

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

26, NO. 22

NEW YORK, N. Y., TUESDAY, FEBRUARY 1, 1944

TEN CENTS

## Radio To Use OWI Report

**Sells 55% WBT;  
Buys 45% Of KFAB**

Washington Bureau, **RADIO DAILY**—Controlling interest in Charlotte, N. C., has been sold to the KFAB Broadcasting Company, Lincoln, Neb. Subject to approval, 55 per cent of the stock is acquired by KFAB; 45 per cent retained by CBS. Also, as a part of the sale, and subject to approval, CBS acquires 45 per cent of KFAB, the licensee retaining 55 per cent.

valuation, it appears, is less than that of KFAB. This (Continued on Page 11)

—Buy A Bond Today—  
**Program Board  
Holds Three-Day Meeting**

of the three-day series of meetings by Mutual executive organization was the Program Board meeting yesterday at the Waldorf-Astoria Hotel, with president Miller, vice-president Adolph Opfinger, and director, presiding. The meeting will resume at the MBS office tomorrow. Yesterday's session was devoted to examination and discussion (Continued on Page 2)

—Buy A Bond Today—  
**National Radio Awards  
Made By Conference**

National Conference of Christian Broadcasters, Inc., made public its radio selections for the year of distinguished merit in connection with the promotion of good radio brotherhood during the past

year for the outstanding properties of the year was "American" (Continued on Page 4)

### Attendance Record

Attendance of 1,752 at the Winter Technical Meeting of the Institute of Radio Engineers was held last week at the Commodore, New York, shattered all previous records in the organization's 32-year history. Engineers from every state in the Union were present for the comprehensive series of confabs on technical developments in the industry.

### Now A Cool Vet

CBS' latest edition of its "Mail Bag," tells of H. Leslie Atlass of WBBM, getting a letter from Col. J. O. (Buck) Weaver in which Col. Weaver writes of a "rookie" sent to him for "orientation" on the Italian front. Between a terrific barrage, and being encamped near a battery of 166 howitzers, the rookie had several narrow escapes. Rookie wanted to be remembered to Atlass—his name, Bill Paley.

### NBC 3rd 'War Clinic' To Visit Five Cities

Five cities are scheduled for the third annual War Clinic of NBC which will open in New York on Feb. 28 and will conclude in Los Angeles on March 22 with visits also scheduled for Atlanta, Dallas and Chicago, William S. Hedges, NBC vice-president in charge of stations announced.

The agenda of Clinic meetings will (Continued on Page 8)

—Buy A Bond Today—

### Cantor's Bond Marathon Huge Success In 'Frisco

San Francisco—Eddie Cantor sold \$37,630,075 in war bonds during twenty-four hour marathon on Fourth War Loan broadcast over KPO in San Francisco. Treasury officials here believe that Cantor's rate of \$26,136 per minute is greatest average bond sale ever staged in a community. Cantor (Continued on Page 8)

## Cites Need Of Radio Freedom In Plans For Post-War World

### Nelson Westinghouse Post Includes Tele-Shortwave

Philadelphia—F. P. Nelson, has returned to Westinghouse Radio Stations, Inc. after two years with the OWI, according to Lee B. Wailes, general manager. Nelson, in returning to his old post with Westinghouse here, will undertake new duties as manager (Continued on Page 2)

## Industry Takes Steps To Exploit Figures Miller, Pres. NAB, Will Recommend That Broadcasters Use Statistics

### Industry Leaders Praise OWI Report

Leaders of the radio industry expressed great satisfaction over the OWI report of radio's contributions in the war effort and congratulated **RADIO DAILY** on making this information available to the broadcasters. In every instance, the radio leaders, emphasized the institutional importance of the facts and figures and urged all broadcasters to make good use of the information at hand.

Neville Miller, president of NAB, declared in Washington yesterday:

*"OWI and Radio Daily have performed a service to the industry by making available statistics about the industry's wartime contributions. I am sure that every broadcaster will read with par-*

(Continued on Page 10)

—Buy A Bond Today—

### Women Directors Of NAB Plan Meeting In New York

Plans are nearly complete for an all-day conference and luncheon at the Hotel Roosevelt, New York, for the NAB Association of Women directors on FEB. 19. The occasion will inaugurate the "American Home" (Continued on Page 4)

As a sequel to OWI's revealing figures of radio's contributions to the war information campaigns during 1943 published exclusively in **RADIO DAILY** yesterday, Neville Miller, president of NAB, took steps to use the figures as a topic for the regional NAB meetings and officials of NBC announced they would include the data in their War Clinic planning.

First discussion of the OWI report and plans for the utilizing the figures for institutional promotion among (Continued on Page 10)

—Buy A Bond Today—

## Radio War Bond Sales Continue At Fast Pace

Resume of bond totals sold by networks and stations reveals WOR-Mutual's "Victory Auction" held by Dave Elman, as having sold \$1,846,000. Top bid of \$1,500,000 was made on the Jan. 22, show when Parke-Davis Co. of Detroit acquired the first blood plasma kit which was donated by the American Red Cross. The Hitler bracelet, offered for auction by Maus (Continued on Page 11)

—Buy A Bond Today—

## NBC New Rate Cards To Be Available Soon

NBC Managed and Owned outlets will shortly release new rate cards, the adjustments being effective March 1. Stations involved are: WEAJ, New York; WRC, Washington (Continued on Page 2)

### Double Feature

Two addresses will feature the luncheon meeting to be held Thursday by the Radio Executives Club. Preston E. Pumphrey, radio director of the Maxon Agency will discuss "Who Listens to FM," while Paul Yergens, district promotion manager of General Electric, will present his company's film, "Listen, It's FM." This motion picture will make its debut at the meet.



Vol. 26, No. 22 Tues., Feb. 1, 1944 Price 10 Cts.

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary.

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

FINANCIAL (Monday, January 31) NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes 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 OVER THE COUNTER. Table with columns: Bid, Asked. Includes Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Houle Gets Degree

Montreal—Leopold Houle, French language publicist of CBC, has received a Doctor of Letters degree from St. Joseph's University, New Brunswick. His thesis depicted the revival of classical literature in drama form.

20 YEARS AGO TODAY

(February 1, 1924)

Announcement has been made of the first broadcast from an aeroplane. Message from plane flying over Central Park, New York, was picked up by engineers of WJZ...

Cites Need Of Radio Freedom In Plans For Post-War World

(Continued from Page 1)

serve the freedom of the radio industry.

The radio industry, he said, "is nothing unless it serves as a medium of expression for the people. When the freedom of that expression is threatened, its time to get busy."

Egolf declared that "radio sings a song of freedom for millions. Radio has given freedom so many dimensions that no one is left out. He hears over the air countless expressions of the freedom that he knows and feels. Take that away from America and we should weep in the streets like the people of France when the Germans marched into Paris."

Thus, he continued, radio asked for new legislation when the Supreme Court "opened the door for government control of broadcasting" last May. Impact of the decision fell first upon the NAB board of directors, which met at once and resolved to seek new legislation. "The board," he said, "was then faced with a double task: 1. Of imparting the dangerous significance of the Supreme Court interpretation to all member stations; 2. Of requesting the stations support of the White-Wheeler bill, at that

time already before the Senate, and the Holmes bill, practically identical, which was at that time already before the House of Representatives."

Broadcasters, said Egolf, accomplished "a mountainous amount of work" in preparation for the hearings on the White-Wheeler bill, and he pointed out that there were 2,197 pages of testimony running 637,130 words and taking 63 hours. He predicted that a bill will reach the Senate floor soon, with action looked for in the House also.

"With the interpretation of its liberties hanging in the balance," Egolf concluded, the radio industry, young and strong, pushes forward to the consummation of its union with American ideals and traditions.

"I can foresee the day when broadcasters will share with each other the realization that they have carved from the rock of American independence an everlasting shrine for the institution of free radio. When that day comes the name broadcaster will stand for the champion of a new freedom and a new way of expressing freedom dear to the heart of every American."

NBC New Rate Cards To Be Available Soon

(Continued from Page 1)

ton; WTAM, Cleveland, WQAM, Chicago; KOA, Denver and KPO, San Francisco.

Important changes will include the establishing of new rate classifications; elimination of certain special programs and moderate increases in base rates and announcement rates. The latter will concern only four of the stations—WRC, WTAM, KOA and KPO. New rate classification includes programs after midnight and before 7 a.m., EWT. The special programs being eliminated on some of the stations include musical clocks and time announcements.

Current advertisers will be protected until Feb. 28, 1945 at present rates provided there is no interruption in schedules.

Nelson Westinghouse Post Includes Tele-Shortwave

(Continued from Page 1)

ager of television and shortwave activities. This expansion in the department is occasioned by television planning and development now in progress.

As assistant chief, OWI Bureau of Communication Facilities, Nelson was located in New York until last August, at which time he was transferred to the West Coast with headquarters in San Francisco.

Adams Gets "Tracy" Post

Wylie Adams has been signed as producer-director to the Sweets Co. "Dick Tracy" program heard over the Blue Network.

Mutual Program Board Opens Three-Day Meeting

(Continued from Page 1)

of schedules and ratings and also a discussion of news operations. Tom Slater, director of special events for the network in New York made an address, relating to "events."

Allen DeCastro spoke on commercial programming and Lt. Sam Zogan of the U. S. Army Air Forces discussed the Mutual program "Soldiers With Wings." Seymour Korman, Mutual correspondent who also works for the "Chicago Tribune," gave the news status as it concerns England and Africa. Korman plans to return to Europe shortly.

Convention Plans Made

Afternoon session included a discussion of plans to cover the Republican and Democratic conventions. Today the group will audition new programs for the network. Dick Connor spoke on station relations. This afternoon the Executive Committee will open its meeting at the Waldorf and this will be followed in the evening by a dinner tendered to the various committees and board, plus officials and department heads and their wives. W. E. Macfarlane, will preside at the executive committee meeting.

Tomorrow the board of directors will meet, with Alfred J. McCosker presiding.

Stork News

Jerry McGill, director of the "Big Town" program over CBS, has become pater familias. A son, born recently to Mrs. McGill, has been named Lawrence.

COMING and GOING

JOE B. CARRIGAN, owner of KW outlet in Wichita Falls, Tex., has just general-exodus-from-New York of radio times who were here last week.

CECIL HOSKINS, chief engineer of Asheville, N. C., in town for a week on business.

WALTER KOESSLER, general manager of WROK, who spent some busy days in recently attending meetings and with his station reps., has returned Rockford, Ill., headquarters.

WILLIAM N. ROBSON, CBS producer a trip to Denver, Colo., where tonight put on a War Bond program for the It is his third Bond show for the week current campaign.

RALPH EDWARDS was in Memphis, where he conducted his "Truth or Consequences" program on NBC as the third of his current Bond-selling drive.

HOYT B. WOOTEN, owner and general manager of WREC, Memphis, has left New York on his way home.

DAVID CARPENTER is back in Keen. The station manager of WKNE was recently for industry meetings and for the New York representatives of the station.

PHIL SPITALNY and the members of Girl Orchestra back in town following breaking engagement at the RKO Theatre.

PERRY COMO, CBS singer, has returned to the West Coast after appearing in of screen tests for 20th-Fox.

MBS Jan. Gross Billing Hit High Of \$1,760,290

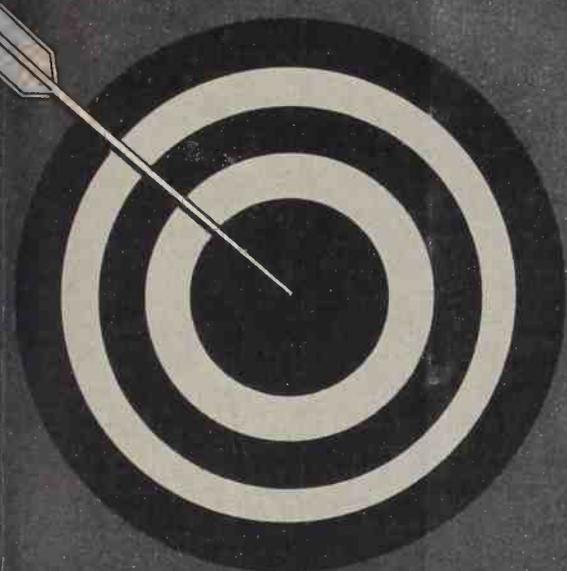
Mutual Broadcasting System's gross billings for the month of January, 1944, hit a new high of \$1,760,290, an increase of 77.4 per cent over January 1943 when the gross was \$992,104.

Some People PL WHILE YOU SLEEP

Particularly in Baltimore. Wartime turned the clock around for a big part of the population. They wanted radio entertainment after midnight. W-I-T-H gave it to them in the "Owl Club." Not just a hundred hours. But contests, prizes, news, fast fun. It's winning hundreds of members. Programming to people's is what makes W-I-T-H Baltimore's lowest-cost-per-dollar station.

W-I-T-H logo with owl illustration and text: TOM T. Pres. Represent HEADLINE BALTIMORE

# HOW TO HIT THE BULLS-EYE!



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

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



SMART BUYERS  
Use

Every dollar you shoot into America's 4th Largest Market can now hit its target *squarely!* For the most extensive radio study\* ever conducted in this important primary market of 3½ million people reveals comparative ¼ hour ratings of *all* stations . . . divulges morning, afternoon and nighttime program preferences . . . gives you important new marketing facts.

Whether you're buying time — or someone's buying it for you — you'll find this presentation an accurate, informative guide to help you get the most from your advertising dollar. To see it, write or phone today: WAAT, NEWARK 1, NEW JERSEY.

*National Representatives (Outside New York Area) Spot Sales, Inc.*

970 KC  
NEWARK,  
N. J.  
**WAAT**

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

you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Chester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

## LOS ANGELES

By RALPH WILK

FRED MATTHEWS, baritone, new singer on the "Heidt Time For Hires" show, is an honorably discharged serviceman who was discovered by Horace Heidt when he volunteered to step out of the audience and sing with the band in a servicemen's show some months ago.

Peggy O'Neill, under contract to Producer Charles R. Rogers, was signed by Producer C. P. MacGregor for a guest star stint on Skippy Hollywood Radio Theater. She will do the lead in "The Lady Wants Wings."

Groucho Marx and his Pabst "Blue Ribbon Town" airshow leave Hollywood early next week to present two broadcasts from the Mid-West. The February 5th broadcast will originate in Milwaukee, and the February 12th program from Peoria, Ill. Gene Tierney, motion picture star, will appear as guest star on the two eastern broadcasts.

The songs of Dennis Day as heard over the Jack Benny Radio Show are arranged by Sid Fine. Fine has just joined the Benny organization and has an impressive musical background including arrangements for motion pictures.

Theme of the Jack London story of today's airing of "Everything for the Boys" is one of humanity's perennial problems. Is it better to solve a situation involving a husband, wife and "the other man" by calm reasoning, or by resorting to violence? Claudette Colbert and Ronald Colman show what they would do in such a situation in "Knuckles," NBC, today.

Cass Daley, screen and radio comedienne, will be heard on the Bob Hope program, today. This will mark Miss Daley's first appearance with Hope, though she and Bob have been close friends for years.

## National Radio Awards Made By Conference

(Continued from Page 1)

can Scriptures," intermission talk by Carl Van Doren on the U. S. Rubber Co.'s Philharmonic-Symphony program over CBS, and for the top single program, the Goodyear Tire & Rubber Co.'s "Salute to Youth" over NBC, particularly program 21, which dramatized the service story of an Army chaplain in Tunisia.

Walter Van Kirk, NBC religious news reporter, was chosen the outstanding individual. Outlet award went to WHP, CBS affiliate in Harrisburg, Pa., for the production of dramatizations by Richard Redmond, war activities director, and Mari Yanofsky, scripter. Network honors were carried off by Mutual for its "Minute of Prayer."

Awards for radio's part in stamping out religious intolerance will be made at a luncheon to be given during Brotherhood Week, Feb. 20-26. FDR has written a proclamation on brotherhood, which will be beamed overseas at that time by the OWI.

## MAIN STREET



## Radio Vitamins for Tuesday! !

● ● ● Although not scheduled for publication until March 6, Quentin Reynolds' new book, "The Curtain Rises," is getting advance promotion through a review of the book . . . . by Reynolds himself via a booklet which contains the "review" . . . . concluding paragraph states: "I feel that Reynolds has borrowed quite a bit from a Russian writer named Tolstoy. . . . Tolstoy was a very good Russian writer and I don't blame Reynolds for stealing from him" . . . . a footnote adds: "All right, so I stole from Tolstoy. At least no one can accuse me of petty larceny" . . . . kinder cuts, heh? . . . . Herbert Bayard Swope, for the board of directors of Freedom House invited folks to a housewarming the other night . . . . which marked the opening of the organization's new building . . . . and a series of special radio programs was arranged to mark the occasion . . . . participants on the first program included Jan Masaryk, Fredric March, Dorothy Thompson, Rex Stout and others . . . . heard over WEVD 9:30-10 p.m. and from 10 to 10:30 p.m. over WHN, Friday night . . . . That grand old song, "Shine On Harvest Moon," made famous by Nora Bayes and Jack Norworth years ago, is being set for a full scale revival by Mose Gumble . . . . song is the title of a new Warner Bros. picture in which Ann Sheridan and Dennis Morgan do the number . . . .

