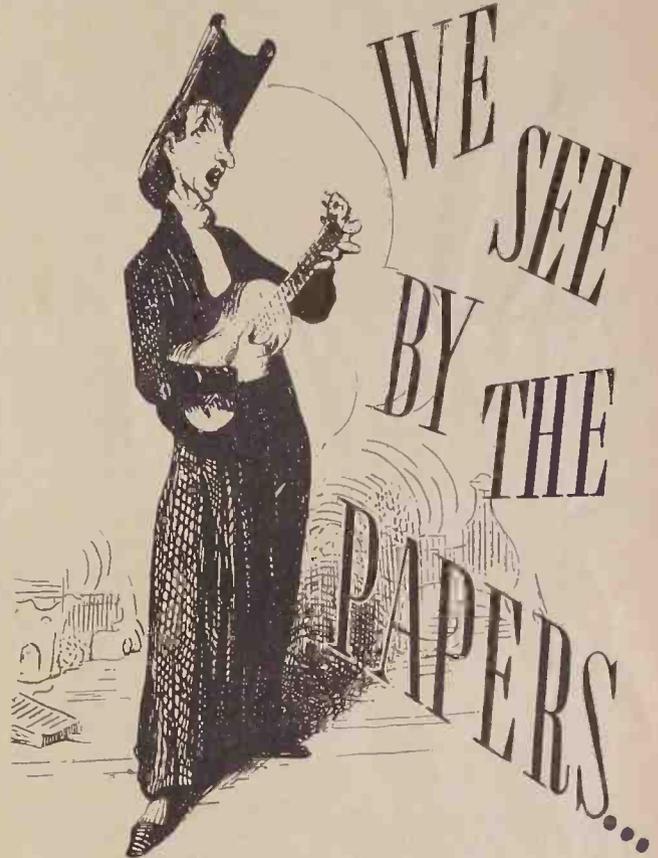
On the same day, from 10:35-11:00 p.m., WNEW will present "This We Have Done," an Associated Press dramatization of events of 1943.

## WHN's New Policy

Beginning Jan. 1, WHN will drop all mail order business, Herbert L. Pettey, station director, announced yesterday. Available time opened by elimination of m.o. business will be filled with live and recorded shows with emphasis being placed on special events programming.

## Loder Succeeds Foster

John Loder, Hollywood screen actor, succeeds Preston Foster as host and director of the "Silver Theater" program over CBS beginning with the broadcast of Sunday, Jan. 2, 6 to 6:30 p.m., EWT.



Here at WOR we have watched them grow—paper by paper, year by year. From an impressive handful of regular WOR program listings in less than fifty newspapers in 1936, the number has soared to 191 newspapers—in 140 cities and towns—which list WOR's programs daily.

Local papers? Local cities? Well, "local" in the sense that 104 of these daily papers (read by 8,953,000 people!) are in WOR's Guaranteed Area. And that area stretches powerfully into 7 great states containing 16 war-wealthy cities of more than 100,000 people each.

The other 87 papers? Three of them are in Canada, and they're read daily by 307,717 people in Montreal, Halifax and St. John. Others are in New Hampshire, West Virginia, Maryland, Vermont, Western Pennsylvania, Massachusetts, and five other eastern states.

As editors are not philanthropists, but print only what their readers want, this, we think, indicates rather strongly that at least 10,624,966 people who read 191 daily newspapers have a profitable curiosity to know what's on that powerful station . . .

# WOR

at 1440 Broadway, in New York

## GUEST-ING

WILLIAM H. DAVIS, head of the WLB; COL. H. B. LODER, chief of intelligence in the Corps of Engineers; ANNA STEN, Russian film actress, and DR. DANIEL POLING, editor of "The Christian Herald," on the "March of Time" program, today (WEAF-NBC, 10:30 p.m.).

BURL IVES, guitarist and vocalist, on the "Bright Horizon" show, today (WABC-CBS, 11:30 a.m.).

DR. HOWARD E. KERSHNER, director of the International Commission for the Assistance of Child Refugees and formerly director of relief in Europe for the American Friends Service Committee, and BLAIR BOLLES, special writer for the "Washington Star," discussing "Can We Feed the Starving Children of Europe Without Aiding the Enemy," on "America's Town Meeting," today (WJZ-Blue Network, 8:30 p.m.).

CASS DALEY, comedienne, on Bing Crosby's "Kraft Music Hall," today (WEAF-NBC, 9 p.m.).

AUDREY MARSH, soprano, and LEONARD WARREN, baritone, on the "Broadway Matinee" show, tomorrow (WABC-CBS, 4 p.m.).

PAT O'BRIEN, on Bill Stern's "Colgate Sports Newsreel," tomorrow (WEAF-NBC, 10:30 p.m.).

EDWARD EVERETT HORTON, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 8 p.m.).

LIEUT. GEN. IRA C. EAKER, Commander of the U. S. 8th Air Force; CECIL B. DeMILLE, EVELYN KEYES, and CARLO RAMIREZ, on RCA's "What's New," Saturday (WJZ-Blue Network, 7 p.m.).

FRANCIS SAYRE, special assistant to the Secretary of State, on Billie Burke's "Fashions in Rations," Saturday (WABC-CBS, 11:30 a.m.).

BETTY CAINE and CARL FRANK, on "Armstrong Theater of Today," Saturday (WABC-CBS, 12 noon).

HARRY D. GIDEONSE, president of Brooklyn College, and DR. HARRY A. OVERSTREET, author and lecturer, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

REV. E. S. HJORTLAND, U. S. Army chaplain of Camp Patrick Henry, Va., on Columbia's "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

WILLIAM BENTON, vice-president of the University of Chicago; GRAHAM HUTTON, former editor of the "London Economist," and CALVIN HOOVER, professor of economics at Duke University, discussing "Economic Stumbling Blocks Between the United States and Britain," on the "University of Chicago Round Table," Sunday (WEAF-NBC, 1:30 p.m.).

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

## As Resolutions Go. . .

**R**INGING out the old year has always been the time to prepare a welcome for the new with a set of resolutions. Have you got a few penciled in for the coming year's log? Well, if you have, its time you did something about them—or took them off your program sheet.

★ ★ ★

Drumbeaters should resolve to stop wasting paper. Bending over a hot typewriter all day, batting out handouts for broadcast personalities and programs, may have caused some of the publicity crowd to forget the current lack of paper. Seriously, though, the pulp shortage has hit the war effort hard. Praise agents ought to bear this in mind in their bread-and-butter scramble to break into print, and limit their output to reasonable lengths.

★ ★ ★

Aside to the NAB: Looking back at your recent film promotion, "Air Force and the Retailer," it seems like a good idea to resolve that future movie presentations be made with the advice and counsel of Hollywood specialists. Though consensus was that your celluloid efforts did a fair institutional selling job, there was some opinion that the production failed to hypo retailers' interest in the airwave medium.

★ ★ ★

Radio's all-out contribution to the war effort may have overlooked broadcast folks in the armed forces. Now is a good time for a resolution to write them regularly, particularly those on foreign shores. Let's not forget that it will be due to their sacrifices that Gen. Eisenhower's pledge of victory on the European front in the coming year will be achieved.

★ ★ ★

Webs and indie outlets can start off the year on the right foot by resolving not to boast of news beats and other "firsts" connected with the war. Chances are the scoop merely involves a matter of minutes or a few hours at most, and bragging about your small part in relaying a major war event isn't in very good taste, anyway. Industry and sponsors alike would do well to eliminate flag-waving booklets about receiving "E" and other awards, thus, incidentally, saving a lot of paper in the bargain.

★ ★ ★

Programming can also stand a few new-year suggestions. For instance, producers might take a little soap out of the daytime operas and use it to ease up those perennially squeaking doors. Sponsors should resolve not to tie up the virtues of their products with references to the war; too many commercials nowadays lead up to the sales pitch with confusing remarks linking it to civilian defense activity or the like. Novel switch suggested by a long-inhibited control-room steward is to put the actors behind the glass and place the panel-room crew in front of the mike.

★ ★ ★

CBS, quips a tele enthusiast, should make use of its abandoned sight-and-sound studio, largest in the world, we're told, with about 925,000 cubic feet of space. Metropolitan Television, relays another eye-and-ear gagster, ought to get a transmitter this year and start telecasting on its channel eight. Industry feeling is current that the tele panel of the Radio Technical Planning Board should resolve to settle the problems of sight-and-sound standards without any more delay.

★ ★ ★

Just like most things that are supposed to be good for you, you'll try and try to make your resolutions work, then probably lose whatever fun you're still getting out of life. If you can't make the grade, there's no use tearing your hair out—unless you're whipping up a toupee for your bald-headed sound-effects man or making yourself a hair-shirt filter. Calm yourself and think it over. If you really want to have a happy new year, stay in the old rut and, chances are, as time goes by, you'll do better. If you don't improve, you can still go in for basic English or take up sword swallowing.

## NEW BUSINESS

KPO, San Francisco: Kay Jewel Co., "Sweetheart Swingtime," tri weekly hour of dance discs, 26 weeks, through Garfield and Guild; Swift Co. (All Sweet Margarine), five participations weekly in Woman's Magazine of Air, 26 weeks, through J. Walter Thompson; Calif. Dairy Council (dairy products), participation in Woman's Magazine of Air, tri-weekly, four weeks, through BBD&O; Johnse & Johnson (surgical dressings), tri weekly anns., ETs, through Young Rubicam, 13 weeks; Chamberlain Sale Corp. (hand lotion), "Music of the Stars" ETs, 8 weeks, through Carey Ainsworth, Inc.; Arvey Corp. (R-V Lite), participation in Farmers Digest, 13 weeks, through First United Broadcasters; Breuner's (home furnishings), anns., through Emil Reinhardt agency; Fred Benioff Co. (furs) "Woman's Magazine of Air" participation, 10 weeks, through Theo H. Segal agency.

WOAI: San Antonio: Carter Products Inc. (Arrid) one-min. ETs, five per week for one year; Jorrie Furniture Co., one ann. per week; Carte Little Liver Pills, seven ETs per week for one year, through Ted Bates; Rit Dyes, three one-min. ETs per week; Clegg Co., one ann. per week through Coulter-Mueller-Grinstead; Purina Mills, three 15-min. studio programs per week, through Gardne Advertising Agency; B. C. Headach Powder, 12 ET anns. per week through Harvey-Massengale Advertising Agency.

## McClintock Plans Trip

Miller McClintock, president of the Mutual Broadcasting System, leaves the New York home office on Monday, January 3, for a projected week's trip to Chicago, Minneapolis, and Boston, where he is scheduled to address advertising and sales management executives. Mr. McClintock, who will speak on "Peace Is A Business Proposition" will address the Minneapolis Advertising Club on Wed. January 5 and the Boston Sales Management Club of the Boston Chamber of Commerce on Friday, January 7.

## Heads WCAU Promotion

WCAU, Philadelphia, has announced the appointment of Leo A. Steedle, as director of station and sales promotion. Steedle, former president of Steedle & Copeland Advertising Agency, Pittsburgh, replaces Emma Mae Roberts, who has resigned. Steedle will begin his new duties immediately.

## Peak in Plugs

With a total of 63 nationwide network broadcasts during December, Robert M. Gillham, director of advertising and publicity for Paramount Pictures, declares it was the largest number of radio network plugs for any month in the company's history.

# WHO'S WHO IN RADIO

## CHESTER J. LaROCHE

**A** YALE quarterback who scored the Blue's only touchdown against Harvard in Percy Haughton's nine-year regime as Crimson coach, Chester LaRoche is a Boston Boy who made advertising his goal. The new chairman of the Blue Network's executive committee resigned as board chief of Young & Rubicam in the late Summer of this year to head the War Advertising Council, which is mobilizing ad power to back the war effort.



"advertising his goal"

Outbreak of World War I interrupted young Chet LaRoche's education. He doffed the Eli's blue for a suit of Navy blues. Serving as a turret officer, he witnessed the defeat of the German armada at Scapa Flow. A year after the Armistice, he was back in Yale's gridiron lineup.

Following graduation, Chet landed a job on the sales staff of "Collier's Weekly." On his list of prospects was Young & Rubicam, then a medium-size Philadelphia agency, which hired him as a contact man in 1925. With the expansion of Y & R a year later, he went along to New York with the

growing ad outfit. LaRoche moved upward steadily as the agency spurred ahead in size and prestige. He became executive vice-president; president, in 1934, and in 1942, he was named chairman of the board.

A family man, Chet LaRoche has four children, the last two by his present wife, the former Clara Russell sister of film star Roz Russell. He has a country house in Fairfield, Conn., and a town home in Gotham. Firm believer in keeping fit, he plays a lot of tennis and squash.

# Today!

at the

## RADIO EXECUTIVES CLUB

### "ON THE AIR"

The Story of Radio Broadcasting. A sound movie designed for Public Relations use in the interest of broadcasting.

WALTER EVANS

Westinghouse vice-president will address the gathering. Mr. Evans will be introduced by Lee B. Wailes.

Luncheon... 12:30 sharp

Gothic Lounge

Hotel Shelton

Lexington Avenue at 49th St.



### New Educational Series Arranged In Canada

(Continued from Page 1)

casts will also be used for the Protestant schools of Quebec, and will be heard over stations CBM Montreal, CHLT Sherbrooke and CKCV Quebec.

The series, which will be broadcast from 2:30 to 3 p.m., on Fridays, will be opened by Hon. George A. Drew, Prime Minister of Ontario and Provincial Minister of Education.

The musical part of the programs will consist of recitals by prominent living artists, including solos and varying combinations of players and singers. Included in each broadcast will be a 10-minute commentary by J. R. Fenwick, provincial supervisor of music for Ontario, who will explain the meaning of each selection and guide the pupils in their listening.

The series is primarily intended for grades VII and VIII, radio authorities point out, but other age groups will find the series helpful.

### "Quiz Kid" Is Actress

Joan Shephard, ten year old actress of the Chicago company of "Tomorrow The World," will make her second appearance with the "Quiz Kids" on their Blue Network broadcast of Sunday, Jan. 2, at 7:30 p.m., EWT.

### Grid Preview On CBS

A special broadcast on the night before the New Year's Day Sugar Bowl game between Tulsa University and Georgia Tech will be heard over CBS from Antoine's Restaurant, New Orleans, tomorrow (WABC-CBS, 11:15 to 11:30 p.m., EWT). The preview will be conducted by announcer Larry Wismer who, on the following day, describes the Sugar Bowl game from New Orleans.

### Blue Net—"Time" Deal Clarified By Larsen

(Continued from Page 1)

founding of "Time," the Weekly News-magazine," Larsen explained.

"The precise nature and extent of the association between Time, Inc. and the Blue Network will, of course, evolve gradually," Larsen pointed out. "Looking to the period after the war, it is the hope of both organizations that Time's News Bureau will be able to make the services of its world-wide staff of foreign correspondents available on the Blue Network to supplement the Network's own news services.

"Thus it can be said that we do not view our Blue Network stock merely as an investment. Yet, at the same time, it should be made clear that Time, Inc., will have no authority over or responsibility for any Blue Network programs or policies—except for those programs, such as the present 'Time Views the News,' which Time, Inc., itself presents over the Blue."

### Duff, Pittsburgh, Extends Pact On CBS Coast Web

(Continued from Page 1)

of philosophy and human interest angles on a wide variety of topics, Tuesdays and Thursdays at 5:00 PWT on an eight-station hookup, was signed in September for a 13-week run. The new contract extends the twice weekly arrangement through the end of March, 1944.

In addition to the Columbia Pacific Network, 51 other radio stations in key markets are on the Duff schedule. One year ago, only 19 stations were on schedule as against 59 today. The Bothwell Advertising Agency of Pittsburgh handles the account.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— OHIO —

**CINCINNATI**—Bob Brumby, International News Service war correspondent, back from the South Pacific, will be the World Front Guest Observer for WLW broadcasts on Jan. 1 and 2. . . . Howard R. Chamberlain, WLW program director, and William Dowdell, WLW news editor, received honorable mention when the Cincinnati "Enquirer" on Dec. 26 announced results of its annual consensus of the 10 best news stories of 1943. . . . Latest member of the WLW talent staff to join the armed forces is Merle Travis, guitarist with the "Boone County Jamboree" . . . WLW's "Boone County Jamboree" returns to Cincinnati's auditorium for its annual New Year's Eve show, beginning at 9:30 p.m. Supplementing the "Boone County Jamboree" program will be a variety show, with a host of WLW musical and comedy stars.

— MISSOURI —

**KANSAS CITY**—Coffee addicted announcers of the WDAF staff, denied their favorite brew when the coffee delivering service of the cafe they patronize suspended activities due to the manpower shortage, are solving their problem by brewing their own from a brand advertised on a coffee sponsored serial aired over the station. . . . WDAF's Yuletide broadcasting schedule was highlighted Christmas Eve by a pickup from K.C.'s Municipal Auditorium of the Serviceman's Party; the first of annual celebrations exclusively for visiting and hometown service men and women. . . . The Kansas City Power & Light Co. renewed for a year, over WDAF, their morning disc show, "The Musical Clock Revue."

— NEW YORK —

**NEW YORK CITY**—The basketball game that will pit St. Johns University against Kentucky, will be broadcast December 30, over WINS at 9:45, until conclusion. . . . Hans Jacob, WOV news commentator will make a special New Year's broadcast via short wave on Friday, December 30, at 5 p.m., EWT. . . . A Yuletide party for wounded and disabled Marines undergoing treatment at various hospitals in metropolitan New York will be aired over WNEW, Thursday, Dec. 30, from 9 to 9:30 p.m., with Paula Stone, WNEW Hollywood commentator, as mistress of ceremonies.