★ ★ ★

● ● ● Last week's FM convention will go down in radio history as a memorable occasion . . . . and it will show the full result some time in the post war period . . . . when more than 600 broadcasters and others interested, travel many miles from all parts of the country . . . . to start from scratch as it were, and learn more about the new kind of broadcasting . . . . it means that they are vitally interested and will seek to develop FM in the same consistent way in which they did standard radio . . . . and the broadcasters and the people at large will owe no small debt to the men behind FMBI who spared none of their time and money to bring FM under the spotlight it deserves, either for better or worse . . . . that three-minute dramatic sketch which starred Ralph Forbes and which was part of the recent USO Clubs of N. Y. program heard via WNEW . . . . packed a wallop of considerable proportions . . . . and it is well worthy of a little recognition to Milton Robertson, writer of the script and Jerry Morvay, producer-director for a fine effort on behalf of Democracy . . . . The Glenn Miller singers, "Paula Kelly and her Modernaires," open at the Hotel Commodore, Thursday . . . . Frankie Carle and band succeed Charlie Spivak at the Hotel Pennsylvania, Feb. 13 . . . . Leo Reisman and his crew return to the Waldorf-Astoria about the middle of the month . . . . Reisman incidentally, on the Fitch "Bandwagon" Sunday night, was one maestro who was able to give the sponsor a testimonial . . . . no matter how he tears his hair out at rehearsals or otherwise . . . . the black shock of hirsute adornment still sticks . . . .

★ ★ ★

● ● ● This column is informed by Ben Pratt, Esq. . . . that in case we need info on the writers of "Mairzy Doats and Dozy Doats" etc. . . . not to forget that the writers are not novices and their names are . . . . Jerry Livingstone, Milton Drake and Al Hoffman . . . . they, sez Pratt, are the "tree riders" . . . . Max (Crime Doctor) Marcin thinks the war is nearing an end . . . . because last Saturday a gas-station attendant wiped his windshield . . . . Harry Wismer, Blue net's ace sportscaster, will soon be heard on a new 15-minute twice-weekly series, which he'll do in addition to his regular five minute stanzas . . . . Dick Rieber, writing in "Radio Reports," characterizes "Phillip Keyne-Gordon" erstwhile WJW, Cleveland commentator, as "Five other guys" . . . . alleged expose charges that such a news commentator doesn't exist . . . . A. Walter Socolow, attorney who represented the ET men in the WLB hearings, has joined forces with Benjamin Pepper,

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

HOWARD KEEGAN has been appointed manager of WCAG, replacing Maynard Marquardt who has resigned. Keegan also will be as program director for the station.

The Atlas Brewing Company, Chicago has signed a 52-week contract with WBBM for sponsorship of the documentary program "Is the Underground," it was announced last week by J. Kelly, WBBM commercial manager. The contract is effective Feb. 13.

It will be heard Sundays from 7:00 p.m., CWT. Business was announced through Arthur Meyerhoff, "This Is the Underground" will debut as a sustainer over WBBM May, 1943, running for eight weeks. Scripts are based on actual statements of the activities of underground movements in occupied territory.

Material is supplied by the United Nations Information Service and OWI. James Jewel of the WBBM production staff will direct, and Barnes, special assistant to Preston, WBBM director of production operations, will supervise the project.

Pvt. Nick Veronico, assistant to Larry Wolters, radio editor of the Tribune until he was inducted into the Army on Dec. 31 last, was interviewed on WGN's "Greeting Your Boy" program Sunday, Feb. 30. Broadcast on this date is originating from Fort Sam Houston, where Veronico is stationed.

One of NBC's most diligent workers is Judith Waller, Central District public service director. She has the job every day at 6:00 a.m. working on her textbook devoted to public services radio programs. Her name will be published this week by Houghton Mifflin Company, with three other texts which originate from the NBC-Northwestern University Summer Radio Institute.

## Women Directors Of National Plan Meeting In New York

(Continued from Page 1)

campaign, in which the organization will have the cooperation of several national magazines. Parents Magazine will sponsor a contest for the letters from listeners on "What I'm doing in my home to strengthen the promise of a happier post-war world." Additional details of the New York meeting and the campaign will be released later.

## More Mutual Bouts

Three additional bouts have been scheduled over Mutual by the Mutual Safety Razor Co. First of the series is on February 9, when Lulu Constantine and Tippy Larkin, hold forth at the Madison Square Garden. Al Davis and Bob Montgomery will battle on Feb. 18, and on Friday Feb. 25, Joe Mauriello and Joe Baksi will square the leather.

# THE ONLY 50,000 WATT STATION ALONG THE ATLANTIC COAST, SOUTH OF NEW YORK ON THE AIR--ALL NIGHT--EVERY NIGHT

## ALL NIGHT



BOB JONES



JACK HALLORAN



HAPPY JOHNNY

- • News every hour on the hour! Just the right type of music! A variety of features including "Rhythm Unlimited", "Dizzy Quiz", "Reflections in the Night", "Battle in the Thar Hills", "The Zero Hour Club"!
- • And you'll find Bob Jones, Jack Halloran and Happy Johnny perfect hosts as "the programs most people listen to most" continue throughout the wee small hours.



On The Air 24 Hours Daily—7 Days a Week With  
The Programs Most People Listen to Most!

Powerfully  
Programmed!

Extensive  
Promotion!

Excellent  
Coverage!

Low  
Rates!

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

**This Ad** dramatizes two of WEAF's strong points—programming and promotion. Strong point one: re-programming its 6-to-7 hour, WEAF is attracting even more listeners to the station. Strong point two: heavy promotion behind the hour in an intense advertising drive, appearing in New York newspapers, having a total circulation of almost 4,000,000.

Here's another typical example of WEAF's wide-awake aggressiveness in building audiences and holding them for all WEAF advertisers. That's why it's New York's No. 1 Station—for advertisers and listeners alike.

**WEAF** 

The Showcase of NBC

Represented by NBC Spot Sales  
Radio City, New York 20, N. Y.

**TONIGHT AT 6:00**

# WEAF Has Six Appeal

**Tune in 660 at 6 for 60 minutes of Great Radio Entertainment!**



**6 00—GEORGE PUTNAM, News**  
George Putnam leads off the great 6-to-7 hour by bringing you the latest news. Hear him for a concise digest of the world scene.

Here's an outstanding program—so varied it appeals to *all* tastes. Top personalities in news... music... and sports combine to bring you a radio hour, brilliant in change of pace.

Starting at 6 p. m., a great line-up consisting of—George Putnam . . . H. Leopold Spitalny . . . Bill Stern . . . and (beginning next Monday) Lowell Thomas—gives you a full hour of superlative radio listening. You're in for 60 solid minutes of top-flight radio when you turn to—660 at 6!



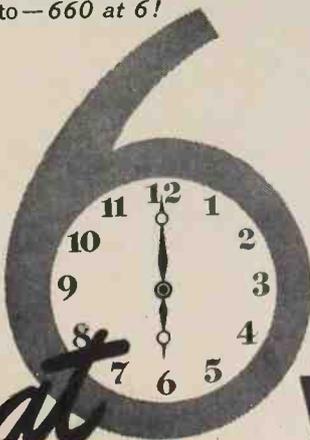
**6 15—H. LEOPOLD SPITALNY, Music**—H. Leopold Spitalny brings you the finest in light music on *Serenade to America*—25 minutes of top-flight musical entertainment.



**6 40—BILL STERN, Sports**  
Bill Stern packs a wallop with his five-minute sports commentary. Hear this crack reporter for expert highlights from the sports world.



**6 45—LOWELL THOMAS, News**  
Big news! Lowell Thomas moves to WEAF next Monday. Hear him at his usual time—6:45—and round out 60 great minutes on—660 on your dial.



**660 at 6**  
*on your dial*

Together with WEAF's mammoth 660 campaign in New York newspapers . . . repeated "on-the-air" announcements . . . local exploitation tie-ins, etc. . . this adds up to the most intensive program promotion ever run in New York by a radio station. All this is motivated by a dual aim: build 'em and hold 'em for WEAF sponsors.

## AGENCIES

RICHARD MANVILLE, director of research, Warwick & Legler, Inc., spoke recently before the Advertising and Selling Course conducted by the Advertising Club of New York, on "Copy-Testing and Research." This meeting was held at the club house.

MALLORY HAT COMPANY, Danbury, Conn., has appointed the Duane Jones Company, New York, as its advertising agency.

HERBERT S. RICHLAND has joined Pal Blade Company, New York, as director of advertising and sales promotion. He was formerly vice-president of Peck Advertising Agency and at one time was part owner of Federal Advertising Agency.

STANLEY YOUNG on January 31 assumed direction of the Chicago office of Spot Sales, Inc., as general manager in charge of the Chicago district. He will direct expansion plans now in preparation in the Windy City. Young succeeds M. J. McGeehan, resigned.

### NBC 3rd "War Clinic" Will Visit Five Cities

(Continued from Page 1)

be similar to those of previous years, with talks by NBC executives, a closed meeting for affiliates in each district visited and panel discussions on operational subjects.

Niles Trammell, NBC president, will open each city session with a welcoming address followed by a conference with representatives of affiliated stations presided over by one or more members of NBC's Stations Planning and Advisory Committee.

The second day will be devoted to talks by the personnel comprising the War Clinic. Roy C. Witmer, vice-president in charge of sales will be heard on that subject; Charles Hammond, director of advertising and promotion on "Sales Promotion;" Frank M. Russell, vice-president in charge at Washington, D. C., on "Legislation;" W. Burke Miller, manager, public service department, on "The War Effort;" William F. Brooks, director of news and special events, on that topic; Sheldon B. Hickox, Jr., on "Co-operative Programs;" and John McKay, manager, press department, on "Publicity." The afternoon meeting on the second day will be an engineering conference for station technical personnel with O. C. Hanson, vice-president in charge of engineering and Philip I. Merryman, director of Facilities, Development and Research, analyzing television, FM and facsimile.

The final day will open with a panel on "Television, FM and the Future" by Trammell, Hanson, Merryman and C. L. Menser, vice-president in charge of programs, followed immediately by a second panel on "Programs" in which Trammell, Menser, Miller, Brooks, McKay, Dr. James R. Angell, public service counsellor, and James M. Gaines, assistant director of advertising and promotion, will participate;

## NEW BUSINESS

KDKA, Pittsburgh: American Poultry Journal, (Poultry Publication), through Simmonds and Simmonds, Inc., Chicago, Ill., five-minute anns., five weekly; Meadow Gold Dairies, Pittsburgh (Milk) through F. A. Ensign Adv. Agency, one weekly station break, February 2 through July 25, 1944. Also one weekly station break January 3 through June 26, 1944; Standard Oil of N. J. (New York) through Marschalk & Pratt, N. Y., five-minute Esso News broadcasts, January 1, 1944-December 31, 1944; Johnson & Johnson (Tek Tooth Brush) through Ferry Hanly Co., N. Y., five weekly station breaks, January 3 through December 29, 1944; Fort Pitt Bedding Co. (Mattresses) through Smith, Taylor & Jenkins, Pittsburgh, three weekly 15-minute programs through March 26, 1944; Duquesne Light Co., Pittsburgh (Electrical Power) direct six weekly station breaks, January 24 to July 23, 1944; Christopher Hansen Laboratory Inc., through Mitchell Faust Agency, two weekly participations in Home Forum; E. L. Knowles, Inc., (Springfield, Mass.), through Charles W. Hoyt, N. Y., three weekly one-min. anns.; Miami Margarine Co., Cincinnati, O. (Nu-Maid Margarine) through Ralph H. Jones Co., seven weekly station breaks, three weekly one-minute announcements; Wm. S. Scull Co. (Boscol Coffee) through Compton Agency, eight weekly station breaks; Otto

WSPR, Springfield, Mass.: Russell-Miller Milling Co., Minneapolis, (Occident Flour) three 15-minute transcribed programs weekly; through Campbell, Mithun, Inc., Minneapolis, renewal; Megowen-Educator Food Company (Crax) one-minute transcriptions, one a day, five days a week; through Badger and Browning, Inc., Boston; Continental Baking Company (Wonder Bread) one-minute transcriptions, 13 a week; through Ted Bates, Inc., New York; Walgreen Drug Stores (Springfield and Holyoke) 30-second transcriptions, six a day, seven days a week, through Schwimmer and Scott, Chicago; Warner Brothers, RKO, and Columbia Pictures (tie-in with local motion picture houses) spot announcements and transcriptions; placed direct; Swett Brothers Heating and Appliance Company, Springfield, Massachusetts, local sponsorship of "Baukhage Talking," three 15-minute commentaries weekly, WSPR commercial department; Dreikorn Bakeries (Orange Wrap Bread), regional advertising, 25 spot announcements weekly, WSPR commercial department

Milk Co. (Milk) through W. S. Hill Co., 28 weekly daytime time signals; Spool Cotton Co. (Sewing Book) through Huber Hoge & Sons, two weekly participations in "Home Forum."

### Midwest "Hams" Do Post-War Planning

Chicago—The Chicago Area Radio Council at its tenth annual meeting recently at the Hotel Sherman, made plans for co-ordinating actions of Chicago's Amateur Radio Operators with those of the American Radio Relay League in gaining renewal of operating privileges at the close of the war. Plans also were made for a mass meeting of all hams in the Chicago area, the first in two years. The council's post-war committee, consisting of Al Knodell, chairman, Ira Coon and M. Warren Clark, was reappointed. George Ashton was re-named chairman of the council and M. Warren Clark secretary. New officers are Ray F. Kramer, vice-chairman and Louis Brown, treasurer. Although allowed to retain their frequencies, activities of the hams since the start of the war have been limited to work as an auxiliary means of communication for the Office of Civilian Defense.

a general discussion of radio and network problems concludes the three day session.

The itinerary of the War Clinic follows: New York—Feb. 28-29, March 1, at the Waldorf-Astoria Hotel; Atlanta, Ga.—Mar. 5-6-7 at the Henry Grady Hotel; Dallas, Tex.—Mar. 9-10-11, at the Baker Hotel; Chicago—Mar. 13-14-15, at the Drake Hotel; Los Angeles—Mar. 20-21-22, at the Biltmore Hotel.

### Cantor's Bond Marathon Huge Success In 'Frisco

(Continued from Page 1)

stayed on air nearly every minute of the time singing, wise-cracking, conducting bond auctions and talking to bond purchasers over the phone with exception of time he took out to eat and to be rubbed down by a "Y" masseur. Cantor introduced Basil O'Connor on the air on the "March of Dimes" program for network broadcast. He took time out once to take a walk around the block for fresh air.

Biggest individual purchase from Cantor was \$1,250,000 which Parker S. Maddux, president of "The San Francisco bank" bid on a Jap bayonet. Most unusual article auctioned off was ham sandwich and bottle of beer to F. J. McCarthy of Campbell, California. Best gag of marathon—a woman called Eddie and said she wanted to buy a bond. "What denomination?" Eddie asked. "Jewish," the woman replied. One half-hour of the twenty-four was broadcast by NBC from Coast to Coast with Cantor selling a \$500 bond to Gov. Earl Warren of California with two-way telephone call from Sacramento to San Francisco. After consuming 37 cups of coffee to keep himself awake, Cantor finished strong enough to do special overseas broadcast over shortwave in which he told men overseas that any people who would bid a million and a quarter for a Jap bayonet wouldn't let them down. "Life" magazine covered Cantor throughout entire 24

## PROMOTION

### Rotarian Tie-up

Three hundred members Cincinnati Rotary Club together with their guests were entertained staff of WCKY at the club's meeting held in the ballroom Hotel Gibson. The program was arranged by Fred Palmer, manager WCKY, and produced by Fleming, program director.

Among those who took part entertainment were Carroll Far East expert of WCKY; Rex news editor-in-chief; Fred B. emcee of the "TNTea Party"; Bauer, songstress; Clyde Tras the WCKY orchestra; John W. announcer; and Leo Spaeth, of the sales staff.

### Paper Conservation

Exactly 122,000 pieces of "Modern Home Forum" mail to war. This huge collection of and postcards was directed to Weston and the WOWO "M Forum" program during 1943 by listeners. But last week the ink, and paper of the "Home Forum" went off to war through a presentation to representatives of the Wayne Schools for dispensation Wastepaper Campaign. It is estimated that the mail weighed a total ton and a half.

### Agency Principles

Chicago ad agency of Henri & McDonald ran a couple of national layouts recently in "Tribune" outlining the organization's beliefs on marketing products. The presentation used simple, direct copy to prospective clients to show them of the advantages the agency offered in building ads on facts, specially gathered by a trained staff more than a hundred throughout the Nation. Ads of agency's customers sold, the copy stressed, because plugs were based on those facts.

### Radio Sports Ducats

Listeners to WLAC, 50,000-watt let in Nashville, received a year letter enclosing a pair of tickets to two collegiate gridiron classics New Year's Day. Each ducat the data on the Orange Bowl from Miami at noon and the Sugar Bowl fracas from New Orleans 2:30. "And just think..." the letter concluded, "you don't even have to leave your comfortable chair. switch your dial to 1,510 and WLAC will do the rest."