**HAPPY BIRTHDAY TO YOU**

December 30

Owen Crump      Bob Hanson  
Stanley High      Arthur Kass  
Lucille Linwood      Vincent Lopez

— FLORIDA —

**MIAMI**—Baloned by Earl Barr Hanson, WIOD musical director, WIOD's Merriemen supplied the "jam" at a cocktail party for the station's employes at one of Miami's leading night spots. . . . Jack Ellsworth, WIOD's "Dream Buster" and Marvin Burick, sportscaster, are in bed with the flu. . . . Leonard K. Thompson, mayor of Miami, sent Christmas greetings to all "WIODians on Friday over the facilities of WIOD.

— ALASKA —

**FAIRBANKS** — KFAF announces that effective immediately they will operate on 10,000 watts and 660 kilocycles from 7 a.m. to 12 midnight, daily, and from 2 p.m. to 12 midnight on Sundays.

— NEW JERSEY —

**PATERSON**—On January 8, from 10:35 to 11 a.m., WPAT will broadcast, from the auditorium of the West Side High School, Newark, the presentation of awards to winners of a state-wide essay contest on Latin America for high school students sponsored by the New Jersey International Relations Forum of Montclair State Teachers College. Following the presentations, the winners will be interviewed over the air by Dr. W. Harry Snyder, who heads the Department of Social Studies at Montclair.

— DISTRICT OF COLUMBIA —

**WASHINGTON**—Arthur J. "Dutch" Bergman, coach of the Eastern champion Washington Redskins pro football team has contracted with WRC as the station's sports commentator. Beginning January 24, at 6 p.m., Dutch will be heard in a five-minute show six days a week under sponsorship of Grove Laboratories.

— COLORADO —

**DENVER** — Veteran newspapermen Ernest H. Mitchell, of the Denver "Post," and Adolph "Bud" Mayer, of the Rocky Mountain News, have been added to the news staff of KLZ. . . . Miss Sybil England, KLZ continuity editor, recently became the bride of 1st Lt. Nathaniel Crawford. . . . Dundee Clothes, through Max Goldberg Ad Agency, will renew for another 52 weeks their temperature report service schedule of announcements, over KOA, beginning January 1, 1944.

— INDIANA —

**VINCENNES**—The Vincennes Rotary Club gave its 23rd annual orphans Christmas party and WAOV carried the program of entertainment furnished by personnel of nearby George Field. . . . WAOV has offered its services to promote funds for a loud speaker system for the new U.S.S. Vincennes and reports a favorable response.

— PENNSYLVANIA —

**PITTSBURGH**—Marine Captain James B. Rock, former KDKA station manager, visited the pioneer station studios during the Christmas season. Captain Rock recently was transferred from Camp Murphy, Florida, to the marine corps signal supply depot at Philadelphia. . . . Johnson & Johnson, through the Ferry-Hanley Ad Agency, has taken one year of station breaks on KDKA effective January 3, 1944 to promote Tek Tooth Brushes.

— TENNESSEE —

**MEMPHIS**—WHBQ manager, Bob Alburty, was elected president of the Memphis Exchange Club in recognition of his outstanding civic work. . . . WHBQ reports it wound up the 1943 season with a 30 per cent increase in volume over its previous year. . . . A three-time-weekly quarter-hour of nothing but the blues is the description WHBQ sends along of its newest sponsored show, "Blues Time."

— PENNSYLVANIA —

**PHILADELPHIA**—Ted Oberfelder, WFIL director of promotion, has been assigned the additional duties of trade paper publicity director. . . . The flu epidemic has taken a heavy toll at WPEN. Bob Bloomfield, continuity director, Rhoda Otis, publicity and promotion director, Hilda Rosen, head bookkeeper, Dorothy Wolf, commercial department, Mina Stern and Estelle Channick, receptionists, Madelyn Roberts, secretary, and Edna Jacobi, switchboard operator are all out at the same time. . . . One album of Carmen Miranda recordings will be given away over WPEN's "950 Club" and the "Nite Club of the Air" shows respectively, in conjunction with

the moving picture coming to the Theater, "The Gang's All Here" . . . WPEN announces that the Daily "News" bought five 10-minute programs a week from WPEN, and in return has given the station space allotment.

— CALIFORNIA —

**OAKLAND**—1944 conference basketball in Northern California will be aired by KLX under the sponsorship of Tidewater Associated Oil Co. with Bill Tobitt, KLX sportscaster covering the play-by-play descriptive Business was placed through Buchanan & Co., Inc. Ad Agency, S. Francisco.

— MASSACHUSETTS —

**WORCESTER**—First repatriate to return to Worcester via the exchange ship Gripholm was interviewed recently on WTAF Special events chief Bob Dixon took WTAF mike into the home of Miss Mart H. Phillips, who had lived in Chefoo, China, for the past seven years. Miss Phillips described "Pearl Harbor Day" Chefoo when the Japanese assumed command and told WTAF listeners of her experiences under Axis "protection."

"IT'S ALWAYS ON YOUR DIAL"

710 770 880 930  
WEAF WOR WJZ WABC WPAT

**WPAT**

ON YOUR DIAL AT

**93**

**93... IS THE KEY**

. . . that opens the door to our house . . . so pay us a visit and we'll guarantee you a most pleasant reception.

Drop in any day for Luncheon With Helen . . . but come early . . . between 10:35 and 11. Or come between 1:05 and 1:30 . . . and enjoy Music A La Mood . . . our good music program that wins hundreds of new listeners weekly.

But the important thing is . . . COME. We've given you the key...93 on your radio dial. Use it to get acquainted with... the fastest growing station in the metropolitan area.

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

# No 'Newspaper' Decision

## Many Dance Bands Set Webs' 'Eve' Parade

Network contribution to the New Year's Eve spirit, will include a strong dance orchestras from midnight with an added feature for a half-hour before that time being a special roundup of editors and editorial writers over NBC at 11:30-Midnight. CBS will have three hours of dance music, starting off with Count Basie following in succession with Benny Tucker, Guy Lombardo, Ray Charles, Charlie Spivak, Shep Fields, Fanny Dunham, Eddie Young, Abe Lincoln, Harry James and Frankie

*(Continued on Page 14)*

## N. Y. Radio Committee Decides To Continue

Radio Committee of the City of New York, as a result of the Christmas Day alert requested of stations in the city, held a meeting yesterday which it was unanimously decided to continue the committee as an organization and group which will act as the link between radio

*(Continued on Page 3)*

## Lowell Thomas Returning As An NBC Newscaster

News commentator Lowell Thomas, returns to NBC under Sun Oil sponsorship on Monday Jan. 24, in a five-day-a-week program to be heard 6:45-7:30 a. m., EWT. Network will be 29 stations; Roche, Williams and Cunningham placed the account.

Thomas, who has been heard on

*(Continued on Page 2)*

**"Come Boss"**

New York Philharmonic Symphony Society wanted to give its director Artur Rodzinski a present at this time of the year and nosed around for a likely hint. The maestro didn't want a cherished old MMS of Bach's nor an engraved watch. All he wanted was a Guernsey cow for his farm at Stockbridge, Mass. and the Philharmonic presented him with one named "Tulip."

## Trends and Events in Radio And Television, 1943

Radio had a great number of "firsts" during the year, such as the Casablanca Conference, important addresses by government officials of considerable news content; strong support of War Bond sales and similar drives and a consistent flow of government messages via OWI allocation schedules. Radio generally tightened its whole-hearted support of the war effort and as a means of information and entertainment.

Major problems for the industry executives to contend with included the AFM ban on recordings; Selective Service regulations and AFRA negotiations.

New high was reached in the matter of industry relations with the FCC and regulatory policies of the agency as pertaining to public and Congressional interest. During 1943 added interest accrued via the Supreme Court Decision of May 10, upholding the FCC's network regulations; White-Wheeler Bill hearings to revise and definitely define the Commission's powers under the Communications Act attracted considerable attention and Sen. Wheeler predicted a bill about the middle of January, 1944; Kerr committee report on FCC employees was another important paper as well as the public statements on programming and other policies by Chairman J. L. Fly of the FCC and other members of the Commission.

News and controversial issue program policies along with public service angles received special attention and this resulted in public statements by Chairman Fly, a CBS statement of policy on new commentators, efforts by the CIO and other labor organizations to buy time; talk inside and outside the industry relative to radio's handling of controversial issues and much emphasis by officials on better programming.

Although all the large networks enjoyed strong gross revenue increases, The Blue Network and Mutual had exceptional growth in sales volumes. Spotlight naturally fell on the Blue when Edward J. Noble, new owner indicated his policies on controversial issues and later on network ownership. Subsequently, Time, Inc. and Chester La Roche each acquired a 12½% interest in the network. Mutual took the spotlight when its first paid president set new plans of expansion and development.

Radio listening and advertising expenditures coincident-

*(Continued on Page 13)*

## FCC Still Debating Such Ownerships Of Stations

Washington Bureau, RADIO DAILY

Washington—The FCC was nearly pressured into an announcement yesterday of its stand on newspaper ownership, after the breaking of a story in the morning by United Press which alleged that the Commission has already voted with but one dissent to oppose further expansion into radio by newspapers. The story, immediately denied by Chairman James Lawrence Fly, alleged that the dissenter was Commissioner T. A. M. Craven. The reported commission action, a Congressman was quoted: "Flatly endorses diversification of"

*(Continued on Page 14)*

## Daytime Non-Serials Reveal Upward Move

Upward trend in the past year's volume of sponsored network non-serial programming during daytime weekday hours is disclosed in the review of 1943 daytime listening issued by C. E. Hooper "national" program ratings. December broadcasts of this type totalled 22¾ hours weekly, indicating an increase of three and a half

*(Continued on Page 3)*

## Celanese Corp. Adding 13 For Total Of 134 On CBS

Celanese Corp. of America yesterday announced the addition of 13 CBS outlets to the network of its "Great Moments in Music" program.

*(Continued on Page 2)*

**Switch**

Harry Hershfield, Joe Laurie Jr. and "Senator" Ford who comprise the trio of joke savants on NBC's "Can You Top This," insist that the fly story has more switches than any other. This they claim is the best: The restaurant manager congratulates the patron stating, "The waiters were trying to catch that fly all day and you a total stranger, did the trick."



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

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# FINANCIAL

(Thursday, December 30)  
 NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	156 1/8	155 3/8	156 1/8	+ 7/8
CBS A	26	24 7/8	26	+ 1 1/2
CBS B	25 3/4	24 3/4	25 3/4	+ 1/2
Crosley Corp.	17 1/2	16 3/4	17 1/2	+ 3/4
Farnsworth T. & R.	9 5/8	9 1/2	9 5/8	+ 1/4
Gen. Electric	37	35 7/8	37	+ 1 3/8
Philco	25 1/4	25	25 1/4	+ 3/8
RCA Common	9 1/2	9 1/8	9 1/2	+ 7/8
RCA First Pfd.	70 1/4	70 1/4	70 1/4	+ 3/4
Stewart-Warner	11 7/8	11 1/2	11 7/8	+ 1/2
Westinghouse	94 1/4	94	94 1/4	+ 1 1/4
Zenith Radio	34	33 3/8	34	+ 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	3 1/4	3 1/8	3 1/4	+ 1/8
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## Celanese Corp. Adding 13 For Total Of 134 On CBS

(Continued from Page 1)  
 Broadcast Wednesday evenings from 10:00 to 10:30 EWT, the program is currently being heard on 121 CBS stations. The addition of KEYS-Corpus Christi, KGBS-Harlingen and KTBC-Austin, Texas; WDWS-Champaign, WDAN-Danville, WSOY-Decatur and WTAX-Springfield, Ill.; WFMD-Frederick, Md.; WJLS-Beckley, W. Va.; WHOP-Hopkinsville, and WPAD-Paducah, Ky.; WLBC-Muncie, Ind.; and WWNY-Watertown, N. Y. effective January 5, 1944 brings the network of the program to 134.

"Great Moments in Music" featuring Jean Tennyson, Jan Pearce, and Robert Weede with George Sebastian conducting the orchestra and chorus began on CBS January 7, last on a 51-station network. It increased to the full chain of Columbia stations on October 7, 1942. The program was the first coast-to-coast show by any textile manufacturer and was Celanese's first venture into the field of radio advertising.

Young & Rubicam, Inc. is the agency.

## WDHF Joining Blue Web; Total Affiliates Now 175

Effective Jan. 3, WHDF, Calumet, Mich., will become affiliated with the Blue Network as a member of the Michigan network. The addition of WHDF will increase the number of Michigan network stations to 11, and the total number of Blue Network affiliates to 175.

WHDF, owned by the Upper Michigan Broadcasting Company, operates full time with a power of 250 watts on a frequency of 1,400 kilocycles. John W. Rice is the manager.

## Lowell Thomas Returning As An NBC Newscaster

(Continued from Page 1)  
 the Blue for some years since first starting on NBC in 1930, has had a varied career leading up to his radio days. Successively a printer, pressman, police reporter, war correspondent and explorer, he eventually became a lecturer and college professor. His broadcasts on the Blue terminate shortly.

## Tracy-Locke-Dawson Firm Dissolves Effective Today

Tracy-Locke-Dawson, Inc. advertising agency, a Texas corporation, operating offices in New York and Dallas, announces dissolution of the present corporate structure, effective today. The Texas end of the business will be continued by Executive Vice-President Raymond P. Locke and associates of the Dallas organization. Most of the New York organization, headed by President Joe M. Dawson and Vice-President Manfred Darmstadter will affiliate with an outstanding Eastern agency, to be announced.

The business was founded by Shelley E. Tracy and Raymond P. Locke at Oklahoma City, in 1913, and operated as Southwestern Advertising Agency until 1928, when it was incorporated under Texas Charter as Tracy-Locke-Dawson, Incorporated. The New York office was established in 1933. The dissolution of the corporation is regrettable, says a statement from the firm, but becomes expedient because of current manpower shortages and corporation regulations which offer particular difficulties to businesses in the personal service classification. For ten years, the two offices have operated practically as independent units, each staff complete in itself, but cooperating in matters of mutual advantage to clients in the respective territories. Clients, states the agency, have been informed of the reasons incident to the change, and fully approve.

## Straus Appoints Goldstein Vice-President Of WMCA

Nathan Straus, president of WMCA, announced yesterday the appointment of Leon Goldstein, news and special features director, as Second Vice-President of WMCA. The appointment is effective as of January 1, 1944. Other officers of WMCA, appointed since Straus assumed control, are Herman M. Stein, Secretary and Treasurer, and Charles Stark, First Vice-President and General Manager.

## "Archie Andrews" Set For Series Over WOR

"Archie Andrews," comic-strip hero, bows in over WOR, New York, in a five-a-week series, beginning Monday at 5:15 p.m. Show, which replaces "The Black Hood," features Jackie Grimes in the title role and Cam Andrews as Jughead. Charles Schenck directs scripts by Howard Merrill.

## RCA Honors Employees Who Died In Service

Two former RCA Victor employees, killed in battle since Pearl Harbor, were honored during ceremonies in which two important pieces of radio equipment were dedicated to them.

The men honored were Apprentice Seaman Walter H. Simon, who died aboard the U.S.S. Arizona when the Japs bombed Pearl Harbor, and Sergeant Robert F. Gunson, tail gunner on a bomber, who was killed on a mission over Germany.

The dedication ceremonies, which were sponsored by the plant's labor-management War Production Drive Committee, were held at the shipping platform just before the equipment was loaded for shipment to the armed forces.

## McCormack On "Assignment"

Robert McCormack, Washington correspondent, will be the commentator on "Special Assignment" during the week of Jan. 3 to 7 over NBC at 9:45 a.m., EWT. "Special Assignment" is a new program, brings to the microphone each week a different commentator. McCormack will discuss American aviation.

## COMING and GOING

TAMS BIXBY, president of KBIX, Muskogee, Okla., is in town for a visit to the Blue Network. He is accompanied by his wife and daughter.

JOAN BROOKS, CBS songstress, leaves Providence today to open a three-day engagement.

FRANK BURKE, editor of RADIO DAILY, left yesterday for Waterloo, Ia. where his mother is seriously ill.

ROYAL ARCH GUNNISON, MBS commentator to Washington, D. C., Monday night left a week's stay to confer with Government officials. His broadcasts on Wednesday and Saturday will originate from the capital.

POLLY HART, assistant to the Blue Network's station relations manager, John H. Norton, Jr., leaves today for a week-end trip to Washington, D. C., where she will visit her husband, a captain in the Army Service Forces.

DOROTHY KIRSTEN, featured vocalist of the Blue Network's "Keepsakes" program has gone to Rochester, N. Y. for a New Year's Eve appearance on WHAM.

CPL. BEVERLY MIDDLETON, former sales manager of WABC, visited Columbia's New York headquarters yesterday while on furlough from Camp Devens, Mass.

DON PRYOR, CBS news reporter at WTC Columbia-owned outlet in Washington, D. C. has returned to the capital following a brief visit to network headquarters in New York.

ERIC SEVAREID, CBS correspondent, has come back to New York after a short trip to Minnesota to visit his family.

DONALD STRATTON, NBC spot sales representative in Cleveland, is in town on business.