### Program Guide

A 20-page Program Guide is prepared by staff of KTSA, Antonio for distribution to its listeners. Program schedules, pictorial of CBS network stars and KTSA personalities will make up much of booklet. There will also be space special markings by dialers for programs they may want not to miss

hours using Ed Murphy, their Francisco man for portion of it, importing "Life's" ace photograph Otto Hagel for final 18 hours.

*Here's . . .* **YOUR BALTIMORE  
MARKET**



**. . . and she listens to  
WFBR every afternoon!**

So do many thousands of other busy Baltimore women while they work at home. They like to listen to the "Tune Shop"—WFBR's great afternoon show that is gaining more and more listeners every day!

Recent surveys illustrate this clearly. *There is over a 50% increase in WFBR's afternoon listening audience!*

The "Tune Shop" is another example of how WFBR is developing a solid hour-by-hour audience all day and night. The "Tune Shop" is designed to meet and beat tough daytime competition . . . and it's doing the job!

Progressive programming is another reason why WFBR is your station in America's sixth largest city . . . with a signal that is *strong* enough and *clear* enough to give you concentrated coverage in an area of well over a million people!

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

# Industry Leaders Praise OWI Report

(Continued from Page 1)

donable pride radio's achievement and will work even harder in 1944 in the interest of the war effort. We of the NAB plan to utilize these figures as a theme for discussion at our regional NAB meetings starting this week."

### NBC President Pleased

Characterizing the OWI report as indicating what an outstanding and comprehensive job the radio industry has performed, Niles Trammell, president of NBC, made the following statement:

"Radio's contributions to the war effort during 1943, as revealed in the analysis prepared by OWI and published in your January 31 issue, will amaze readers who have not been closely associated with the industry's activities in this field. But speaking as one of those who have directed the efforts of broadcasters, I take a great deal of satisfaction in the results we have obtained. Networks and stations have given freely of their time and facilities; artists have contributed their talents unstintedly, and the tireless and courageous radio reporters, many of them working close to the front lines, have made it possible for the great radio audience to know at all times what our valiant fighting men are doing.

"RADIO DAILY'S presentation of the OWI report cannot fail to impress upon the industry the outstanding, comprehensive job that the broadcasters have done and will continue to do as long as they are permitted to function under the proved American principle of free enterprise."

### CBS Glad To Take Part

Dr. Frank Stanton, vice-president of the Columbia Broadcasting System, in a statement issued last night, declared:

"OWI's report on radio's all-out contribution to victory is gratifying to every member of the industry. What was done by the industry in general, and CBS and its affiliates in particular, during 1943, is what must be expected from every citizen in the land. The figures revealed by OWI's report in RADIO DAILY are impressive, but we cannot merely estimate such a contribution in total of hours or dollars. In the final analysis, it is the impact upon the listener—his subsequent action—which counts.

"The accomplishments of the people during the past year indicate we are all pulling together for victory. Columbia is glad to be able to participate and is redoubling its efforts in 1944."

Blue Exec. Complimentary Speaking as a network executive, Edgar Kobak, executive vice presi-

SUMMARY OF WAR EFFORT WABC-CBS FOR 1943			
Total programs as estimated by WABC-CBS Research Department is tabulated below:			
TYPE	Number of Broadcasts	Number of War Items	War-Related Time
Programs with war items	10,779	15,297	2,327 hrs. 00 mins.
Treated in subject matter*	8,411	10,595	2,279 hrs. 00 mins.
Treated by announcements*	3,902	4,702	64 hrs. 00 mins.
Programs with war news	6,487	6,487	965 hrs. 00 mins.
War-Related station-break announcements	5,075	5,075	25 hrs. 00 mins.
<b>TOTAL</b>	<b>22,341</b>	<b>26,850</b>	<b>3,318 hrs. 00 mins.</b>
Sustaining Programs			
TYPE	Number of Broadcasts	Number of War Items	War-Related Time
Programs with war items	4,528	5,412	1,337 hrs. 30 mins.
Treated in subject matter*	3,656	4,109	1,322 hrs. 30 mins.
Treated by announcements*	1,199	1,303	20 hrs. 30 mins.
Programs with war news	4,439	4,439	601 hrs. 00 mins.
War-Related station-break announcements	5,075	5,075	25 hrs. 00 mins.
<b>TOTAL</b>	<b>14,042</b>	<b>14,926</b>	<b>1,964 hrs. 30 mins.</b>
Commercial Programs			
TYPE	Number of Broadcasts	Number of War Items	War-Related Time
Programs with war items	6,251	9,885	989 hrs. 30 mins.
Treated in subject matter*	4,755	6,486	956 hrs. 30 mins.
Treated by announcements*	2,703	3,399	43 hrs. 30 mins.
Programs with war news	2,048	2,048	364 hrs. 00 mins.
War-Related station-break announcements	5,075	5,075	25 hrs. 00 mins.
<b>TOTAL</b>	<b>8,299</b>	<b>11,933</b>	<b>1,354 hrs. 30 mins.</b>

\* Some programs treated war items in both subject matter and announcement content of the program.

## MUTUAL'S SUMMARY OF GRATIS TIME GIVEN THE WAR EFFORT DURING 1943

PROGRAM	Number of Programs	Hours and Minutes
President Roosevelt (including repeats)	20	7:04
Sports	112	73:00
General War Effort—Series and Special Features	426	174:25
Navy Dept.—Series and Special Features	316	180:40
War Dept.—Series and Special Features	301	147:20
Treasury Dept.—Series and Special Features	93	43:45
War Production Board—Series	68	34:00
United Nations—Special Features	39	14:35
Foreign Programs—Special Features	44	13:55
Musical Programs—Special Features	12	5:00
Federal Security Agency—Series	33	8:15
Senators and Congressmen—Special Features	30	8:15
Religious Programs—Special Features	12	5:00
Red Cross—Special Features and Series	27	7:00
Home Front—Special Features and Series	21	7:10
War Manpower Commission—Series	20	5:00
Office of War Information—Series	18	5:15
Labor Programs—Special Features	6	2:00
U. S. Chamber of Commerce—Special Features	7	2:00
American Legion—Special Features	7	3:30
Maritime Commission—Special Features	4	1:30
Dept. of Agriculture—Special Features	4	1:45
Dept. of Interior—Special Features	3	0:45
<b>TOTAL</b>	<b>1623</b>	<b>751:09</b>

dent of the Blue, gave the following statement:

"American broadcasting's war service record, as presented concisely by RADIO DAILY on the basis of figures prepared by the Office of War Information, should cause deep gratification on the part of every person associated with radio. The industry owes a debt of gratitude to the Office of War Information for making the record available, and to RADIO DAILY for the publication.

"All of us in radio must realize, however, that this record is more than a detailing of what has been done. It is a guide to what can be done. I am sure that no one considers that any network or any station has done more than the duty of an American. This record shows that, perhaps, radio has been given a greater opportunity

than that given to some others. Compared to the contribution that men and women in the armed services are making, the contribution of time and money alone is small indeed. As fine as radio's record is it should be but an incentive to a more vigorous prosecution of the war on the part of those of us who are not privileged to be in foxholes."

### McClintock Impressed

Miller McClintock, president, Mutual network, commented as follows:

"The entire radio industry should be proud of its contributions to the war effort as revealed in a report by the OWI Domestic Radio Bureau, in which an impressive total of radio time given to the war agency by the networks is tabulated.

"Praise is also due the editors of RADIO DAILY, as spokesmen

# OWI War-Aid Report To Be Used By Trade

(Continued from Page 1)

broadcasters will occur at the regional meeting of NAB scheduled today at the Columbia Club, Indianapolis, Ind. President M. will emphasize the value of this information to the industry and urge exploitation of the official by all broadcasters.

In NBC circles it was announced that the information was of value in connection with the third annual War Clinic which opens in New York on Feb. 28 and will visit cities. The OWI tables will be incorporated into the presentation of radio's role in the war.

### Nets Breakdown Available

Coupled with the release of figures networks furnished a breakdown of their participation in the war campaign. Comprehensive reports were received from NBC, CBS and Mutual. Figures covering the participation were carried in RADIO DAILY, Jan. 21.

### CBS Report Impressive

Summary of War Effort programs and announcements over CBS logged over the New York key station WABC for the year 1943, revealed a total of 22,341 broadcasts, carrying 26,859 War Items, for a grand total of 3,318 hours of War-Related Time. Classifications of these broadcasts: 1,964 hours of War-Related Time programs with war items, either treated in subject matter or by announcements; 601 hours of war news and war-related station-break announcements.

### NBC Program Data

During the past year NBC devoted six hours and 51 minutes to 411 war bond announcements as sustaining features and a total of 16 hours and 12 minutes to announcements on commercial programs.

In handling war effort announcements other than War Bond messages the network had 1,166 sustaining messages for a total of 19 hours and minutes and 2,177 commercial messages for a total of 35 hours and minutes.

Under the general heading of "War Effort Programs," the network carried 1,546 sustaining announcements for a total of 539 hours and 58 minutes and 1,513 commercial program messages for 393 hours and 54 minutes.

It was pointed out by NBC statisticians that in making the foregoing figures public the record does not include "plugs" on news periods and does it include the contributions of individual stations.

for the industry, in relaying to the trade and the public, the tremendous contributions made by the radio networks.

"As a representative of one of the major networks, let me reiterate Mutual's determination to make available, during the coming year, our facilities and time to war agencies and departments, in the interests of the successful conduct and completion of the war."

COAST-TO-COAST

SOUTH CAROLINA

UMBIA—Baseball was very much in evidence recently on Peterson's "Sports Spotlight" WIS. Both Ernie White, pitcher of the "Cardinals" and Martin "Redbirds" shortstop, were viewed by Peterson within a few Occasions followed their induction at Fort Jackson.

CALIFORNIA

CLAND—KROW is bringing to its area listeners as a sustaining feature program titled "Labor Arbitration," three-time winner of awards from Ohio State University for educational value. Program actual, unrehearsed labor disputes and the decisions rendered which are being binding in accordance with pre-cast agreement. Philip G. Lusky, manager of KROW, plans a similar local program if listener reaction warrants.

ALABAMA

BIRMINGHAM — Notes from WFN: Henry P. Johnston, general manager, has been re-elected to the post of Planters & Merchants Bank, downtown... Mary F. Childers has taken the place of Cornelia Robinson's secretary to Mr. Johnston, Cor... having moved into merchandising. And Mary Black has transferred from traffic to continuity... newcomers to the staff are program Bill Terry's secretary, Evelyn King, and Suzanne Moseley at reception desk... When Clay Coe moves into the Merchant Marine short-story place as salesman will be by Warren Wilson.

NEW JERSEY

TERSON—The sixth of a series of films written by Helen Leighton, director of women's activities at WPAT, "Manhattan's Ready," was screened before a representative audience, including New York's Mayor LaGuardia, last night at the Museum of Modern

FLORIDA

AMI—Through the efforts of Jim Tate, general manager of WIOD, documentary film "War Department Report" will be screened for public in south Florida schools. Screenings are timed with War Bond drives which will include stage shows under direction of Bob Fielar, WIOD's program director.



February 1

- John L. Anderson
- Frank Engle
- James P. Johnson
- Ed Lowry
- Arch Morton
- Vilma Ebsen
- Clark Gable
- Betty Lawford
- F. A. Mills
- H. M. Overstreet
- Helen Walpole

Radio's 4th War Loan Sales Still Maintaining Rapid Pace

(Continued from Page 1)

Wagner, brought \$175,000 in war bonds from Benrus Watch Co. who plans to exhibit the bracelet around the country and sell more bonds as the price for viewing the Hitler memento.

Japanese currency, found on Tarawa by Captain Louis Hayward and offered by his wife Ida Lupino for auction, brought \$70,000 in war bonds from Mrs. Morgan Grace. Pair of seats to "Oklahoma," offered for auction by "Louis, the Waiter," brought \$60,000 in bonds and a Japanese gas mask found on Guadalcanal by Felix Knight, radio singer, brought \$41,000 from a Wall Street broker.

Additional bond salesmen and volunteers have been added to WOR's "Chickering 4-7110" heard this week Monday through Friday 6:15-6:25 p.m., EWT. These include Tallulah Bankhead, Zero Mostel, Shirley Ross and others who will interview servicemen.

Check on totals achieved during WABC-CBS' "Night Clubs for Victory" drive adds \$106,825 at the St. Regis; \$25,150 at One Fifth Avenue and \$301,000 at the Versailles, all during the past three nights. These totals are for bonds sold during air-time only 12:30-1 a.m. and do not include sales by the WABC-CBS booths on duty throughout the drive.

The CBS-American Hotel Assn. War

Bond Show tomorrow night at the Hotel Sherman will include Gracie Barrie, Glen Gray's orchestra and Bill Cunningham. Show also was held at the Cosmopolitan Hotel, Denver and the Thurs. Feb. 10 hotel program has been switched from Los Angeles to the Nicolette Hotel, Minneapolis.

Final and 12th hotel bond show will come Feb. 15 from the Mayflower, Washington, D. C. and heard 10-10:30 p.m., EWT instead of 12:30-1 a.m., EWT.

Washington Bureau, RADIO DAILY

Washington—The bond matinee performance of the "Ice-Capades of 1944," sponsored by WRC and the Variety Club of Washington, brought \$1,430,000 into the Fourth War Loan exchequer, it was announced yesterday by Carter Barron, Loew's division manager and chairman of the matinee committee. This sum represents approximately one-tenth of the total bond sales reported to date in the district.

A group of 176 wounded veterans hospitalized at the Bethesda Naval Medical Center and Walter Reed General Hospital were guests of the Variety Club, WRC, and the Equitable Life Insurance Co., which purchased the million dollar section where the boys were seated during the performance.

CBS Sells 55% of WBT Buys 45% of KFAB

(Continued from Page 1)

transaction, is designed to meet three problems, the FCC said:

(1) Under FCC regulations, a rule prohibits networks from owning facilities in any community where network competition cannot acquire competing facilities. Such was the case in Charlotte, where CBS owned one of the three stations.

(2) KFAB stockholders also own a second station, KFOR, in Lincoln, which they are required to dispose of under the recent dual-ownership rule of the Commission. The KFAB stockholders have already applied for permission to sell KFOR and also their station KOIL, in Omaha, to the Stuart Brothers of Lincoln, who will assume ownership and operation of those two stations immediately upon FCC approval.

(3) The third problem which the parties seek to solve by the transaction is that of night-time synchronization between KFAB, Lincoln, and WBBM, Chicago, which has been in existence for many years. Both KFAB and WBBM operate on 780 kc. If the sale of the majority interest of WBT is approved by the Commission, KFAB will plan to move to the 1,110 band, which was assigned to Nebraska under the Havana treaty, while it is planned to have WBBM, remain on 780 kilocycles, the clear channel assigned to Illinois, in the same Havana treaty.

Stinson Gets New Post As WABC Music Director

Eugene Stinson, former Chicago music reviewer and more recently program director of the WABC-FM station, has been named music director of WABC, New York, George W. Allen, program director of WABC, announced. In addition to his new duties, Stinson also will continue in his present post of acting director of WABC-FM.

Vox Pop Hits 20.9

"Vox Pop," Monday night program on CBS with Parks Johnson and Warren Hull, for the first time in its career has passed the 20 mark in the Crossley ratings. This makes it the No. 3 show on CBS in the half-hour classification. "Screen Guild Theater" and "Take It Or Leave It," are the first two respectively. Fred Allen show is about tie with "Vox Pop."

Husing, Dolan at Millrose

The one and two-mile relays of the Millrose A. A. Games, among the principal events of the evening will be covered for CBS listeners by Ted Husing and Jimmy Dolan from Madison Square Garden, New York, Saturday, February 5, over CBS from 11:15-11:30 p.m., EWT. Husing and Dolan, who have been reporting the Millrose Games for the last 13 years, will summarize results of the Sheppard 600-yard-run and the special two-mile race.

TELE TOPICS

Spectrum Beat

Upward trend of tele stocks in an otherwise dull market is indicated in continuing bullish trading of electronic securities. Situation reflects public feeling that earnings in the tele field will expand greatly after the war... Membership-corporation move for the American Television Society looks like a shrewd manipulation to perpetuate existing control... Return from overseas of Dr. Peter Goldmark, chief engineer of CBS tele, ought to hypo the net's sight-and-sound activity.