## "Double Daters" On WNEV

The "Double Daters" will be guests on "Music Goes to War" over WNEV Monday Jan. 3, 8-8:30 p.m. Program originates from Maritime Service Training Station at Sheepshead Bay, N. Y., Maritime Service Band will play.

# Over-Subscribed!

Baltimore went 'way over the top in the recent National War Fund drive. Constant pressure by advertisers and sustaining programs helped do the job. If you want results-at-low-selling-costs, consider W-I-T-H, the station that does a great job in Baltimore.

## WITH

### IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

## "Perry Mason" Stations

Los Angeles—"The New Adventures of Perry Mason," for Procter & Gamble, will be heard over KNX and the Columbia Pacific network starting Monday, January 31, 1944, airing from 11:45 to 12:00 noon PWT, Mondays through Fridays. The program will be heard over stations KLZ, KSL, KQOR, KARM, KFPY, KGDM, KIRO, KOIN, KROY, KQW and KNX. Program has been signed for a 52-week period through the Walter Compton agency.

## 20 YEARS AGO TODAY

(December 31, 1923)

A shortwave program was transmitted by KDKA, Pittsburgh, to Great Britain and re-broadcast to British listeners through a station operated by the Metropolitan Vickers Company at Manchester, England. This was the first program ever to be broadcast internationally and the first to be re-broadcast. Girl Scout meetings are to be broadcast over radio by station KDKA, Pittsburgh.

# Daytime Non-Serials Reveal Upward Move

(Continued from Page 1)

imes within the twelve-month period. Final spurt in volume of daytime non-serial shows dates from July, is the cause of a down trend in daytime serial listening, according to the Hooper review. However, these programs are not weaning listeners from daytime serial dramas, the survey reveals. Average rating of daytime serials for the last quarter of this year is noted as the same for 1942. Daytime audience is averagely estimated as being over six per cent larger than for the same period in 1942. Increase in miscellaneous daytime programming, opines the Hooper report, has created new listening.

Average ratings this year for commercial daytime shows heard weekdays over the weeks have been consistently higher than in 1941, and equal to or higher than in 1942, according to the summary of trends observed by Hooper. Volume of daytime serial dramas, the report continues, has held steadily at about 50 hours weekly for 15 months. Serialized daytime dramas, it is noted, have had the highest share of the audience in four years during the first seven months of 1943, though they have been below the high levels of 1942 the past five months and dropped below 1941 in two months.

Increase of sets in use above last year's levels is estimated for each month since July. Additional listening is beheld as having been absorbed by programs other than daytime serial dramas. As a result of the rapid rise in the volume of non-serial shows, the report indicates, the current proportion of commercial network non-serial programs is more than 30 per cent of the total, a proportion noted as not having been previously approached in Hooper records.

Factors listed as affecting daytime listening are gas rationing, which has kept some people home since May, 1942; service in the armed forces, and employment in war industries, which are draining persons from the home. Based on a sampling of 125,000 nationally scattered homes, the percentage of sets in daytime use for December, 1943, where someone was at home, reached the highest figure on record, 22.1. In November, 1943,

# ☆ PROMOTION ☆

## WOV Program Summary

WOV has issued a new program schedule and departing from the usual mimeographed folio the station released in the past, a printed ten by twelve, two-page folder has taken its place.

The cover of the stations initial schedule features, in the center of the page, a New Year's greeting to the public with the stations call letters prominently displayed across the top.

The contents of the folder reveals each program to be boxed off and printed alongside a chart which indicates the time and date the program may be heard. Boxes representing commercial programs are shaded in pink while those of sustaining shows are in white.

## WGAR Hill Billy Shows

A four-column cut holding the center of the sheet showing seven performers gathered around a mike, in full cowboy regalia, serves to introduce the new two-page presentation of WGAR's barn dance program, "The Radio Range Riders." In keeping with the spurs and chaps flavor of the brochure, both inside pages listing the shows artists, suitable sponsors and cost are ringed with drawings of a lariat, ten gallon hat, and cactus. One corner of the inside page is devoted to a five-minute news program titled "The Spotlight of History," while the back page features the reproduction of a newspaper clipping announcing the addition to the station of a new "news" commentator.

## New Call Letters

CKRC are the new call letters of the Winnipeg station formerly known as CJRC, and a cardboard folder has been issued by the station as an aide in focusing attention to this fact. The cover features a full length print of a shapely young Miss in the revealing attire of a page boy, indicating with her palm, the stations first call letter as exposed through a cutout in the center of the page over which

it was 22.00 per cent, as compared with 21.4 for the like month of last year, and 20.9 for the corresponding period of 1941.

"Introducing" is printed in Spencerian type. The second page reviews, in print, the stations past record of service and recent mechanical improvements, while on the third the stations present call letters are prominently displayed, sandwiched between facts of market coverage and location.

## WPDQ's New Folder

"What a Whale of a Difference a Few Months Make" is the title of WPDQ's new two-page folder being sent to agencies throughout the country. Printed on 9 by 11 white coated stock, the cover features a cocky little figure of a man with an infectious grin and thumbs under his armpits, who is identified as the stations trademark and is called "Pronto."

Both inside pages are occupied with the station's progress, from its inception in October, 1942 up until the present, while the back page, under the crossline of "The First Hundred are the Hardest," is covered with trademarks of some of the products advertised over the station.

## Lucille Manners' Record

Lucille Manners, whose contract on the Cities Service program on NBC was recently renewed, will begin her eighth year with the same sponsor on Jan. 28.

# N. Y. Radio Committee Decides To Continue

(Continued from Page 1)

and the city officials in case of a public emergency.

The Committee was formed pre-Pearl Harbor and has operated smoothly, with Morris S. Novik, managing director of the municipal station WNYC, as chairman. In a short statement issued after yesterday's meeting, Novik was unanimously requested to remain in the post.

The Radio Committee which has been the clearing house for all CD activity as it pertains to radio called the meeting because of some newspaper criticism of the request from the Mayor through Novik that all stations inform the listeners that the enemy may not be above using the holiday for a surprise of some sort. This was prompted when a sneak attack was expected by military authorities. However it devolved upon Novik to make the request of the stations. Both Novik and the Radio Committee agreed that the move was not a matter that resulted in confusion but the result of at least one outlet which refused at first to send on the message, requested. It was agreed however that from now on all stations would comply with such requests.

Those in attendance at the meeting included station managers or officials from all local and network key outlets.

# Thank You...

BLUE NETWORK  
COLUMBIA BROADCASTING SYSTEM  
MUTUAL BROADCASTING SYSTEM  
NATIONAL BROADCASTING COMPANY

WHN . . . WINS . . . WMCA . . . WNYC . . .  
WOR . . . WOV

THE RADIO EXECUTIVES OF MANY  
NATIONAL ADVERTISING AGENCIES

RADIO STATIONS FROM COAST-TO-COAST

AND ALL MY OTHER FRIENDS  
ESPECIALLY  
"RADIO DAILY"  
AND  
"BROADCASTING MAGAZINE"

for your generous support during 1943  
I am continually expanding my  
radio personnel registry so that I can be  
increasingly helpful during 1944.

FRANK McGRANN  
POSITION SECURING BUREAU, Inc.  
(AGENCY)

331 MADISON AVE. (AT 43RD ST.), NEW YORK . . . Tel. MU. 2-6494

## WITH MIGHT BROADCASTS GALORE

For news, there's Thomas, Kaltenborn;  
For fun there's Amos, so long gone;  
For music, sweet beyond compare,  
Hear John Charles Thomas, Lucille fair,  
The best of bands and Richard Crooks;  
For laughs again there's Baby Snooks.  
For the best in '43, stay tuned to WMBG.

# NBC Richmond, Va. NBC

LOS ANGELES

By RALPH WILK

WITH a program made up entirely of selections most often requested during the year, the Westinghouse show starring John Charles Thomas will celebrate its first anniversary Sunday, January 9, over NBC. Joining Thomas will be Storyteller John Nesbitt, Maestro Victor Young and the Ken Darby Chorus.

The Blue Net's Friday night "Meet Your Navy" program is rebroadcast each week to our fighting forces overseas via shortwaves.

Frances Farmer Wilder, director of Education, Columbia Pacific network, has been invited to address the Fresno Radio Council at Fresno, California, Jan. 18. Mrs. Wilder leaves for Fresno, Jan. 17. Subject of the address will be "Radio In The Post War World"

Don Bernard, producer of radio's "Blondie," is as funny as the script. His instructions to "Dithers," for instance: "Make it an audible whisper only we cannot hear what you say."

Rationing brought the old "duck dinner" gag true this week when Carlton Morse, "I Love a Mystery" writer-producer, was invited to such an affair at the California Club, in Hollywood. Every guest brought his own ducks and butter; each also brought a soup, side dish or dessert for the party.

It was a happy merger when Harlow Wilcox joined the Amos 'n' Andy show as announcer. Wilcox felt right at home with the famed pair because, for years, his take-off of their dialect has been a source of amusement to their mutual friends.

Kim Hunter, the new David O. Selznick dramatic discovery whose work in RKO-Radio's "Tender Comrade" is causing much comment, is being starred in her first dramatic radio show by Producer C. P. MacGregor on the Hollywood Radio Theater.

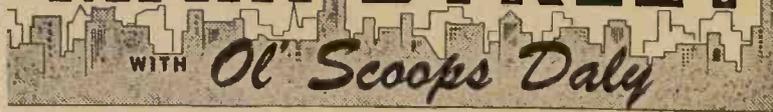
Bond buyers in Pershing Square for the remainder of 1943 will be honored by having a special tree planted and plaqued with their name in a "victory grove" in Angeles Forest. Future tree sitters will find the names of two pine-topped immortals because Edgar Bergen is buying them bonds next week....Charlie McCarthy and Mortimer Snerd.

"Neighbors" Moves Time

Los Angeles—Southern Cotton Oil Company's "Neighbors," with Irene Beasley, currently heard 12:00-12:15 p.m., PWT, KNX-CBS, switches to the 12:15-12:30 p.m., PWT period, Mondays through Fridays, effective February 28. On the same date, Standard Brands' "Open Door," which will be heard during the 12:15 to 12:30 p.m., PWT period, starting January 3, will be switched to a 2:00 to 2:15 p.m., PWT spot, Mondays through Fridays, to make way for the "Neighbors" broadcast.

Both accounts are represented by the Ted Bates, Inc. agency.

MAIN STREET



Reporter At Large . . . !

● ● ● Guess we'll just have to call it "Beauty and the Beats" how else can we describe J. C. Flippen's 'Battle of the Sexes' which, next Wednesday over the Blue, will feature three of Harry Conover's loveliest models, Bernice Sherman, Denise Hadley and Lillian Brokol, pitting their brains against three trade paper blue pencil-artists, Chester Bahn, William Formby and Terry Ramsaye, Editors of Film Daily, Box-office and Motion Picture Herald, respectively. . . . CBSongstress Joan Brooks and Bob Hannon, tenorite of the "Manhattan Merry Go Round" will guestrill on the Owens-Illinois Glass program, "Broadway Matinee," Thursday via CBS . . . . Jimmy Lytell, clarinetist-conductor, will conduct a new program, "Lytell Leading," starting Monday . . . . program will be heard 7-7:30 p.m. and will feature stars of musical comedy, the first visitors to the show's mike will be members of the cast of Mark Warnow's hit Musical, "What's Up?" . . . . Two sponsors (strangely enough both in Chicago) are dickering for Irving Caesar's "Safety Programs" . . . . The idea behind this fine series is to teach children, via songs and patter, how to take care of their health by learning to do things the right and only way . . . . we'd like to see this program made available to children—it can do a great deal of good, especially now that there is such a nation-wide juvenile delinquency problem.



● ● ● The song that has stirred so much controversy, Noel Coward's "Don't Let's Be Beastly to the Germans," will be sung by Gertrude Lawrence, Tuesday (9:30-10:00 p.m.) on Paul White's CBSustainer, "Report to the Nation" . . . . we've heard the song and feel that to properly convey the satire in the lyrics, much depends upon the delivery on the part of the artist . . . . A low bow to Joan Alexander, Clayton Collyer, Jackson Beck, Jackie Kelk and the rest of the "Superman" cast, who turned over their Christmas Bonuses to the National War Fund . . . . The Barry Sisters, heard for the past twelve months on the "Gloom Dodgers" varieties over WHN, have been renewed for an additional 26 weeks . . . . Jay (Mr. District Attorney) Jostyn will write a book based on that radio series . . . . G. C. Blackwell, station director of WBLK, Clarksburg, W. Va., sends this desk a note which is interesting in that it contains a 'first' . . . . back in May, 1941, Charlie Snowdon, (now a Lieutenant with American Forces in Italy), broadcast a baseball game between W. Va. University and Pitt at 1:00 p.m. and later that afternoon gave a play-by-play account of a football game between the W. Va. Alumni vs. the Varsity . . . . Belle Baker's daughter, Thelma and Ben Tracey will guest on the Johnny Kane-Judith Allen WINShow, tomorrow.



● ● ● Chucho Martinez, Mexican tenor, will do a series of Short Wave broadcasts next month . . . . our Latin-American neighbors feel justifiably proud of the success of their sons and daughters in the U. S. and we know that much good-will can be promoted and maintained by our recognition and utilization of their talents for our mutual entertainment . . . . Announcer David Ross became the proud daddy of a baby boy . . . . the future announcer, named Jonathan, will no doubt cry for it . . . . Castoria?? not at all . . . . coca-cola . . . . (free plug) . . . . Fred Shields, the proud pater in the CBSaturday show, "Meet Corliss Archer," (which makes its commercial debut January 8), is now a 'papa' in real life . . . . Mrs. S. (Nancy Leach) presented Fred with a himage . . . . Sara Ann McCabe, singing star of "Ziegfeld Follies," will star in an operetta slated to be filmed by Universal Pictures in June . . . . The Kirkman people will toss a party next Wednesday at Al Schacht's to celebrate the second anniversary of the "Can You Top This?" series . . . . guests of honor will include besides the show's principals, Bob Healy and Jerry Straka, Colgate execs, Ed Frankel of Newell-Emmett and Nick Keesely of CBS . . . . Ol scoops will probably crash the party.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

LISTENERS to WLS have contributed more than \$13,000 in date to the 1943 "Prairie Farmer WLS Christmas Neighbors Club, according to Glenn Snyder, general manager. Requests for contribution to the fund, which is being used primarily this year to purchase orthopedic walkers for hospitals and children's homes in Illinois, Indiana, Wisconsin and Michigan, were broadcast by WLS for a period of about one month ending the day before Christmas. In eight previous Christmas seasons, WLS listeners have contributed more than \$45,000 to this fund, which has been used to purchase wheel chairs, radios, medical inhalators and movie projectors and screens for 30 children's hospitals and orphanages.

Marvin Mueller and Ed Prentiss have traded announcer jobs on "Today's Children" and the "Guiding Light." Mueller left the former show when the sponsor began plugging breakfast food which is a direct competitor to the product on CBS the "Brewster Boy," another of the Mueller assignments.

A new radio detective who relies on his knowledge of human behavior to solve crimes, will make his bow in "Crime Files of Flamond," which makes its debut over WGN Jan. 4 from 9:30 to 10 p.m., CWT. The new series is sponsored by the Peter Hand Brewery of Chicago, through the Mitchell-Faust Advertising Agency Chicago, Eddie Kahn is producer.

Nelson Olmsted, NBC story teller begins a new series of five-a-week narrations on Monday Jan. 3, 9:15 a.m., CWT.

Johnny Neblett, narrator of the WBBM program "So the Story Goes," missed his three broadcasts this past week because of the death of his brother, Lt. George Neblett, flying back from a Christmas furlough, spent with his family in Shelby, Miss. Lt. Neblett was killed when his plane crashed into building while he was attempting to land in a fog at Leavenworth, Kansas. Johnny attended a military funeral in Leavenworth Tuesday and accompanied the body back to Shelby for burial later this week.

Kellogg Renews Martyn

Kellogg Co. has renewed "Gil Martyn News" on the Blue Network, and has also renewed its participation in the Pacific Coast "edition" of "Breakfast at Sardi's," both effective Jan. 3. Both renewals are for 52 weeks. The news program, featuring the well-known radio and newsreel commentator, is heard in behalf of Gro-Pup dog food Monday through Friday from 11:30-11:45 a.m., EWT, on 165 Blue stations.

For Pep, Kellogg sponsors a five-minute participation in the Pacific Coast "Breakfast at Sardi's" Monday through Friday on 13 stations. Kenyon & Eckhardt, New York, is the agency.



A Victorious New Hear To All Of You

# THE HOUR OF CHARM

*All Girl Orchestra*

AND

**PHIL SPITALNY**



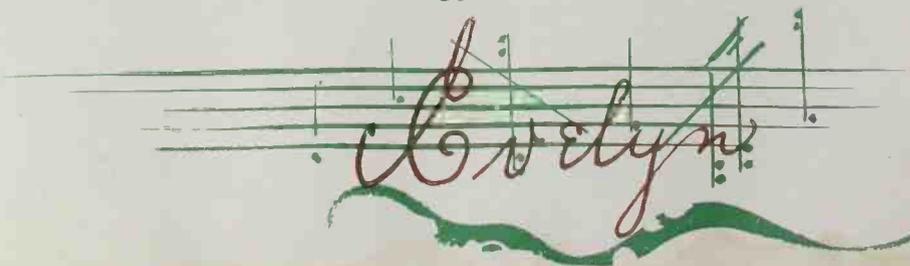
A Victorious New Year To All!



*Finian*



A Victorious New Year To All!