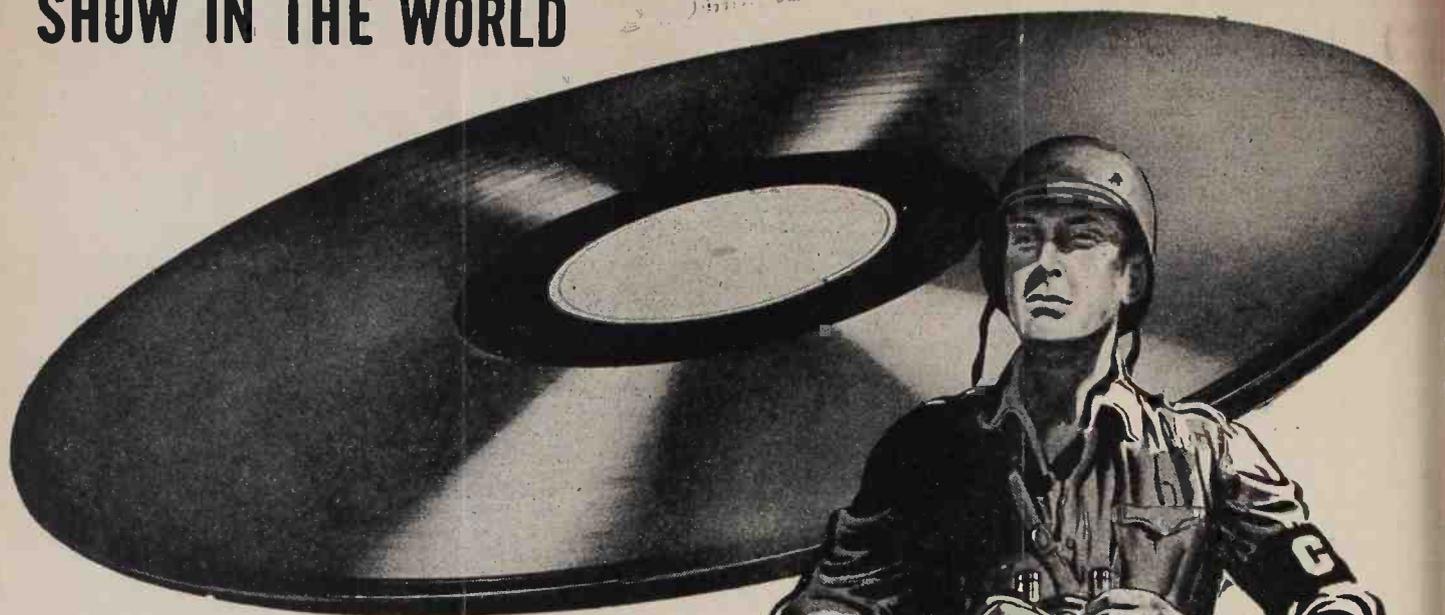
Presidential convention plans by the nets for radio coverage bring to mind the pioneer tele job done by Philco and NBC at the 1940 Republican conclave in Philadelphia, which was relayed to New York by coaxial cable... Why is it that the habitués of 30 Rockefeller Plaza in Gotham arch their eyebrows and hint mysteriously that "if only Hanson would talk, you would find out things about NBC television that would amaze you"? C'mon O. B., we're all ears... GE's technical staff at WRGB, Schenectady, believes that white shirts on referees in televised boxing bouts tend to pick up too much light.

A couple of heads may roll at Philco for the untimely revelation last week of the equipment company's secret project for a film tie-up with Warner Brothers. Circumstances were described in this pillar two weeks ago without mentioning names... Dr. Charles F. Kettering, v.-p. of General Motors in charge of research, tells one about a young Nova Scotia "ham" who could receive tele programs from England when atmospheric conditions were very bad. In perfect weather, though, the Canadian boy could pick up sight-and-sound shows within 20 miles, the normal antenna range.

Overheard in a corridor at the IRE convention: A prominent engineer, who shall remain nameless, cited the recent British Government report that the best frequency for tele broadcasting was around 40 megacycles. This allocation applied only to England, he pointed out, where there were less big steel buildings to cause reflection problems. Over here, the same source indicated, the ideal place in the spectrum would run from 30 to about 100 mc., as compared with the present starting point at 50 mc. This jibes with conclusions reached independently by GE, RCA and Du Mont.

Tele stock company directed by Michael Patrick Cuning for "Stage 8 Television," major independent production outfit in Los Angeles, has reportedly perfected a system for broadcasting a one-hour show after one rehearsal and without the use of a script. Cuning is said to outline the story to the cast and crew, with players filling in dialogue and action for his approval until they are ready for a complete rehearsal.

**BROADCAST BY MORE STATIONS THAN ANY OTHER WAR  
SHOW IN THE WORLD**



## *Soldiers of the Press!*

These weekly transcribed shows dramatizing the experiences and the exploits of United Press fighting-front correspondents have won dramatic success.

United Press first presented them two years ago. They proved instant winners with tuner-inners, were promptly spotted by sponsors to run interference for sales-scores

The "Soldiers of the Press" series furthermore has continued steadily to augment audiences and increase incomes of United Press clients. Because of this it is today broadcast by more stations than any other war show in the world.

The shows run 15 minutes, including three for announcements and commercials.

"Soldiers of the Press" is only one of many United Press radio news accessories. But its pre-eminence is characteristic of every element of United Press radio news service.

**UNITED PRESS**

*Foremost because it offers most!*

# FCC Asks Net Show ET's

## AMMUNITION

OWI's impressive figures of radio's contribution to war information campaigns during 1943 is real ammunition for the industry to use in directing a factual barrage at our critics.

THE FIGURES, carrying the governmental stamp of approval, are convincing proof of the effectual and unselfish service performed by the broadcasters during the past year, service which reflected the whole-hearted participation of stations large and small, network affiliates and independents, from coast to coast, from Canada to the Gulf.

RADIO DAILY believes that exploitation of the OWI report is an important duty for everyone in the industry at this time. We feel that everyone—inside and out of the industry—should know what radio has contributed in time, talent and other services during the past year.

The OWI report, we believe, should be incorporated in publicity and promotional releases of networks and stations; used as a theme or subject matter for commentators and newscasters; written into the addresses delivered by broadcasters to advertising, civic and educational groups and last but not least brought to the attention of radio's critics in Washington.

RADIO may well be proud of its contributions to the war effort the past year and we know that radio resolutely looks forward with unselfish service to a "Victory Year" that lies ahead.

BURKE

## Mystery

Other night when Eileen Farrell started her 11:15 p.m. broadcast over CBS, instead of the unaltered rich soprano voice of Miss Farrell filling the air, listeners heard the singer intermittently long with snatches of a dramatic show. Seems the repeat broadcast of "Crime Doctor" was getting in the way, but how, nobody knows.

### Top Saleswoman

Kate Smith seems to have done it again. At midnight last night, just about 16 hours after she had started her all-day Bond-selling stint, the Columbia Network's songbird had produced \$40,000,000 in sales for the U. S. Treasury and victory. This sum as expected to be considerably increased by 1 a.m. this morning, at which time Miss Smith called it a day.

## Tele Station Plans Announced By WGN

Chicago—Looking forward to the expected post-war era of television, WGN has placed an order for a 40,000 watt transmitter and has filed an application for a television wave length and construction permit with the FCC, according to an announcement by W. E. MacFarlane, vice-president of the station.

The transmitter and the elaborate  
*(Continued on Page 6)*  
—Buy A Bond Today—

## 'What's New' To Half Hour Effective March 4 Show

"What's New," one hour program on the Blue Network, sponsored by RCA Saturdays 7-8 p.m., EWT, will be cut to a half hour upon completion of the present 26-week cycle which will be Feb. 28. Beginning with the March 4, program the new time will become effective, 7:30-8 p.m. J. Walter Thompson Co. is the agency.

# Canada Government Censored For Handling Of CBC Affairs

## Purchase Of WQXR Confirmed By "Times"

Sale of WQXR, select Gotham indie, and its FM station WQXQ to "The New York Times" subject to FCC approval was confirmed last night by the metropolitan daily, verifying the previous report of the purchase in RADIO DAILY. John V. L. Hogan and Elliott M. Sanger, former president  
*(Continued on Page 2)*

## Proposed Rule Would Require Record Held By Originating Outlet One Year; Arguments To Be Heard March 15

### "Manpower Problem Growing"—McNutt

Washington—An ever tightening manpower situation through at least the greater part of this year was forecast by WMC Chief Paul V. McNutt. Increased difficulty in replacing men called to the colors is to be expected, McNutt said, declaring that "men who are withdrawn from industry for military service are becoming harder and  
*(Continued on Page 6)*  
—Buy A Bond Today—

## Sales Records Broken In Past Year On WOR

Registering a 23 per cent increase in dollar volume sales over the previous high year, 1941, WOR sales for the fiscal year ending January 31 set an all time high mark in total sales, Eugene S. Thomas, sales manager, announced.  
*(Continued on Page 4)*  
—Buy A Bond Today—

## Sonora Phono. Records To Resume On Big Scale

Distribution of Sonora phonograph records is due to be expanded to a nationwide scale, according to a report from Sonora Radio and Television.  
*(Continued on Page 6)*

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday proposed a new regulation requiring that every program on a regional or national network be recorded by the station of origin. Only exception, it was announced, would be in those cases where the program itself was a transcription. The rule would require retention of the record for a period of one year.

Immediate reaction of network  
*(Continued on Page 6)*  
—Buy A Bond Today—

## Disk Firms Expecting AFM's Decision Soon

Although there is no definite assurance whatsoever just when the War Labor Board panel which heard the dispute between the AFM and the recording companies will render its decision, the disk firms involved are hoping that some word will be handed down either in the next few days or early next week. This hope is based on the fact that Chairman Arthur S. Meyer has finally been able to get the  
*(Continued on Page 2)*  
—Buy A Bond Today—

## New Tele Organization Elects National Officers

Allen B. Du Mont was elected president of the newly formed Television Broadcasters Association, Inc., at a meeting conducted in the Commodore  
*(Continued on Page 6)*

## Artist Co-op

When Hildegard guests on the Bandwagon program next Sunday, February 6, 7:30 p.m., EWT, via NBC, she will feature "Leave Us Face It, We're In Love," the ditty written by Ed Gardner of "Duffy's." Hildegard has already sung this number on her own Wednesday night "Beat the Band" program, and has received a number of requests to repeat it.



Vol. 26, No. 23 Wed., Feb. 2, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Allicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Allicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WJZscnsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

# FINANCIAL

(Tuesday, February 1, 1944)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 1/8	157	157	- 1/8
CBS A	27 1/2	27 1/2	27 1/2	—
CBS B	26 1/2	26 1/2	26 1/2	- 1/4
Crosley Corp.	18 1/2	18 1/2	18 1/2	+ 3/8
Fansworth T. & R.	13 3/8	13 3/8	13 3/8	- 1/8
Gen. Electric	36 5/8	36 5/8	36 5/8	+ 1/8
Philco	28 5/8	28 1/2	28 5/8	+ 1/4
RCA Common	9 7/8	9 5/8	9 7/8	+ 1/4
RCA First Pfd.	71	71	71	+ 1/4
Westinghouse	95 1/2	95 1/8	95 1/2	—

### OVER THE COUNTER

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

### Joins Blue Chicago Staff

James Dato, formerly associated with the Paragon Engineering Company, Chicago, and station WCRW, Chicago, has joined the engineering staff of the Blue Network Central Division.

## 20 YEARS AGO TODAY

(February 2, 1924)

Radio station located in Eiffel Tower London, England, is affecting the toy industry of France, according to the Prefect of Paris. French children have lost interest in toy soldiers and are saving their pennies to buy miniature radio sets. . . . Concert broadcast from London was picked up by a local station in New York and rebroadcast here.

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

**WSAY**  
ROCHESTER  
N. Y.

## Webs Give Full Cover To Marshall's Invasion

Invasion of the Marshall Islands by American forces yesterday was flashed over NBC at 3:30:20 p.m., EWT, in a pickup from Honolulu of the official communique issued by the headquarters of Adm. Chester W. Nimitz, commander of the Pacific Fleet. In order to broadcast the bulletin and a summary by commentator W. W. Chaplin, it was necessary to cancel "Pepper Young's Family," daytime serial heard at that time.

The Blue Network announced the invasion at 3:31 p.m., breaking in on "My True Story." The news bulletin over the Blue was followed by a pickup of Honolulu correspondent Victor Ecklund at 3:45. A half hour later, a transcription made by William Ewing, another Blue newsmen in Honolulu, was put on as he had made it with invasion data prior to sailing with the task force that landed on the Marshalls.

CBS received the report at 3:31 but didn't put it on until 3:44. Kate Smith repeated the message in her special War-Bond appearances at 3:55. A two-minute hookup at 4 brought in Webley Edwards, Columbia correspondent in Pearl Harbor, who was also scheduled to be heard on "World News Today" at 6:45 and "Report to the Nation" at 9:30.

Mutual covered the invasion in regular news bulletins, carrying a pickup from Honolulu over the full network at 4:30 p.m.

## Purchase Of WQXR Confirmed By "Times"

(Continued from Page 1)

and executive vice-president of the outlet, will continue under five-year contracts as chief executives of the station, with no change in personnel or program policy, according to a statement by Arthur Hays Sulzberger, president and publisher of "The Times." Price, rumored to be more than \$1,000,000, was not revealed.

Sulzberger also announced that Nicholas Roosevelt will be the liaison executive between "The Times" and its broadcasting interests. Roosevelt, formerly U. S. minister to Hungary and editorial writer for the New York "Herald Tribune," was most recently deputy director of the OWI. "The Times" hourly news bulletin over WMCA will be continued over that station for the time being.

## Disk Firms Expecting AFM's Decision Soon

(Continued from Page 1)

three-man panel together for an opinion meeting. Meyer himself has been ill for a short while and Max Zaritsky has been on the Coast working on another WLB case. WLB concluded the hearing on Nov. 22, 1943.

There has been but little contact between the WLB panel and either the AFM or the recording men since the briefs were filed some weeks ago. Only contact has been for small clarifying matters. However, the panel itself declared upon completion of the hearings last Fall an opinion or decision would be rendered within eight to 10 weeks. The 10-week period is about up and this was considered at the time to be the maximum.

### Disc Delays Costly

Meanwhile the three companies involved, RCA, Victor, Columbia Recording Corp. and the Radio Recording Division of NBC are reported as laboring under severe "competitive disadvantages." It is believed in some quarters that Chairman Meyer, always in favor of mediation, may come up with such a plan, which it is indicated, would only start the whole thing all over again, unless the musician union is ordered back to work immediately pending final settlement.

It is pointed out that the AFM has now signed about 55 transcription and recording companies which have agreed to the sliding scale of direct fee payments to the union, above the regular musician union scale of salaries.

### No Production Now

Pending the WLB decision, neither of the three petitioning recording and transcription firms have made any recordings involving music since August 1, 1942, when the AFM recording ban went into effect. Hearings which opened last Fall and ran for several weeks, involved some 2,000 pages of testimony plus exhibits and briefs.

## Blue Dinner Tonight

Newly enlisted department heads and employes of the Blue Network will attend an informal dinner tonight at the Town Hall Club, at which Edgar Kobak, executive vice-president, will be host. This is one of a series of dinner-confabs at which Kobak will discuss how the present and future success of an organization depends upon the efforts of each and every employe.

## COMING and GOING

CARL BURKLAND, general manager of WJZ CBS-owned outlet in Washington, D. C., visiting briefly in New York.

JAMES STIRTON, program manager of Blue Network's central division, will be in New York today on a short business trip.

DON FEDDERSON, sales manager of KYA, Francisco, has arrived from California conferences with the New York representatives of the station.

C. H. COTTINGTON, radio director of Er Wassey & Co., is out of town this week visiting clients in the midwestern states.

JOSEPH C. BURWELL, president and station manager of WMBS, Columbia's affiliate Uniontown, Pa., is spending several days town.

PHIL SPITALNY and the girls of his "Charm" orchestra are going to Cleveland for the broadcasting of Sunday's program on NBC.

GENE HAMILTON, announcer on "Your War Job" heard over WJZ, is vacationing at his farm in Cooperstown, N. Y. He will be inducted into the U. S. Army on Friday.

JOHN REED KING will take the "Double Nothing" program entourage to Bridgeport Friday, from which point they will broadcast the show from Klein's Auditorium as part of the Fourth War Loan drive.

## Nicholls Heads Radio Dept Of Donahue & Coe Agency

Richard Nicholls has been named radio director for the Donahue & Coe agency as of March 1. He was previously with the radio department Morse International, radio director for Cecil, Warwick and Cecil, an assistant general manager of station WLW, Cincinnati.

## IT'S NEWS AT 2 A. M.!

Big news to a tremendous listening audience. That big part of Baltimore's population that plays while most people sleep. It's the all-night crowd who found big-time radio entertainment after midnight in W-I-T-H "Night Owl Club." Not just canned music. But contests, prizes, news, music and live entertainment. Get on board!



**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

# RADIO STATION W-I-T-H PUTS ON UNIQUE 30-DAY PROMOTION

**Baltimore radio station ties in with 4th War Loan Drive by offering \$6,000 worth of War Bonds . . . 8 prizes a day . . . for 30 days . . . 24 hours a day . . . 240 prizes in all!**

Maryland is all set to go over the top again. And down here at W-I-T-H we're ready to help. It's an idea that's right on the button. Everyone wins! Uncle Sam gets a boost. Advertisers reach people with money to spend. The listener adds a Bond . . . and the station makes a

lot of friends. Many of them new . . . to add to the present W-I-T-H audience that produces sales at lowest-cost-per-dollar spent.



Some time is available . . . but not too much. If you'd like to try a 30-day drive in Baltimore . . . here's the chance of a lifetime. Write or phone for availabilities.

## W-I-T-H

**THE PEOPLE'S VOICE IN BALTIMORE**

*TOM TINSLEY, President*

**Represented Nationally by Headley-Reed**

**ON THE AIR 24 HOURS A DAY — — 7 DAYS A WEEK**

# LOS ANGELES

By RALPH WILK

FRANCES WAYNE, soloist with the Woody Herman orchestra, has opened an engagement at the Hollywood Trocadero. She was appearing at the Fox and Hounds club in Boston when discovered by Herman.