EVELYN

JAN

GRACE

LORNA

MARIAN

JENNIE

RUTH

ADELLE

MILDRED

MARE

DIANA

VIOLA

VERNELL

ERIKA

A Victorious Band  
The Home  
ALL GIRLS  
PHIL S



RUTH

ROSA

MARIA

JEANNE

CHRISTINE

VIVIAN

RUTH

ANITA

PHYLLIS

BETTY

AUDREY

MARY

VELMA

ESTHER

KATHRYN

SON TRIPLETS

To All Of You!  
of Charm  
HESTRA  
VALNY



A Victorious New Year To All!



*Viola Smith*



A Victorious New Year To All!

*Selma Roske*  
*Kathryn Smith*

# The Hour of Charm



# GUEST-ING

IAN MERRIMAN, mezzo-soprano, "Serenade to America," today EAF-NBC, 6:15 p.m.).

LI, LO, JACK and the DAME, quartet from the Fred Allen show, "Stage Door Canteen," today ABC-CBS, 10:30 p.m.).

VELYN KEYES, Columbia Pictures actress, on "What's New?" tomorrow (WJZ-Blue, 7 p.m.).

R. JACOB J. WEINSTEIN, rabbi of Congregation Kehillath Anshe Tziviv, Chicago, on second "Church in the Air," Sunday (WABC-CBS, 1 p.m.).

KATE SMITH, on New York Philharmonic-Symphony's intermissionature, Sunday (WABC-CBS, 3 p.m.).

AMES S. KEMPER, president of Chambermen's Mutual Casualty Co., on Upton Close's commentary, Sunday (WOR-Mutual, 6:30 p.m.).

ALBERT SPALDING, on Fred Allen's "Texaco Star Theater," Sunday (WABC-CBS, 9:30 p.m.).

IAN GARBER and MORTON WINEY, on the "Fitch Bandwagon," today (WEAF-NBC, 7:30 p.m.).

ANN SHORTT, pharmacist mate in class in the WAVES, on Bob Osby's "Girl of the Week" program, today (WEAF-NBC, 10:30 p.m.).

AUDREY CHRISTIE, featured actress in Broadway stage show, "The Tale of the Turtle," on "Broadway Time," Monday (WABC-CBS, 4 p.m.).

GRACE MOORE, operatic soprano, "Telephone Hour," Monday (EAF-NBC, 9 p.m.).

LEANOR STEBER, opera singer, "Broadway Showtime," Monday (ABC-CBS, 10:30 p.m.).

LOUIS BROMFIELD, author and dramatist, on "Information Please," today (WEAF-NBC, 10:30 p.m.).

PAULETTE GODDARD, on Burns and Allen show, Tuesday (WABC-CBS, 9:30 p.m.).

MINAH SHORE and BOBBY BRENN, on Eddie Cantor's "Time to Tingle," Wednesday (WEAF-NBC, 9 p.m.).

## Salute Belgians in Britain

A salute to the Belgians in Britain will be paid over the weekly Sunday afternoon Skouras Theaters sponsored by "This Is Our Cause" radio program WINS from 4:30 to 5:00 p.m. Mrs. Benjamin P. Watson, National President of the "Belgians in Britain," will speak.

# Trends and Events in Radio And Television, 1943

(Continued from Page 1)

ally reach an all-time high. With the exception of some local outlets, the industry was in fine financial shape. The NAB launched an aggressive nation-wide campaign for more retail advertising for radio; a major move was set in motion by CBS and its affiliates, to ban hitch-hiker and cow-catcher announcements after October 1944.

"Radar" and "electronics" emerged into popular use, symbolizing more or less the mysterious use in the war and the post-war magic that is to develop for the home. Fast progress in television, FM and facsimile were freely predicted by industry executives; at the same time expansion of tele schedules and FM activity took place. Radio Technical Planning Board was established, bringing further focus on post-war interest in radio.

Networks of course adjusted their operations to the new FCC regulations. Additional changes affecting all major nets included the signing of new affiliates and the establishment of closer relations with all affiliates via advisory committees.

Many daytime schedules were revised and new attention paid the serials and other component parts of daytime programming. Casts familiar to listeners literally "went to war" and became highly useful in bringing home government messages.

All shortwave operations were in cooperation with government agencies and were expanded in all directions; plans were advanced for 1944 both as to various facilities.

New York Philharmonic Symphony was sold to United States Rubber Co. and later on General Motors bought NBC's Symphony; there followed the sale of the Boston Symphony on the Blue to Allis-Chalmers.

## Outstanding Broadcasts

"Open Letter to the American People," with Wendell Willkie—expose of the dangers of race hatred in this country.

Toscanini's broadcast of the resurrected Verdi work, "Innodelle Nazioni" (Hymn of the Nations) which made headlines via altering two words, changing "Italy My Fatherland" to "Italy Betrayed."

Charles Collingwood's broadcast of the fall of Tunisia. Eye-witness account of the fall of Messina.

Dave Driscoll's account of the Allied landing on Italian mainland.

Edward R. Murrow's broadcast describing the Berlin raid in which he went along as an observer.

Webley Edwards' beat on the American offensive against the Gilbert Islands.

Broadcast from an American station in Naples, marking the first time in three years that direct news coverage had originated in former enemy territory on continental Europe.

Three-hour soldier-sailor (NBC) program Christmas Day which included a soldier in Italy talking to a soldier on Guadalcanal.

# AGENCIES

GEYER, CORNELL & NEWELL and the New York office of the Tracy-Locke-Dawson agency will become affiliated January 1st. Principal accounts of the latter agency's New York office will be handled by GC&N, whose staff will be augmented by officers and other personnel of Tracy-Locke-Dawson. Among this agency's principals included in the affiliation are President Joe M. Dawson and Vice-President Manfred Darmstadter. The former becomes executive committee chairman of Geyer, Cornell & Newell, and the latter will be associate copy director.

The Tracy-Locke-Dawson accounts which will be handled by Geyer, Cornell & Newell beginning January 1st, are Continental Oil Company, makers of Conoco Nth motor oil and other Conoco products; also the Super Pyro anti-freeze division of U. S. Industrial Chemicals, Inc.

GEORGE W. LUFT COMPANY, New York, makers of Tangee beauty preparations is releasing the largest export advertising campaign in its history. Among other media, half-hour and 15-minute live talent shows will be transmitted three times weekly over 38 leading radio stations. Talent such as Agustin Lara of Mexico and Adolfo Aviles of Argentina will be a feature of these programs. All Latin American programs and advertisements will tie in closely with the policies of the Coordinator of Inter-American Affairs. R. H. Otto, vice-president of Export Advertising Agency, New York, handles the account.

ROBERT A. BORIES, general manager of the American Institute of Food Products, announces that Mexene Chili Powder Seasoning will be featured on Dr. Eddy's Food and Home Forum program, heard daily over WOR at 3:30 p.m., beginning January 5, 1944.

PACIFIC COAST ADVERTISING CO. is San Francisco, user of considerable radio time for its clients, has moved to new offices on McAlister Street. Richard E. Goebel is the manager.

THE WATERTOWN MANUFACTURING CO., of Watertown, Conn., custom molders of plastics, have appointed the R. T. O'Connell Company as their advertising agents.

## Mails Bar "Esquire"

"Esquire" magazine through a ruling of the Post Office Department was denied the use of its second-class mailing privileges last night. Postmaster General Frank C. Walker ordered the mail privileges revoked as of Feb. 28. Action came as a result of a hearing and alleged failure of the magazine to abide by its original publication plans. Complaints were made that it was "lewd and lascivious," because of certain art work.

## No Decision By FCC On 'Newspaper' Status

(Continued from Page 1)

control over the various media of information and infers that newspaper control of radio is a movement toward monopoly of the pipelines of public opinion." It was reported that the opinion will in no way affect existing licenses, but that it would naturally affect the granting of new licenses including FM and television. The UP story drew from Fly an immediate statement that "the Commission is continuing its study of this matter. It has taken no vote and has arrived at no conclusion."

The Commission met on the matter yesterday morning and was scheduled to reconvene in the afternoon' but the P.M. meeting was called off by the chairman, with no definite date set. It is believed, however, that some attempt to complete action may be made today. The Senate Interstate Commerce Committee, which it is expected will receive the FCC recommendation on the matter, has had no word, committee officials declared later yesterday. The fact that the Congressional sources quoted by the press association were from the House side of Capitol Hill rather than the Senate side, was considered significant in any appraisal of the truth of the report.

### Craven's "Opinion"

The story reported that Craven is preparing a minority opinion on the matter, holding that the alleged policy is one of unlawful discrimination and that banning newspapers from new licenses was tantamount to forbidding them new methods of news distribution and might be in violation of the constitutional guarantee of freedom of the press. Craven is reported also to be worried lest such action by the FCC discouraging one group from carrying developmental work in radio, might set a precedent which would "prevent standard broadcast stations and the movie industry from entering television broadcasting." It is believed here that Craven may have spoken to some one on Capitol Hill regarding the matter, and that he may have had reference to the decision of the special committee studying the newspaper matter.