Our selection of the week of the most photogenic non-professional—Rebecca Endress, secretary to Producer Nate Tufts of the Ruthrauff and Ryan agency.

New broadcasting studios of Station KGB, Santa Barbara affiliate of the Don Lee Broadcasting System, was dedicated Monday, January 24, at ceremonies which were attended by Lewis Allen Weiss, executive vice-president and general manager of the network. Fin Hollinger is manager of KGB.

Three years of the college education of Murray Bolen, producer of the Amos 'n' Andy broadcasts over NBC, were paid for by his work as a technician in constructing KFMX, the Carleton University (Min.) radio station.

Martha Mears, singing star of the "Al Pearce Show" (Blue-Sundays), has just been gifted with a blue-blooded horse, saddle and bridle by Al Pearce in recognition of Martha's fan mail increase of over 400 letters per month.

Jimmy Cash, featured vocalist on the Burns & Allen Show (CBS-Tuesdays), is celebrating his third year on radio, and his third year on the same program.

For the first time in nine years, Kay Kyser is without the services of Jack Martin, saxophonist. Martin, one of the oldest Kyser musicians in point of service, is now in the army.

Lum and Abner last week received a letter from a man who asks them to suggest a name for a new meat market he has acquired. He says that "Jones Market," "Smith's Market," and such names are okay in most cases but he is afraid if he uses his own name people might get the wrong idea—his name is "Black"!

Dave Street, featured vocalist on the Joan Davis show with Jack Haley, has signed a contract to make records exclusively for Victor Bluebird.

## Sales Records Broken During Past Year On WOR

(Continued from Page 1)  
nounced. Eighty per cent of WOR's sales were renewals. A further check shows that during eight of the past 12 months were the highest in monthly sales in the history of the station.

## PHOTO REPRODUCTIONS

Now doing work for Frank Sinatra, Tommy Dorsey, Harry James, Bea Wain, etc. Quantities as low as 5c. Write for price list B.

8 x 10 \$5.00—\$4.13  
100—\$6.60

MOSS PHOTO SERVICE, 155 W. 46. N. Y. 19

# MAIN STREET



## Notes From a Ringside Seat. . . .

● ● ● And we do mean "ringside seat" . . . . meandering through the CBS corridors, up and down the elevators yesterday, we walked into Producer Herb Polesie's office, then down to the 15th floor to Nick Keesley's cubicle (okay, Nick, office, if you wish), thence back to the 17th story where we bumped into Perry Como and producer Bill Brennan. . . . we'll get back to the "ringside" item, but first, while on the subject of the two just mentioned, we'd like to report that Perry, just back from the Coast where he was tested for an important role in the forthcoming Fox flicker, "Something for the Boys," won the part and will leave for Hollywood next month. . . . and so, into the elevators and again up to the 20th floor where Dave Alber ushered us into the studio from which Kate Smith CBSuper saleswoman of War Bonds, was making her "round the clock" pitch for Uncle Sam. . . . seated alongside was Ted Collins, who, when not filling in War Bond "purchase blanks" ordered via phone and telegraph, kept his assistant Sam Schiff, on the go, with suggestions of promotion ideas and stunts. . . . we seated ourselves at the opposite side of the table, (the ringside seat) and were amazed at the energy, vitality and downright persistence of the Collins-Smith duo, which we think, will exceed by several millions, the \$39,000,000 which La Smith's similar pitch totaled last September.



● ● ● Genial Clay Morgan, assistant to the president at NBC, hosted Ye Ed at a luncheon of the "Dutch Treat Club" at the Park Lane, where Dr. William Beebe, distinguished scientist, entertained with colored movies of a South American Jungle trip. . . . among the "Dutch Treaters," were Lowell Thomas, Quent Reynolds, Lewis H. Titterton and Demaree Bess. . . . Cy Howard, comedian heard on the "What's New?" program, may get a similar assignment in the forthcoming program, soon to be MBSponsored by General Cigars. . . . Milton Robertson, clever WNEWriter, has been signed to script a series titled, "We Hold These Truths," which will be NBCoast-to-coasted by the Institute for Democracy, starting about the end of the Month. . . . When Pops Whiteman asked, "I wonder what's become of 'Goldie,'" Irving Strouse was "there" with the answer. . . . "Goldie," former trumpeter in Whiteman's band, is currently directing his own band at "The Matag," a nitery, across the river from Columbus, Ga. . . . Leonard Keller, who disbanded his orchestra, went into a defense plant and wound up writing the score for "Marching With Johnny," is quietly reorganizing another orchestra which will be ready late this month to fulfill General Amusement Corp. bookings.



● ● ● We read Maestro Vincent Lopez' soon-to-be-released book, "What's Ahead?," last Sunday. . . . the prognostications set down by the musician-turned-author, are based on common-sense logic and as the author points out, without resorting to "hocus-pocus" or claiming occult powers. . . . the book held our interest from the early chapters, in which was chronicled the autobiography of a 12-year-old youngster, who keenly aware that he wasn't destined for the Priesthood, became instead an accompanying pianist for singing waiters in Brooklyn cafes. . . . on thru to the revelations of several remarkable "predictions" such as the exact date when Mussolini would declare war on France, Pearl Harbor, etc., to the last chapter in which Lopez predicts by 1960, the elimination of money from the American scene, and the substitution of a system that, to us, seems somewhat similar to Technocracy. . . . Lee Kelton, baritone, formerly with the Glenn Miller "Modernaires," will join Charlie Furey's big-timey "Keep Ahead" liners this Friday via WOR. . . . Les (The Thin Man) Damon will be in uniform by the end of this month. . . . Jimmy Saphler was placed in 4F.

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

MORE than 175 client and agency representatives were invited to attend NBC's Chicago Parade of Stars exhibit held in the Drake Hotel, it has been announced by Emmons C. Carlson, advertising and sales promotion manager of the Central Division. The exhibit, a pictorial demonstration of how various NBC affiliate stations have cooperated with the network in the distribution of merchandising and promotion materials in connection with the Parade of Stars campaign, was shown recently in New York and after appearing in Chicago, will be taken to Hollywood.

The Simoniz Company observed its tenth anniversary of broadcasting on WMAQ last week. H. L. Nehrbauer, vice-president and advertising manager of the company, and George Hartman, head of the agency which handles the account, were guests at an NBC luncheon. Others present were Oliver Morton, manager of local and spot sales; Paul McCluer, sales manager for the Central Division; John Holtman, announcer and emcee of the program, Simoniz Sunshine Serenade; Rudi Neubauer, salesman; and Judy Britton, transcription production department, all of NBC.

WBBM analyst Clifton Utley's three French charges have arrived safely in Algiers, where they have rejoined their father. They had been members of the Utley household for two years. Maj. L. L. Washburn, NBC engineer, on leave with U. S. Army Signal Corps, in Chicago two days last week while en route to West Coast where he heads Army-Navy electronics production agency for Pacific Coast.

Robert St. John, NBC commentator, now on a lecture tour of the midwest, premiered his "News of the World" program from Chicago NBC studios Jan. 31. Sponsor is Miles Laboratories, Inc., through Wade Advertising Agency.

## GENNETT • SPEEDY-Q

Sound Effect Records  
LARGEST LIBRARY IN THE WORLD

All \$2.00 Each

INCLUDING LATEST ACTUAL WARFARE EFFECTS

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## A Faucet . . . and the Denver Market

et? The Denver Market? . . .  
 ave they got to do with each  
 Simply this . . .

merican people know that a  
 s essential . . . or back we might  
 e backyard pump.

merican businessmen know that  
 ing in the *right market* is essen-  
 particularly today . . . or back  
 ight go to celluloid collars and  
 the cups.

is one of these *right markets* . . .  
 A, Denver, is the *essential* station  
 at market. There, retail sales are  
 ove the national average; 94%  
 eople own radios; and cash in-  
 at the highest level in years.  
 there is no other 50,000-watt

station within 350 miles of Denver in  
 any direction, KOA's influence extends  
 far beyond the city.

### KOA . . . DENVER

One of Eleven Essential Stations  
 in Eleven Essential Markets

*Represented by NBC Spot Sales*

KOA is one of eleven essential stations  
 in eleven essential markets. Here's why  
 all eleven 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 faucet is to  
 the thirst of America.

#### KOA—DENVER

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



## NBC SPOT SALES

A SERVICE OF RADIO CORPORATION OF AMERICA

# FCC Proposal Asks ETs Of Web Shows

(Continued from Page 1)

officials here was that this order would be almost impossible to carry out effectively because of the shortage of recording materials and the difficulty of obtaining the needed recording engineers in the light of the current manpower pinch. Although it might not be necessary to add to the staff to get the job done, it was felt union rules might call for a full time addition.

### Hearing March 15

Argument on the proposed rule will be heard by the full Commission on March 15, at 10:30, EWT, and it is expected that there will be universal opposition on the part of the networks. Petitions to appear, along with briefs must be filed with the Commission by March 1.

The Commission points out in announcing the rule that in the case of newspapers, the printed word remains as an irrefutable and permanent record, whereas unless some recording is made, what was actually said, or the manner of saying it, on a radio program cannot be definitely established after it has once gone out on the air.

The Communications Act prohibits the broadcast of any information on lotteries (Sec. 316) and the use of obscene, indecent or profane language on the air (Sec. 326). In carrying out its obligations under these sections of the act, it frequently becomes important for the Commission to know what was said on a particular program.

### Authority Established

Authority for the new rule is found in Section 303 (J) of the act, which authorizes the FCC to make general regulations requiring stations "to keep such records of programs, transmissions of energy communications, or signals as it may deem desirable."

The proposed rule does not require stations to record local or non-network programs since to require recording of all local programs might impose a hardship on many of smaller stations. No similar hardship would be involved for network programs, the Commission said.

# Tele Station Plans Announced By WGN

(Continued from Page 1)

studio equipment for telecasting, costing more than a quarter of a million dollars, will be built by General Electric Company for delivery after the war or as soon as priorities, as determined by the WPB, permit its construction.

The WGN television order will be the first to be filled when the company is released from production of war communications equipment. Television will occupy an important place after the war in the new WGN building, which is to be constructed on the site immediately south of Tribune Tower fronting on Michigan Avenue and overlooking the Chicago River.

# Canada Government Censored For Handling Of CBC Affairs

(Continued from Page 1)

confidence of the people of Canada, I wish that statement were not true. I have been one who has believed that public ownership of our broadcasting facilities, working alongside our private stations, could be made a satisfactory method of handling this vital and delicate means of communication. Today, public ownership in this field is being so seriously threatened that I am expressing grave concern that unless something is done right now, we are apt to have a complete collapse of the whole structure which was so well established in the earlier days of radio.

The government has consistently let radio matters drift in Canada. For years there has scarcely ever been a full Board of Governors sitting at one time. In one instance, the government permitted a vacancy to stand for 18 months without filling it. Today we have the spectacle of two governorships vacant for three months; and, of even more importance, is the fact that there has been no general manager since early last Fall when Dr. J. S. Thomson went back to Saskatchewan University. There has been talk of Legislation to improve the corporation's structure; but the speech from the throne gives no hint that this is in prospect.

To the recommendations of the Ra-

dio Broadcasting committees, from year to year, the government has turned a deaf ear in connection with many of their proposals. The fact is that radio is looked upon as Canada's most important departmental orphan. Its constitution has never been properly clarified, and nowhere is there confidence in those directing its affairs. In the middle of this massive muddle, a second network has been put into operation. In some quarters this move is being viewed with grave concern, largely perhaps because there is no confidence that the present structure of the CBC is in a position satisfactorily to direct anything in the nature of new works.

The question has been raised in the press that the CBC has gone "commercial." If it has, a number of very important points are at once raised, points which are concerning, not only the press of Canada but the citizens of this Dominion as well. The government deserves the just condemnation of an outraged public for its lackadaisical, happy-go-lucky policy which has allowed this corporation aimlessly to drift into comparative uselessness, instead of directing its course into a field of greater and increasing public service. There is not a minute to be lost. Let the government act at once."

# "Manpower Problem Is Growing"—McNutt

(Continued from Page 1)

harder to replace. In each successive month a higher level of skill and experience must be tapped to fill selective service calls." The industry will find itself losing more and more key men as deferments run out and are not renewed. Although war production as a whole has leveled off, more workers are needed for radio and Radar production and several other industries, McNutt said.

He stressed the importance of workers in essential jobs remaining on those jobs and resisting attractive opportunities in non-war work. There is great concern on the part of manpower officials because of the tendency of many to look for work they hope will be more or less permanent. McNutt declared that the manpower situation "will not permit any extensive expansion of non-war production before the collapse of Germany, even if materials should be available. . . . Let us put our mind back on the job to be done."

McNutt said also that the shortage in railroads, mining, production of radio tubes and several other fields is still "extremely serious."

"Our manpower resources are strained," said McNutt, pointing out that we need an additional 900,000 for civilian employment plus the armed forces while we have no substantial reserve of unemployed and women are leaving industry nearly as fast as they are being received to it.

# New Tele Organization Elects National Officers

(Continued from Page 1)

Hotel, New York. Other officers chosen were Lewis Allen Weiss, Don Lee Broadcasting System, vice-president, and John R. Poppele, WOR, New York, assistant secretary-treasurer. Understood that the paid, full-time post of secretary-treasurer is open, with the TBA looking for a suitable candidate.

### Directorate Named

Board of directors was selected from the organizational committee set up in Chicago two weeks ago, as predicted substantially last Friday in RADIO DAILY. Directors named for a three-year term were O. B. Hanson, NBC; E. A. Hayes, Hughes Tool Co., and Paul Raibourn, Paramount Pictures; for a two-year period, Worthington Miner, CBS; Robert L. Gibson, General Electric, and Lewis Allen Weiss, and for one year, F. J. Bingley, Philco; Allen B. Du Mont, and C. W. Mason, Earle C. Anthony, Incorporated.

A number of committees were organized with the following chairmen: membership, Poppele; publicity, Gibson; engineering Bingley; program, Miner, and post-war planning Raibourn. TBA expects to form a tele manufacturers' committee from its associate members to integrate manufacturing and broadcasting problems, according to Du Mont. At the invitation of the Radio Technical Planning Board, the organization voted to join as a sponsoring member.

# PROGRAM REVIEW

## "LINCOLN MEETS HITLER"

Sustaining on WNEP  
Saturday 8:35-9:00 p.m., 1

## INDIE OUTLET STAGES SURVIVAL STRONG DRAMA IN MARCH FANTASY.

As a prelude to the station's dance bands in celebrating President's birthday, WNEP has ably intrigued its listeners with a clever drama, of the kind unexpected from the pen of an author. In this particular survival Lincoln brings an "inferior" German girl to one of the President's day parties and the child is the March of Dimes campaign to cure American children less of race or religion.

After a musical bridge, the child and Hitler are pitted with Adolf ranting in effort to convince Lincoln that crippled are not worth curing; they are done away with and America foolish about the whole thing tells Hitler off and promises a visit from the Armed Forces script, written by Milton Ross was very effective in its bringing home the necessity of coming to the March of Dimes Program was well produced. Cott with a good cast including Adams, Wm. Fender, Carl Ronnie Liss and others.

It is the type of program usually hears only on a network and more such scripts of independent stations, if not too would be a welcome feature great many listeners.

# Sonora Phono. Recording To Resume On Big

(Continued from Page 1)

sion Corp., of Chicago, now in the manufacture of aircraft communications equipment. Disk determined after 18 months search and experimental tests, will make use of the method of WOR Recording Studio, New York.

Clearance of the platters is made with the Musicians' Union in accordance with the standard, it was stated by Joseph Gerold, president of Sonora. Extensive campaign in newspapers and magazines will feature the theme, "Record Day, Radio Tomorrow."

Artists already signed to Sonora are: Lani McIntire, Harp orchestra leader; Pauline Alpert, piano; Noy Gorodinsky, conductor; Bob Stanley, orchestra, now on Mutual's "The Bond Wagon," and "Uncle Don," small-fry program conductor.

## Vacations In Florida

Don McNeill, who has served as emcee of the Blue's "Breakfast" for the past 11 years, is in Florida on a two-week vacation. Don Kirby is handling McNeill's duties during his absence.

★ ★ COAST - TO - COAST ★ ★ ★

—INDIANA—

TERRE HAUTE—"Graflex Sees the title of an exhibit of photographs with which WBOW its Fourth War Loan part. An on-the-spot broadcast Terre Haute House opened under the guidance of Jackson, WBOW chief, and handled announcing interesting program throughout included talks by civic and heads, sound war films, and on the best photographs by Most popular picture was to bond buyer in name-ceremony. Gratifying out- sale of over \$75,000 in

—WISCONSIN—

OSSE—"An all-soldier variety "Red White and Blue" was recently by WKBH in the Vocational Auditorium, in connection with the loan drive. Cast of 75 was from the 76th Infantry Division and performance was given during the evening. Total count sale of \$354,675 in bonds.

—DISTRICT OF COLUMBIA—

WASHINGTON—WRC staffers gave occasion of Kate Smith's appeal for bonds, the emcee took over all bond

—IOWA—

CITY—Jack Paige, promotion WMAX, is presenting a 20-minute film to high schools and clubs nearby states in conjunction with the outlet's post-war plans. All schedule, telling a comprehensive story of WMAX, calls for three or appearances daily. All-out in its war loan participation, WMAX inaugurated nightly programs on members are informed of the program in their state in the drive. Thursday Get-together now being used as one Drug for Canadiol Cough Kleenite. New two-hour Saturday afternoon recorded show will be by American Poultry Journal Mother Nature Brooders, and feed Co.

—VIRGINIA—

ROANOKE—When WSLS set in motion the city's Fourth War Loan drive with its War Bond Party, it is believed to have set a new record for such local events by selling \$150,525 of bonds from 10:30 p.m. to midnight. Wayne Poucher and Frank Angell did a masterful job of emceeing the program which contained a gala array of local talent.

—WASHINGTON—

SEATTLE—KJR's and Bill Moshier's Farm Forum is helping the 4-H Clubs' Fourth War Loan drive in a very practical way. KJR will award to the three top bondholders three pure-bred dairy calves. Goal of \$2,000,000 has been set by the farm clubs. Puget Sound Power & Light Co. sponsor the program.

—NORTH CAROLINA—

ASHEVILLE—Jimmy Hagan, commercial manager, and Lee Chadwick, program director of WWNC will soon go into a huddle with the Katz Agency which has been named national representative for the outlet on campaign details. When the Asheville Chamber of Commerce holds its banquet at Grove Park Inn, Feb. 11, featured address by Capt. Eddie Rickenbacker will be aired by WWNC. New programs over the outlet are the Asheville Music Club and Children's Theater.

—NEW YORK—

NEW YORK—New musical series which made its bow over WOV, recently is titled "Victory Varieties." Emceed by Herb Sheldon, and sponsored by Victory Auto Sales through Sound Advertising Agency, program is aired Mondays through Fridays at 6 p.m. Alan Courtney of the WOV "1280 Club" has inaugurated a new feature, "Tolerance Through Music," on his regular Monday p.m. show, consisting of all-Negro talent.

—TENNESSEE—

MEMPHIS—Listeners over WMPS will be hearing a considerably larger variety of transcriptions now that studio's musical library also includes the Associated Transcription Library. New users of Memphis radio time are Interstate Laboratories who have purchased the "Rhythm Ranchers" Mondays through Thursdays to promote Vitawine and Oculine. More than 75 15-minute Treasury and musical programs have been sold by WMPS in connection with the Fourth War Loan.

—PENNSYLVANIA—

YORK—When WSAB sportscaster Sam Leavitt returned to the mike, occasion was marked by an invocation by Rev. Rittenhouse on behalf of sports as an integral part of democracy. The joint effort of WSBA and the York fire drivers netted more than 54,000 pounds of scrap paper in a recent drive. Roy Baxter emceed show at a local theater to which, as finale to the drive, 2,300 children each brought 25 pounds or more of paper and periodicals.

—VIRGINIA—

RICHMOND—The state's Fourth War Loan campaign was officially instituted through the medium of a 1-hour program which emanated from WRVA under the direction of Irvin Abeloff, program service head, and carried over 14 state-wide outlets. Format consisted of talks by prominent leaders, pickups from nearby war-activity spots, and the presence of Jimmy Wallington, celebrated announcer, as M.C. WRVA is losing its continuity editor "Jack" Stone to the OWI's Mediterranean division for the duration. "Jack" is number 28 on the honor roll.

—TEXAS—

SAN ANTONIO—Howard W. Davis, owner and manager of KMAC, announces that as of Feb. 15 outlet will operate as a full-time Mutual affiliate with 250 watts on 1240 kc. Bill Bryan, radio director for Grand Prize Beer Brewing Co., hopes he and Rex Pries of K TSA have a hit on their hands with "I'll Be Back," result of their song-writing collaboration. Newcomer to the announcing staff of K TSA is Sterling Waters who has been singing with a local group. WOAI has added William E. Morgan, an announcer from WXYZ, Detroit. Noteworthy is the pledge of Fred Sterling, WOAI's chief engineer, that he will turn his entire salary for 1944 into War Bonds.

—OHIO—

CLEVELAND—An interesting exhibit of battle photographs is currently on view at the studios of WHK-WCLE. Pictures of land, sea and air activity taken from various craft are included in the showing which is a presentation of the United Broadcasting Co. in cooperation with the Treasury Department. A new program dedicated to service men and women titled "Broadway Salute" is heard over WCLE Monday through Friday at 9 a.m. Broadway-55th Merchants & Mfg. Ass'n sponsor.

—GEORGIA—

MACON—Rosemary Lyons Jones, director of women's activities at WBML, is changing her job; but she's not going far—only into WBML's publicity division which she will direct.

—OHIO—

YOUNGSTOWN—When Leonard E. Nasman, manager of the Blue affiliate WFMJ since it began in 1939, departed last month to enter the Navy, he was succeeded for the duration by Phil Wood.

—MASSACHUSETTS—

SPRINGFIELD—WBZ-WBZA, in cooperation, have organized the Youth Broadcasting Co., a unit of Junior Achievement, Inc. Membership is made up of youngsters from Eastern Mass. who will prepare and stage their own broadcasts under the technical guidance of WBZ-WBZA staffers. A sales staff and audition committee are in the making, the latter already having received many letters from potential talent. Roland Dumas, WBZA-FM announcer, is finding his speaking prowess very much in demand.

New Mississippi Station Planned At Columbus

Columbus, Miss. — Call letters, WMTU, have been assigned to the new radio station to be constructed in Tupelo, Mississippi and which will operate on 250 watts unlimited time on 1,490 kc. Bob McRaney, general manager of WCBI, announced yesterday. Captain Birney Imes, Jr., of the Air Corps, and owner of WCBI, will own WMTU. This new station will operate RCA paraphernalia, including transmitter and windcharger tower.

Chicago Judge Dismisses Robnett Suit vs. Winchell

Chicago — Federal Judge John Barnes, in a decision handed down here, dismissed the libel suit filed against Walter Winchell by George Washington Robnett. The jurist rules that no libel had been proved. Robnett had asked \$1,000,000 damages, charging conspiracy.

Denver Delivers  
WAR MATERIAL  
KLZ Delivers  
DENVER MARKET

HAPPY BIRTHDAY TO YOU

February 2  
Jerome Eckenrode Benny Rubin  
Paul G. Gumbinner Cal Tinney  
Arthur Billings Hunt  
Veronica Wiggins

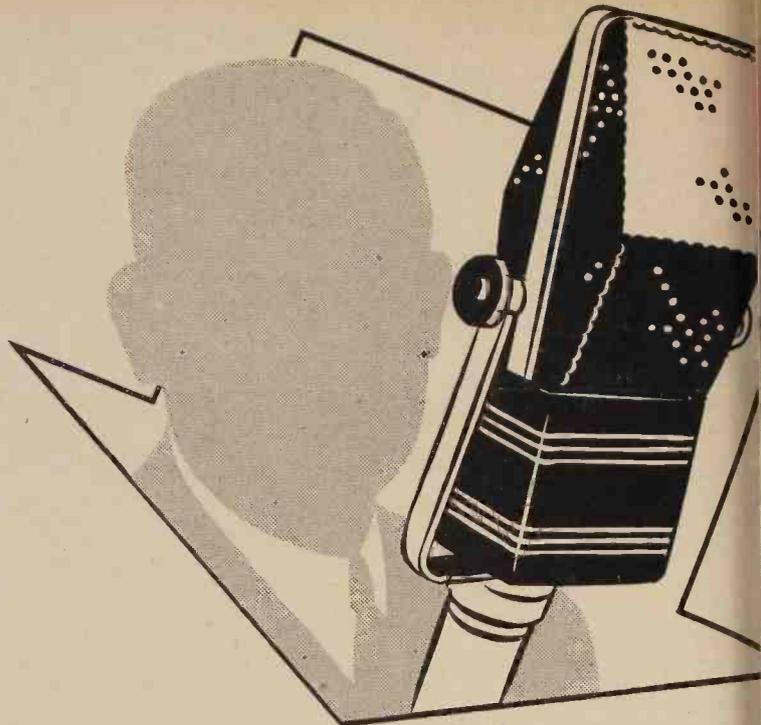
ANNOUNCER WANTED  
Experienced—Turntable Technique—40 Hour Week—Plus Overtime.  
Write Gerald J. Morey  
Radio Station WNLC  
New London Connecticut

CHATTANOOGA  
IS THE HEART OF A POWER EMPIRE SERVED BY  
WDOD  
CBS  
5,000 WATTS  
DAY AND NIGHT  
PAUL H. RAYMER CO.

A PROGRAM THAT

*Sells*

ANYTHING ★ ANYWHERE



*The*

# VOICE OF EXPERIENCE

MILLIONS OF FANS FROM COAST TO COAST

★ *This sponsor renewed for 8 consecutive years and says in part—*

"There has hardly been a month since you began broadcasting for Wasey Products, when all products did not show a substantial increase in sales, over the same month of the previous year."

"Also, one should not lose sight of the fact, that during most of the period that you broadcast for Wasey Products, you advertised for four entirely different products. Frankly, we would hate to risk attempting to increase sales by using four different products on any other radio program that we can think of at the moment."

RECORDINGS BY **WOR STUDIOS**

★ ALL NEW ★ TIMELY PROBLEMS ★  
For Local and National Spot Advertisers  
**SOME CHOICE AREAS STILL AVAILABLE**

Write, wire or phone for Low Rates

*The* **VOICE OF EXPERIENCE**

140 West 42nd Street, New York (18), N. Y.

Phone Wisconsin 7-4964

# Radio Bond Drive Booms

## Confirmation Of Jett Seen As Inevitable

Washington Bureau, RADIO DAILY  
Washington—Although the formalities have not yet been discharged, it seems to be little question that Jett, FCC chief engineer will be confirmed without opposition as the new commissioner. Jett's term, it is believed, will expire June 30, 1950, when he replaces George Henry Brown, whose term expired June 30 of last year.

Republican "opposition" to Jett  
(Continued on Page 6)  
—Buy A Bond Today—

## Flamm Seeks Damages In Amended Complaint

Donald Flamm, former owner of WJLA, yesterday made a motion before New York Supreme Court Justice Schreiber to amend his complaint pending action against Edward Noble, and sought permission to change his suit from a recision to a damage action. Flamm, through his attorney, Philip Handelman of Manhattan and Ives, asked basic damages of \$975,000 tripled, for a total of \$2,925,000.

Flamm stated to RADIO DAILY that  
(Continued on Page 4)  
—Buy A Bond Today—

## Dolberg Joins BMI At West Coast Office

Appointment of Glenn R. Dolberg as field man on the Pacific Coast for Broadcast Music, Inc., is announced by E. Tompkins, vice-president and general manager, who has just returned from the area.

Dolberg is a radio executive with  
(Continued on Page 4)

## Hotel Service

Credit Allen Kent with skillful judgment. He and Austen Hanson conduct an all-night recorded show on WJZ. A participating sponsor is Prince George Hotel. Right after the hotel's commercial recently the schedule called for the tune "I Didn't Sleep a Wink Last Night." Kent stepped into the breach in time to substitute "A Novel Way to Spend an Evening."

## Imposing

Rockefeller Center's seventy-story RCA Building is Greater New York's costliest property for two successive years, according to the tax commission's report presented to Mayor LaGuardia recently. The 30 Rockefeller Plaza structure, which houses Radio City, will maintain the \$28,500,000 valuation it has held for many years.

## Canadian Convention To Draw Record Crowd

Toronto—Record attendances are expected at the annual convention of the Canadian Association of Broadcasters taking place at Chateau Frontenac, Quebec City, Feb. 14 through the 16th, judging from the increasing number of reservations. Glenn Bannerman, president and general manager of CAB, announced yesterday.

Meetings open to guests, members, associate members and news correspondents will feature the following speakers: Matt Chappell, research  
(Continued on Page 8)  
—Buy A Bond Today—

## Symphony Conductors Will Visit Foreign Lands

Dr. Artur Rodzinski and Eugene Ormandy, world-famous conductors heard regularly on the CBS network, are scheduled to tour foreign countries this Spring, it was learned yesterday.

Brazil, Argentina and Uruguay have  
(Continued on Page 2)

## Special Appeals By Kate Smith, Cantor, Fibber McGee And Other Stars Skyrocket Web, Station Sales

### New Staff Members Join Blue In Chicago

Chicago—Appointment of two department heads and additions to other Blue Network central division departments were announced this week. Maurice Ellis, associated with NBC central division for 13 years, has been named head of the Blue's central division announcing staff, and Jill Anderson, formerly a member of the NBC transcription department, has been  
(Continued on Page 6)  
—Buy A Bond Today—

### NAB Men Leave Capital For Regional Meetings

Washington Bureau, RADIO DAILY  
Washington—Neville Miller, president of NAB, Lewis Avery, director of broadcast advertising, and Willard Egolf, assistant to the president, left Washington Monday for a midwest  
(Continued on Page 2)  
—Buy A Bond Today—

### Canadian Network To Handle BBC Shows

Montreal—A number of the more popular programs originating in the studios of the BBC are soon to be heard over the Trans-Canada net-  
(Continued on Page 7)

## Forecasts Bright Outlook For Tele Merchandising

### Tele Puppet Program Scheduled For Feb. 11

Long-delayed tele puppet variety program by Compton Advertising Inc., will be presented over WRGB, Schenectady, Friday, Feb. 11. A metropolitan showing is set for Wednesday, Feb. 16, via W2XWV, New York.

Live guest artists are slated to share  
(Continued on Page 2)

Forecasting a tremendous post-war future for television, D. W. "Winnie" May yesterday announced his resignation as eastern regional manager of General Electric's electronics department, effective Feb. 15, at a press luncheon in the Waldorf-Astoria Hotel, New York. May, who has been associated with GE for the past eight years, working most recently under Dr. Walter R. G. Baker, vice-president in charge of electronics, also made  
(Continued on Page 6)

Paced by the staggering total of \$106,657,975 in Fourth War Loan Bonds sold by Kate Smith in an around-the-clock turn on CBS, radio in cooperation with the Treasury Dept., OWI and other agencies is hitting its stride in an all-out effort to help the United States put up the bulwarks against inflation as well as back the men and women at the front.

According to both the Treasury Dept. and the networks, bond sales in some instances may not loom as large  
(Continued on Page 7)  
—Buy A Bond Today—

## FCC Investigation Resumed By Lea

Washington Bureau, RADIO DAILY  
Washington—Charges of falsification of personnel records in the FCC's Foreign Broadcast Intelligence Service to advance the interest of clerks, favored by Chester A. Tietgen, resigned senior supervisor of the section, were made Tuesday at a hearing  
(Continued on Page 8)  
—Buy A Bond Today—

## West Coast CBS Affiliates Plan Meeting On Feb. 10

Los Angeles—Ninth District Affiliates will hold their first meeting of 1944 at Columbia Square studios of CBS in Hollywood, starting February 10th.

C. W. Myers, president of KOIN,  
(Continued on Page 2)

## "Soup To Nuts"

If you're a connoisseur of native cookery, you may be interested in some basic spreads dished up in a new book, "Soybeans From Soup to Nuts," co-authored by Ella Mason, home-economics specialist heard on Dr. Walter Eddy's "Food and Home Forum" over WOR, New York. Volume is said to be the first devoted entirely to soybean cuisine from beans to sprouts.



Vol. 26, No. 24 Thurs., Feb. 3, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Marsereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

# FINANCIAL

(Wednesday, February 2)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 1/8	157 1/8	157 1/8	.....
CBS A	27 3/8	27	27	.....
CBS B	26	26	26	.....
Crosley Corp.	19	18 3/4	18 3/4	- 1/4
Farnsworth T. & R.	13 1/2	13 1/4	13 1/4	- 1/8
Gen. Electric	36 3/8	35 3/8	35 3/4	- 7/8
Philco	28 7/8	28 3/8	28 3/4	+ 1/8
RCA Common	10	9 3/4	9 7/8	- 1/4
RCA First Pfd.	70 3/4	70 3/4	70 3/4	.....
Stewart-Warner	13	12 3/4	12 3/4	- 1/8
Westinghouse	95 7/8	95 1/8	95 1/8	- 3/4
Zenith Radio	35 3/8	35 1/8	35 3/8	- 3/8

## NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	4 1/2	4 1/2

## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	1 1/8	1 1/8
WCAO (Baltimore)	20 1/2	20 1/2
WJ (Detroit)	31	31

## KHUB Joins Blue

Effective Feb. 13, station KHUB, Watsonville, Cal., will become affiliated with the Blue Network, increasing the total number of Blue affiliates to 178. KHUB, owned by Luther E. Gibson, operates full time with 250 watts power on a frequency of 1,340 kilocycles. Roger R. Hunt is the manager.

# 20 YEARS AGO TODAY

(February 3, 1924)

A surprising development in radio has arisen with the formation of a committee of New York business men to solicit funds from the radio audience of a local station. Money collected will be used to hire entertainers.... Word has been received that experiments in radio advertising are to be tried out, to which the descriptive phrase "the fourth dimension of advertising" has been applied.