Commissioners Ray A. Wakefield, C. J. Durr and Norman S. Case comprise this special group, but it is not certain that even this group has actually made a formal recommendation. It was pointed out, however, that if this group has agreed on policy, it is not unlikely that Case may have disagreed with Wakefield and Durr. If this is true, it lends credence to the theory that the action of the special committee rather than of the full commission, may have been behind the UP story. In that case it is not at all unlikely that Craven would be working already to prepare a dissenting opinion, on the assumption that Fly and Commissioner Walker would support the Durr-Wakefield stand.

### Re Blue Stock

In the meantime, there was no official commission comment on the

## WHO'S WHO IN RADIO

ORRIN E. DUNLAP, JR.

**R**ADIO has been the dominant beam in the life of Orrin E. Dunlap, Jr., newly appointed director of advertising and publicity for RCA, where he has served as information manager since 1940. Radio editor of "The New York Times" for 18 years, Dunlap has also been a wireless operator and ad agency staffer. His association with broadcasting dates back to his youth.



Broadcast Pioneer

As a radio "ham" in 1912 young Orrin Dunlap built an amateur wireless outlet at Niagara Falls, N. Y. An early member of the American Radio Relay League, he has belonged to the Veteran Wireless Operators' Association and the Institute of Radio Engineers. In 1917 he was chief operator of the Marconi Wireless Telegraph Co. aboard the S. S. Octorara.

During World War I he was a radio operator in the U. S. Navy. Following graduation from the U. S. Naval Radio School at Harvard as one of the three honor men of his class, he was assigned to duty at the Naval radio station NBD, Otter Cliffs, Maine.

Close of hostilities found Dunlap at Colgate University, where he graduated in 1920. A period of specialized study in advertising and marketing followed at the Harvard Graduate School of Business. After a year with the Hamf-Metzger ad agency, he was invited by Carr V. Van Anda, managing editor of "The Times," to organize a radio section and direct the coverage of airwave news.

Orrin Dunlap has written nine books on radio, including two each on advertising and television. The latter subjects are treated in "Advertising by Radio," "Radio in Advertising," "The Outlook for Television" and "The Future of Television."

## Ivor Kenway Joins Blue As Kobak's Assistant

Ivor Kenway will join the Blue Network Jan. 1 as a special assistant to Edgar Kobak, executive vice-president. Working with Kobak toward the expansion of the Blue, he will concentrate on special studies and assignments, particularly with respect to markets, merchandising of products of Blue Network advertisers and Blue sales.

Kenway has served for many years as advertising manager of Devoe & Reynolds Company, New York, the country's oldest paint maker, and previously was the company's divisional sales manager, supervising the 13 Southern states, with offices at Atlanta.

sale of a one-eighth interest in the Blue Network to Time, Inc. It was believed here that the announcement of the sale may have been rushed to precede any announcement of commission policy on the newspaper question, but legally there was no necessity for rushing the announcement. FCC has the power to approve or disapprove the transfer of majority stock control only, and the total sold by Noble is less than one half the total. Chairman Fly has recommended to the Senate Interstate Commerce Committee that it incorporate in the new radio legislation expected a provision that Commission approval be required for the transfer of more than 20 per cent ownership. Had such a regulation as that been in effect, the Commission would have had power to examine the Blue transaction, but still would have no reason, apparently, to interfere with sale.

## Col. Hobby To Be Featured On WHN's "Salute" Show

WHN's "Salute to Women in the Armed Forces" 2 to 3 p.m., EWT tomorrow will feature Col. Oveta Culp Hobby, WAC director; Capt. Mildred McAfee, WAVES director; Lieut. Col. Ruth Cheney Streeter, women Marines Director, and Lieut. Comm. Dorothy Stratton, SPARS director, speaking from Washington via remote lines.

Also Benay Venuta as mistress of ceremonies; Dick Stabile and his Coast Guard Orchestra; exclusive interview with WAC Private Margaret H. Maloney, of Rochester, New York, only woman in the service to receive the Soldier's Medal; the WAVES Choir from Hunter College; Lieut. Mary Fabian, former opera singer now in the WAC; Capt. Gwenn Watson, director of First Fighter Command WAC staff; the SPAR trio, and a SPAR dramatic skit featuring Broadway stars.

## Bacon Narrator On "Call"

Milton Bacon, Columbia storyteller, becomes the narrator for the American half of the CBS-BBC exchange series "Transatlantic Call: People to People" Sunday, Jan. 2, 12:30 to 1 p.m., EWT. Bacon replaces Alan Lomax, author-narrator of the program since May, who is expected to join the Army in the near future. Program is written by Allan Sloan and directed by John Becker.

## Many Dance Bands S In Webs' 'Eve' Parade

(Continued from Page 1)

Masters. Pickups will be across country. On CBS there will be three-minute news summaries as only interruption.

### Mutual Bands

Mutual starting at 11:30 p.m., E tonight will present four hours dance music using about 18 bands some of which will also be heard on other nets at another time during the night. These will include successively, Vincent Lopez, Ted Lewis, Lombardo, Abe Lyman, Shep Fields, Count Basie, Lawrence Welk, Trace, Griff Williams, Tommy Tuel, Blue Barron, Don Redman, Herbie Jerome, Alvino Rey, Gus Arnheim and Paul Martell, the last mentioned from Honolulu.

### NBC's Trek

A panoramic forecast of the national spirit for the New Year will be given in NBC's special "New Year's Eve Party" broadcast which will take teners 'cross country for three hours of fun and music beginning at 12 midnight, EWT. "Mirth and Madness" popular NBC morning program, will kick off the show and—as far as Easterners are concerned—the New Year. At 12:30 a.m. Roy Shield of the Company with Jeanne McKenney popular vocalist, and the Carol Sisters from Chicago, will complete the first hour.

The second hour will be launched from Nashville at 1:00 a.m. with music of Beasley Smith and his orchestra. At 1:30 a.m. the Kansas City USO will present the Fairfax National Air Base Orchestra before an servicemen audience. At 1:45 a Denver's contribution will be "Tango by Shrednik" from station KOA.

Hollywood signs in for the beginning of the third hour at 2:00 a.m. with Thomas Peluso and his orchestra, Pat Kaye, Hal Derwin and Les Paul Trio. Winding up the program from 2:30 until 3:00—San Francisco will lead up to the West Coast New Year with special musical presentations.

Blue Network has also set a "Music for Dancing" scheduled starting at midnight and running to 3 a.m. EWT. Tommy Dorsey from the Hotel Pennsylvania will start the ball rolling followed by various pickups in New York and across country.

Expanding its daily minute prayer, Mutual will have a Minute Prayer on the hour throughout the day tomorrow, in accordance with President Roosevelt's announcement declaring Jan. 1, a national Day Prayer.

NBC in its round up of eight editors, each of whom will be allotted three minutes, will hold a discussion of the nation today and what is like to be in 1944. These pickups will come from various parts of the country, but mostly in the East, Midwest and South.

Same type of program was broadcast last year and according to C. J. Menser, NBC program head, its success then prompted the repeat this year.

# GIVE YOUR TIME to the MARCH OF DIMES!

Our heartfelt thanks to the many name personalities who are giving their time and talent to the 1944 March of Dimes!

And thanks to *you* too for the grand job we know you'll do in spotting our transcriptions and live spots to the best possible advantage during the current campaign—January 14 to 31.

Time is of the essence—and it's *your* time that'll do the trick! Celebrate President Roosevelt's birthday by helping the fight against infantile paralysis!



## BELIEVE IT OR NOT—

We're able to offer you FRANK SINATRA singing six current favorites with Axel Stordahl's Orchestra!

A 15-minute platter of HARRY JAMES AND HIS MUSIC MAKERS With DINAH SHORE and "yours truly," DON WILSON!

On reverse side—INGRID BERGMAN and BASIL O'CONNOR!

Also minute spots by top-flight names in the fields of radio, stage and sports.

BASIL O'CONNOR  
*President*

HOWARD LONDON  
*Radio Director*

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS  
ANNUAL FUND-RAISING APPEAL

120 BROADWAY

NEW YORK CITY

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

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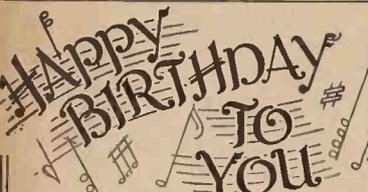
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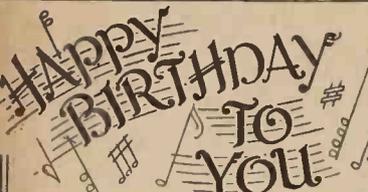
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