## West Coast CBS Affiliates Plan Meeting On Feb. 10

(Continued from Page 1)

Portland, and Chairman of the 9th District affiliates, will report to the group on the CBS Affiliates Board meeting held in New York January 24, and 25, at the affiliates' own closed morning session.

Following a luncheon at Lyman's, the afternoon session will open discussion of broadcasting problems with D. W. Thornburgh, vice-president in charge of West Coast division of CBS presiding as network representative.

Among those who will be hosted by Edwin W. Buckalew, field manager of station relations, Columbia Pacific network, will be Ivor Sharp, KSL, Salt Lake City; Arthur L. Bright, KFPY, Spokane; Clyde F. Cooms, KARM, Fresno; C. W. Myers, Chairman KOIN, Portland; C. L. McCarthy, KQW, San Francisco; A. J. Mosby, KGVO, Missoula, (Montana); J. P. Wilkins, KFBB, Great Falls, (Montana); John L. Hogg, KOY, Phoenix; Lee Little, KTUC, Tucson; H. J. Quilliam, KIRO, Seattle, E. F. Pepper, KGDM, Stockton, and Royal Miller, KROY, Sacramento. Attending the meeting for Hollywood's CBS station will be D. W. Thornburgh; Harry W. Witt, assistant general manager of Pacific Coast division; Edwin Buckalew; Hal Hudson, Columbia Pacific network program director and George L. Moskovics, sales manager for Columbia Pacific network.

After the day's session, the group will be hosted at a cocktail party at the Ambassador's Turf Club, followed by dinner and theater at Earl Carroll's.

## Symphony Conductors Will Visit Foreign Lands

(Continued from Page 1)

persuaded Rodzinski, conductor and musical director of the New York Philharmonic-Symphony, to conduct 12 orchestral concerts. Six of these concerts will be conducted in Buenos Aires and the remainder will be divided among Rio de Janeiro, Sao Paulo and Montevideo.

Ormandy, conductor and music director of the Philadelphia Orchestra, leaves for Australia when his regular CBS season ends. He will go as an accredited OWI representative. The first official "lend-lease musical artist."

Rodzinski's concerts are broadcast by CBS Sundays from 3:00-4:30 p.m., EWT; Ormandy's concerts on Saturdays, 3:30-4:30 p.m., EWT.

## Movies For Radio

Going beyond its average of a script a week on the radio, Warner Bros. will have two of its features on coast-to-coast broadcasts next week. "Gentleman Jim," with Errol Flynn, Alexis Smith and Ward Bond repeating their film roles, is the Lux Radio Theater presentation over CBS on Monday night. "Dark Victory" will be presented Sunday night on Gertrude Lawrence's Revlon Theater program, with Fredric March playing opposite Miss Lawrence.

## NAB Men Leave Capital For Regional Meetings

(Continued from Page 1)

tour of regional NAB meetings. First meeting was held at Indianapolis on Tuesday with other district gatherings scheduled as follows:

Friday and Saturday, Feb. 4 and 5, 10th district meeting (Iowa, Nebraska and Missouri) Hotel Fontenelle, Omaha.

Monday and Tuesday, Feb. 7 and 8, 14th district meeting (Colorado, Idaho, Montana, Utah and Wyoming) Cosmopolitan Hotel, Denver.

Friday, Feb. 11, 15th district meeting, (Arizona, Southern California, and New Mexico) Los Angeles, Calif.

Monday and Tuesday and Wednesday, Feb. 14, 15 and 16, Canadian Association of Broadcasters, Quebec. (Board members will represent NAB at this meeting.)

Thursday, Feb. 17, 13th district meeting, (Texas), Hotel Baker, Dallas.

Monday, Feb 21, 12th district meeting, (Kansas and Oklahoma) Topeka, Kan.

Thursday and Friday, Feb. 24 and 25, 6th district meeting (Arkansas, Louisiana, Mississippi, Tennessee), Peabody Hotel, Memphis.

Monday and Tuesday, Feb. 28 and 29, 3rd district meeting (Delaware, Pennsylvania, Maryland), Pittsburgh.

Wednesday and Thursday, March 1 and 2, 2nd district meeting (New York and New Jersey).

Wednesday, March 8, NAB Board of Directors, Hotel Statler, Washington, D. C.

Wednesday, March 15, Radio News Committee—Roosevelt Hotel, New York.

One of the subjects which will be discussed at the regional meetings is the OWI report of radio's contribution to the 1943 war effort published exclusively last Monday in RADIO DAILY. Regional broadcasters will arrive at a plan to give widest circulation to the figures contained in the OWI report.

## Tele Puppet Program Scheduled For Feb. 11

(Continued from Page 1)

billing with a new type of wooden puppet designed for tele by Remo Buffano in a script by the noted puppeteer and playwright Alexander King. A different kind of commercial is also promised. James Manilla, formerly with General Electric, heads the experiment for Compton.

## Nizer Makes ET

At the request of the United States Treasury Department and the War Activities Committee of the Motion Picture Industry, Louis Nizer has recorded an address for the sale of war bonds and for Red Cross blood donations. George Putnam, the noted announcer, introduced Nizer. The record will run 15 minutes and will be played throughout the country. In addition, Nizer has made a three-minute appeal on a platter which will be sent to theaters throughout the country.

## COMING and GOING

GENE ROUSE, director of special event the Blue Network's central division, is on short trip to New York. He plans to be at his Chicago headquarters tomorrow and leave shortly thereafter for Tulsa, Okla.

WALTER J. BROWN, vice-president and general manager of WSPA, CBS affiliate in York, S. C., is spending several days in N.Y.

ROBERT ST. JOHN, NBC commentator on lecture tour, is in Chicago, where he will be guest of honor today at a cocktail tendered him by the network's executives in Windy City.

BOB ALLISON, of the education division, CBS, has gone to Washington, where during the next several days he will line up speakers to discuss "How Should Soldiers Vote?" the "People's Platform" program heard the network.

ZACK FREDMAN, currently basking in sunshine of Hollywood, plans to return to York later this week.

CHARLES M. ROBERTSON, JR., president of the Ralph H. Jones advertising agency, in this week for meetings of the AAAA. Member staff accompanying him include, KATHY M. HARDIG and WILLIAM FRIETSCHE.

GEORGE W. SLADE, publicity manager, WBZ, Boston, and DR. W. LINWOOD CHASE, of Boston University, will go to Columbus, Ohio, this week-end, where they will attend the Institute for Education by Radio at State University.

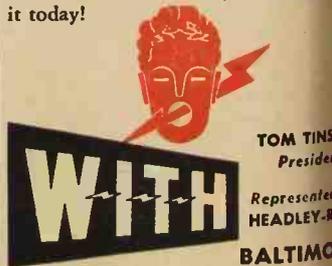
CARTER RINGLEP, representative in Louis for CBS Radio Sales, is in New York for brief visit from his offices at KMOX, Columbia & O outlet in the Missouri city.

## McClintock To Mexico

Miller McClintock, president of Mutual Broadcasting System, will leave New York on Friday, for a month-long trip to Mexico. McClintock, while in Mexico, will visit the stations Radio Mil, Mutual's 32 station outlet in Mexico.

## Unique 30-day station promotion!

\$6,000 in War Bonds will be given away between January 19 and February 17 by W-I-T-H in Baltimore. Bonds a day . . . 24 hours a day. A name misses, value of that Bond added to next name. They don't need a phone to win! Want to test a sales idea? Here's chance of your life. Check it today!



**W-I-T-H**  
TOM TINSLEY  
President  
Represented  
HEADLEY-REYNOLDS  
BALTIMORE

*About*  
**ART FORD**  
*the Milkman*

ART FORD is genial host of WNEW's eight-year-old all-night show, *Milkman's Matinee*. Moreover, he is the maestro of all-night radio. Surveys\* indicate that more people—vastly more—listen to Art Ford than to any other night-hawk show.

For good reason. *Milkman's Matinee* is no "juke box on the air". Under Art Ford's enthusiastic guidance, it's top-flight radio. Every night, the program structure is different. Seven *totally new* shows a week. And with the skillful use of bridges and theme music, Ford fuses recordings together into a series of unified programs—fast-paced diversified entertainment through the night.

Gem Blades begin sponsorship of the weather reports, every hour on the hour from midnight to morning . . . one of eleven current sponsors of *Milkman's Matinee*. (Yes, some time is still available.)

\*Ask us for details of the *Pulse of New York* study. (December 1-7, 1943)

# WNEW

NEW YORK

1130 KILOCYCLES — 10,000 WATTS

REPRESENTED BY JOHN BLAIR & COMPANY

LOS ANGELES

By RALPH WILK

KAY KYSER has an important anniversary coming up on Feb. 23rd. On that date the Ol' Professor and his "College of Musical Knowledge" cohorts will visit the Marine Base at San Diego, Calif., for the 4th year. It was at this base that Kyser played his first broadcast for the armed forces 11 months before Pearl Harbor. With the Wednesday broadcast on Feb. 23rd, over NBC, Kyser will have played more than 480 camps, staged more than 1,700 shows for Uncle Sam's fighting men and women.

Charles J. Correll (Andy, of Amos 'n' Andy) passed the traditional cigars after a recent broadcast, celebrating the birth of his first son, Charles, Jr. Singer Martha Mears, featured on the "Al Pearce Show" (Blue-Sundays), has just been made an honorary member of the Chamber of Commerce of her home town, Moberly, Missouri, due to her publicity efforts on her weekly broadcasts.

Bert Wheeler, featured comedian on the "Frank Sinatra Show" (CBS-Wednesdays), has found the Hollywood housing problem so difficult that he has purchased a trailer, moved it on a friend's estate and is using the vehicle for living quarters. Wheeler has a large house in Beverly Hills but has it leased out for two years.

With the recent purchase of a ranch in the Valley, Upton Close, KHJ-Mutual Don Lee news commentator, has turned farmer in a big way. The ranch is stocked with cows, chickens, pigs and rabbits and in the future there'll be no shortage of food in the Close household. It's not at all an uncommon sight to see Upton, straw hat, overalls, and all busy milking his cows or gathering eggs and having a lot of fun doing it.

Flamm Seeks Damages In Amended Complaint

(Continued from Page 1)

the amended complaint does not in any way involve the FCC. He said: "An effort has been made to create the impression that my action against Noble involves the FCC. That impression is entirely without foundation."

Noble who recently sold WMCA to Nathan Straus and associates and now head of the Blue Network Co. opposed the motion to amend the Flamm complaint, through attorney Franklin S. Wood. Wood's argument revolved around the temporary injunction proceedings. Attorney Handelman for Flamm said it was the same suit but a "different remedy" was sought.

"Tops in Spots"

—Guest Appearances—

The bright SPOT in any program

GINGER & LANNY GREY

595 5th Ave., N. Y.

Lex. 2-1100

MAIN STREET



Unscrambled Wattnots ! !

● ● ● Proponents of FM and its many listeners included, have something to get excited about.....New York Philharmonic-Symphony and the Philadelphia Orchestra are to be heard regularly over FM outlet WABC-FM (that's the call letters) 46.7 megacycles on the FM dial .....there's a good schedule set on the station all through the week now .....and of course Arthur Hull Hayes is proud of the fact that you can also hear Jimmy Durante, Fred Allen and others from CBS on the FM outlet.....Dottie Yates, director at Benton & Bowles agency, is buying herself orchids.....or is someone else sending them.....because one of her shows "When a Girl Marries" (NBC) heads the top ten in such daytime serials.....Kit Gearty is now on the commercial program writing staff of WEVD.....Cyril Armbrister, directing "Terry and the Pirates," has picked Owen Jordan to play the part of "Terry," since Cliff Carpenter leaves to join the armed forces.....Paul Whiteman will guest on "Believe-It-Or-Not" over Mutual next Tuesday.

★ ★ ★

● ● ● Ed Kobak, executive v.-p. of Blue, threw one of the net's periodical dinner-confabs for new employees at the Town Hall club last night.....Blue guests had everything from soup to life savers.....Jim Stirton, native New Yorker, in from Blue headquarters in Chicago, to renew old acquaintances and talk business with home office executives.....for the first time Edward J. Noble, E. E. Anderson and Paul Whiteman as a trio met and were introduced to all of the employees, about 125 in all.....Lt. Leon N. Greene, medical officer now serving overseas with the Army Air Forces, received distinction as a song writer yesterday .....two of his songs were performed over tele station W2XWV by DuMont.....the tunes were written in collaboration with Grace Whistler, ad copy chief with I. J. Fox.....but did she write that prevalent spot—"It's going to be c-o-o-o-l-d this winter..... but an I. J. Fox fur coat will keep you warm".....guess we all owe a vote of thanks to the 60 volunteer workers from the AWVS who did 4-hour shifts at the phones in the WABC War Bond studio .....Sgt. Edward Bronski, former network singer from the West, gets another whack at a web when he plays a return engagement on Stan Lomax's "This Is Halloran," on Saturday.....Mutual's soldier hospital program.....Leopold Stokowski and the NBC Symphony Orchestra will present a benefit concert at Carnegie Hall Sat. Feb. 12 for the National Foundation for Infantile Paralysis (not on the air).....program will have highlights of the compositions Stokowski plays on the General Motors concerts.

★ ★ ★

● ● ● Bob Hope's show next Tuesday will salute the new Paramount picture, "Lady in the Dark".....Ginger Rogers will be on the program .....but wait a minute.....while we're on the subject of Bob Hope, did you get a load of Cass Daley on Tuesday's show?.....after running through the show like a bulldozer over a Jap in the South Pacific, she sold a take-off medley of Western ballads, buck teeth and all to the extent of nearly busin' up the show.....they weren't crazy in allowing her the time either.....what a delivery.....Larry Adler, harmonica virtuoso and Paul Draper, classical dance exponent, open a recital tonight at the New York City Center.....NBC will put on a fancy show from Camp Lejeune, New River, N. C. Feb. 12, to commemorate the first anniversary of the women's reserve of the Marine Corps.....Lt. General Alexander A. Vandergrift, Marine Corps commandant will be on the show with Lt. Col. Ruth Cheney Streeter.....head of the femme Marines.....actors on "Abe Lincoln's Story" on MBS are served inspiration by an original illuminated manuscript of the Gettysburg address and a full color portrait of Lincoln.....on exhibition in the Chicago studios of the network.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

A COMMITTEE of five NBCites with executives of Batten, Baturstine and Osborn last week to range for Chicago auditions of General Electric Hour of Charm nationwide talent search. Auditions be held in 28 cities next month find the "undiscovered voice of America." The young woman who wins the contest will be given a 13-week contract with NBC's Hour of Charm program at a salary of not less than \$150 a week. Serving on the committee from NBC's Central Division are Jules Herbuveaux, program manager; Arthur Jacobson, production manager; John F. Ryan, press manager; William Weddell, assistant sales manager, and James McEdward, salesman. BBD&O executives attending the meeting were Russell T. and Clarence Davis.

Cliff Johnson's three-year-old daughter, Sandra, will soon be on his WBBM Saturday morning show, "Do You Know the Answer?" Youngster was kept off the air during the height of the flu epidemic.

Dave Harmon, scribe of "America in the Air," WBBM-CBS Sunday program, left Chicago last week for his home in Buffalo where he spent a brief vacation before reporting his Army physical.

Dolberg Joins BMI At West Coast Office

(Continued from Page 1)

a background going back to 1919 when he was named manager of KECA.

Subsequently, he was assistant manager and program manager of KECA, Los Angeles for more than six years. One of his co-workers the time was Carl Haverlin, who was commercial manager. Haverlin is now vice-president of BMI with headquarters in New York.

Following his work in Los Angeles, Dolberg was program and production manager of the National Broadcasting Company in San Francisco with stations KPO and KGO. Most recently he was manager of operations with KGW, the CBS outlet in the Golden Gate city.

CRC Promotes Flora

Columbia Recording Corporation has appointed James Flora as art director. Flora is known for his original drawings and ideas which appear on Columbia's promotion pieces. He joined CRC two years ago and has been assistant art director for the past year.

WTBO

Full Time

NBC Affiliated

Cumberland, Md.

AGENCY NEWSCAST ☆

AGNES SCHROEDER, script writer and producer with Radio Council of the Chicago Schools, is now editor of Queen's Workshop of the Air, activity of "The Queen's national Catholic sodality for the United States and Miss Schroeder headquarters St. Louis.

KALTENBORN, veteran commentator on NBC, was the guest and principal speaker at the celebrity-forum luncheon of Advertising Club of New York yesterday at the club house. Subject was "The War As It Buy."

MONT & HOHMAN, INC., San Francisco, has been named to the business of Avoset, Inc., producer of a "stabilized" cream, sales which, thus far, have been limited to Alaska and Hawaii, where newsprint and radio are being used. How plans for post-war distribution are now being developed.

ER J. MALLETT, formerly of Cone & Belding, has joined Geller, New York, Inc., as director of radio and media.

LIAM J. MOLL, executive of Cornell & Newell, will address banquet session of the 1944 convention of the New York Press Association at the Hotel Syracuse, Syracuse, N. Y., Friday February 11th. Recently completed a series of post-war surveys which he presented for the Chamber of Commerce of the United States.

CAMPAIGN GUIDE on recruiting has been released by WAR ADVERTISING COUNCIL, part of the overall woman-campaign developed in connection with the Office of War Production, War Manpower Commission and the armed services. The coordinated campaign, covering work in war plants, in essential occupations and recruitment WACs, WAVEs, SPARS and is keyed by the slogan, "The Women at War the Sooner We'll

PHILOSOPHICAL LIBRARY, New York City, has engaged S. Duane Radcliffe to handle its advertising.

Blue Coast Time network radio advertising for time, Resinol Chemical Company, Baltimore, will sponsor the "Newsroom Review" featuring Jorgenson on 10 Pacific Coast stations of the Blue Network beginning Feb. 14. Resinol ointment will be featured on Jorgenson Monday, Wednesday from 1:20 to 1:30 p.m., and on the 10 stations comprise the California network. Courtland Jorgenson, Inc., Baltimore, is the

ADVERTISING CLINIC will be conducted in New York on May 16 in conjunction with the 62nd annual convention of the Proprietary Association of America, whose members are among the larger national advertisers in newspapers, radio and magazines. In announcing the clinic, Dr. F. J. Cullen, executive vice-president of the association, said that presentations respecting the problems of drug advertising as regards the various media would be made by the Bureau of Advertising of the American Newspaper Publishers Association, the Sales Managers Committee of the National Association of Broadcasters, and by Periodical Publishers Assn.

HICKS ADVERTISING AGENCY has just rounded out its 75th year of activity in the advertising field. The agency was established in 1869.

MILDRED WEBBER has returned, after a leave of absence, to the legitimate department of the William Morris Agency and will resume her former activity of managing and representing performers for stage and films. Miss Webber has been with the William Morris office for the past eight years.

RETAIL PERSONNEL BUREAU, New York City, Irving Goldenthal, director, has appointed S. Duane Lyon Inc. to handle its advertising. PHOTO RECORD CO., New York City, manufacturers of photo copying equipment, have appointed the agency to handle their advertising.

LAWRENCE FERTIG & CO., INC., has named Dorothy Lamb to supervise its accounts in the women's field.

ARTHUR HURD, recently director of research for "Newsweek," has joined J. Walter Thompson Company in charge of media research.

DUANE JONES COMPANY has appointed C. Frederic Bell account executive on Tootsie Rolls and Tootsie V-M.

DR. WALTER H. EDDY, president of the American Institute of Food Products has named Vernon Radcliffe vice-president and production manager for all Institute programs, among which is the famous Dr. Eddy's "Food and Home Forum," over WOR, now in its fifth consecutive year. Radcliffe was for eight years with NBC.

Special Radio Course With the need for professional training increasing in radio education, John F. Gilbert, director of the School of Radio Technique, Radio City, has announced the school will conduct a special "alertness credit" course for teachers in "The Techniques of Preparing and Producing Radio Programs in the Schools," starting February 11, upon sanction from the State Education Department of the University of the State of New York.

More national advertisers placed spot campaigns on WOR in 1943 than on any other New York station



Actually, ONE HALF of all the 1943 national spot advertising in New York went to WOR.

WOR

That power-full station at 1440 Broadway, New York

## Confirmation Of Jett Seen As Inevitable

(Continued from Page 1)  
among a handful of Senators is admittedly inspired only by his political classification—independent. They feel that the job should have gone to a registered Republican, but they realize that they are powerless to do anything about it. The fact is, they say, that Jett is as competent a man as could be found for the job. Opposing him because he has no political affiliation would lay them open to charges of the worst kind of politicking—particularly in wartime when the country needs the best men it can get in key positions.

Chairman Burton K. Wheeler, (D.), Mont., of the Senate Interstate Commerce Committee—which committee will report the Jett nomination for approval of the full Senate—has delayed action on the matter until the Republican caucus this morning. Original intention was to hold off only until last week, but the GOP did not get to the matter. Wheeler, who is satisfied with the Jett appointment, has declared that he will ask the chief engineer to appear before the committee to answer any questions which might be put to him. If such a session is held, it will be merely a formality. There is little question that Jett will be the new commissioner.

## New Staff Members Join Blue In Chicago

(Continued from Page 1)  
appointed head of the Blue's transcription staff, according to James L. Stirton, program manager of the division. Prior to assuming his new duties, Ellis had been supervising remote dance band pickups for the Blue Network in Chicago. Miss Anderson had recently conducted the early morning WENR "Swing Shift" program.

Complete selection of the Blue's central division news staff, was announced by Gene Rouse, newly appointed news and special events manager of the division. Vedder Stevens, formerly of the NBC news room, will serve as assistant to Rouse. Before coming to Chicago, Stevens was a member of the news department at KOLL, Omaha. Other department members include Mervin Clough, formerly with WIBA, Madison, Wis., and the United Press in Milwaukee, and Rachel Ann Bottorff, who comes to the Blue from the CBS special events department in Chicago. Rouse announced that the Blue news room will be equipped with seven news machines, providing complete coverage 24 hours a day. Three AP, two UP and two INS wires will be used in the new operating setup. The Blue's news room will be situated on the 18th floor of the Merchandise Mart.

Don O'Meara, a member of the merchandising department of WLW, Cincinnati, has been appointed assistant to E. J. (Mike) Huber, sales promotion manager of the Blue Network central division. E. E. Hale, also of the WLW research and merchandising department, has been named assistant

## WHO'S WHO IN RADIO

### IRVING ROBERT ROSENHAUS

A LAWYER in his own right, Irving Robert Rosenhaus was first attracted to radio while he served as counsel to Serutan Corp. Air-minded stimulus, also, was his contact as attorney for the Bremer Broadcasting Corp., which he joined in 1941 as assistant manager of WAAT, Jersey City. In less than three years, Irv Rosenhaus went ahead with the growing New Jersey outlet to his present post as executive v.p. and general manager of the station, now located in Newark.

One of the reasons for the outlet's move to Newark was Irv's feeling that the station should devote its entire interests to Northern New Jersey, fourth largest market in the United States. In the face of war conditions, studios were built in three months, and WAAT was authorized to add to its call letters the new identification of Newark. Still moving ahead, Rosenhaus was granted an FM construction permit (WAAW), which would be in operation now, were it not for the war.

Belief that a radio station is a community service has led him to put aside time, which is not permitted to be sold, in order to accommodate civic needs quickly. Background for all this stems from Irv's earlier days as an athlete and teacher. Class of '30 at Rutgers, he played on the football and basketball teams and won many cups in tennis—still his favorite. Three years later, he graduated with honors from John Marshall Law School, where he was president of the student council. He worked his way through law school by teaching English in a nearby high school.

Interrupting a promising legal career to devote all his time to radio, Irv Rosenhaus is a firm believer in doing one job and doing it well. To be close to his full-time post, he lives in Newark with his wife and two baby boys. Four-year-old Howard looks forward to visits in the station's engineering department, but Robert at seven months hasn't yet decided on radio as a career.



"community service"

## Mrs. FDR. Will Be Guest On CBS 'B'way Matinee'

Mrs. Franklin D. Roosevelt will be interviewed by Mrs. Jimmy Doolittle over CBS's "Broadway Matinee" program Wednesday, February 9. This program is aired Mondays through Fridays 4:00-4:25 p.m., EWT. Other guests to be heard during the week of Feb. 7, are: Lyn Gardner of the Broadway musical, "What's Up"; Bonnie Baker of "Oh, Johnny, Oh" fame; Vic Anthony, guest emcee of "Broadway Matinee"; Joan Edwards of "Your Hit Parade" and Victoria Cordova, radio singer. Jim Ameche is program host. Allen Roth is musical director.

## Morgenthau On NBC

Secretary of the Treasury Henry Morgenthau, Jr., launches the National Broadcasting Company - Boy Scouts of America "mop-up" Fourth War Loan Campaign Feb. 8 to Feb. 15 on the special "Boy Scout War Loan Rally" program Saturday, Feb. 5 over NBC, from 3:30-4:00 p.m.

## Leaves "Capt. Midnight" Cast

Jack Bivans, who has downed many a make-believe zero in his role of Chuck Ramsay on Wander Company's "Captain Midnight," will take temporary leave of air waves when he reports for active training as a pre-aviation cadet in the Army Air Forces. Auditions for the role are under way.

to Jerry Vernon, sales research manager of the central division of the Blue Network.

## AFRA At Odds With Net On Announcers' Policies

Tiff between NBC and AFRA over the network's policy barring staff announcers from other webs on commercial shows has reached the stage of an official protest by the radio artists' union. NBC points out that it does not permit its staff announcers to work on other nets and, similarly, doesn't allow staff spikers from other webs to appear on its facilities. Rule, the network indicates, was put into effect a year ago, though it doesn't void contracts in existence at that time and still running.

Understood that the radio artists' union, which says the rule is of recent enforcement, feels it is up to the agency or producer to decide who does the announcing. Choice of spikers, the union maintains, has nothing to do with the net, which is merely renting its facilities. AFRA expects to take further action if the dispute is not adjusted.

Controversy arose on the Coast during the past week. Sidney Strotz, executive v.p. NBC's western division, was reported to be handling it.

## Willkie Scheduled

Wendell Willkie will speak over CBS Friday, February 11, from the Lincoln Day Dinner given by the Pierce County Republican Central Committee in Tacoma, Washington. (WABC-CBS, 11:30 p.m. to 12:00 midnight, EWT). He will be introduced by Gov. Arthur B. Langley of Washington. Program originates at Tacoma's Masonic Temple.

## Predicts Bright Future In Tele Merchandising

(Continued from Page 1)  
public his appointment as distributor for Farnsworth Television and Radio in the metropolitan market of New York and New Jersey. Understood that Farnsworth had the distributor franchise after a six-month search. He secured two radio outlets; one is WDWL, now WCAP, Asbury Park, N. J. In the early days of radio distributed many nationally lines of receivers, among them Sylvania and Philco, which he felt with the exploitation of the sets.

FM is here now, stated Mr. television is coming; it can't. "I think television receivers will come down to around the \$200 mark predicted for the period following war. "People will spend more money fast," he added. He is enthusiastic about the quality eye-and-ear entertainment, which person could enjoy with confidence.

"We're going to have chain casting," May said, "using radio coaxial cables." Farnsworth is using the transmitter field, he said. When questioned about Farnsworth's possible entry into telecasting, he ventured, "I wouldn't be surprised if Farnsworth went into casting."

Feeling is there won't be changes in television standards signified, but these changes will be incorporated before the war. "I don't believe color will come until they do it electronically," said, although he qualified his comment with the eventual color after a satisfactory black and white beginning. Set servicing to the dealers, he emphasized, they would have to put in adequate service facilities.

## Renew On CBS

Two beverage companies, Wine and P. Ballantine & Sons, renewed their present contracts with the Columbia Broadcasting System. Both bowed in as CBS accounts March, 1943.

Roma's renewal is effective Feb. 2, and will remain sponsor of Thursday evenings, 8:00-8:30 p.m. "Suspense" program, rebroadcast Mondays from 12:00-12:30 a.m. The agency is the Biow Company. Ballantine & Sons continues to air "Broadway Showtime" variety program Mondays, 10:30-11:00 p.m., starring Johnny Morgan. Agency is J. Walter Thompson Company.

## Touring Sponsor's Plans

Lyle Van, announcer for H. V. tenborn's Pure Oil Company broadcast (NBC, Mondays the Fridays, 7:45 p.m., EWT) left for a tour of the numerous oil refineries of the oil company throughout the country. Van, who has an NBC staff announcer for 12 states, will visit 12 states. His place will be taken by Jack Costello.

# Radio Bond Drive Booming; Stars Boost Net, Outlet Sales

(Continued from Page 1)

ases as those of the Third  
L, n due to the fact that some  
ews have been especially as-  
hile on tour to concentrate  
E" Bonds which would mean  
age buyer of small bonds and  
ividual purchasers. Such an  
nt has been given Ralph Ed-  
nd his "Truth or Conse-  
ate program on tour and the  
ps engagement last Saturday

air, personal pleas and special mate-  
rial written on the spot to fit every  
show and occasion. Eddie Cantor used  
the auction system one time, cajoled  
the next and made straight pleas at  
another time. In each case the pace  
was varied and brand new methods  
of attack were much in evidence.  
CBS is reported as still tabulating  
late Kate Smith figures while at the  
same time running drives along the  
line where key stations are located,  
including the tieup with the Hotel  
Association in some places and the  
"Night Clubs for Victory" in others,  
especially in New York. Night club  
total is way into the millions of dol-  
lars also, the first one being in excess  
of \$3,000,000.

With various programs and net-  
works carrying out specific assign-

## Marked Deck

Aleck of playing cards auto-  
mated by General Dwight Eisen-  
hower and Lt. General Mark  
W. Clark and Leland Stowe's foreign  
pendent hat and insignia are  
among the items to be offered for  
sale on Dave Elman's "Victory  
Lunch" to be heard over WOR  
and Mutual, Saturday, from 8 to  
10:30 p.m.

in \$3,000,000 in "E" Bonds  
the. Edwards' total is in excess  
of \$1,000,000 in his first two weeks of

Cantor, who sold \$37,630,075  
hour rally over KPO, San  
Francisco has already passed the  
\$1,000,000 mark and the results of  
the local station cut-ins over  
Eddie Cantor, McGee and Mollie pro-  
gram on Wednesday night are still being  
reported by NBC. Other personali-  
zation and network programs  
are being full blast, such as the Dave  
Elman "auctions" over WOR-Mutual  
for several millions of dollars  
in credit in war bond sales. "In-  
formation Please" is inviting such  
personalities as Wendell Willkie to  
appear as was the case Monday

improvement in sales tech-  
niques noted in every direction, the  
radio drive for instance using  
messages from soldiers read over the

## Canadian Network to Handle BBC Shows

(Continued from Page 1)

the CBC. Beginning Monday,  
February 7, at 5:30 p.m., EDT. 6:30  
p.m., EDT, there will be four after-  
noon programs a week, presenting 15-  
minute programs on Monday, Tuesday  
and Thursday, and a special half-hour  
program on Wednesday.  
The scheduling of these programs  
with British Studios is being arranged  
to give Canadian listeners an oppor-  
tunity of hearing typical broadcasts,  
and to highlight certain feature  
programs or sustained series.

## WANTED

SCRIPT WRITER

man relation radio program, ex-  
perienced, for big time program, psycholo-  
gical science background preferred.  
Excellent opportunity for right party.  
Please send background to—

Box 795, RADIO DAILY  
Broadway, N. Y. C. 18, N. Y.

ments it is expected that the War  
Finance Division of the Treasury  
Dept. will have sold the type of bonds  
it desires as well as the larger deno-  
minations usually purchased by  
large corporations.

Campaign will continue unabated  
to Feb. 18, at which time it is hoped  
the \$14,000,000,000 goal will not only  
have been achieved but over-sub-  
scribed.

## Lux Theater Sets Sinatra For "Wake Up And Live"

Frank Sinatra has been signed to  
play a role in the Lux Radio Theater  
production of "Wake Up and Live,"  
which will be heard over CBS 9-10  
p.m., EWT on Monday Feb. 21. The  
show is from the screen version of  
the Winchell-Ben Bernie "feud."

Sid Skolsky, columnist, will play  
the role of the columnist opposite  
Sinatra.

## NBC Overseas Changes

William F. Brooks, director of News  
and Special Events for the National  
Broadcasting Company, has an-  
nounced the following staff changes  
of personnel on foreign assignment:  
Bjorn Bjornson, who has been doing  
news broadcasts from Iceland, has  
been transferred to Stockholm and  
David Anderson, formerly stationed  
in Stockholm, will now broadcast  
from London. A replacement for  
Bjornson will be announced shortly.

The Latest Information  
about FM

# FM DOUBLE FEATURE

at the

Radio Executives Club

# LUNCHEON

Gothic Room . . . Hotel Shelton

Thursday, February 3

12:30 P.M. Sharp

### A SPEAKER:

PRESTON PUMPHREY, Radio Director,  
Maxon, Inc.

will give results of a four city  
survey on FM listening in  
"WHO LISTENS TO TELE-  
VISION?"

### A MOVIE:

GENERAL ELECTRIC COMPANY

explains the technicalities of FM for the  
layman in "LISTEN! IT'S FM!"

### THE SINGER:

JERRY WAYNE

star of all-time Hit Parade.

## Canadian Convention To Draw Record Crowd

(Continued from Page 1)

director of C. E. Hooper, Ltd., at Monday's luncheon; Major-General the Honorable L. R. LaFleche, D. S. O., Minister of National War Services, at Tuesday's luncheon; Dr. James R. Angell, formerly president of Yale University and now public relations adviser of the National Broadcasting Company, at Tuesday evening's annual dinner; Colonel B. J. Palmer to discuss radio salesmanship phases, on Tuesday afternoon. Paul Chamberlain, sales manager of the F. M. Division of General Electric Company will be the speaker at the Wednesday A. M. meeting and will talk on Frequency Modulation.

The foregoing attendants will be eligible to attend the meetings which will disclose the Association's business; chairman's remarks by Harry Sedgwick; president's address by Bannerman who will also give reports of the Joint Committee on an Authoritative Method of Measuring Coverage, report on work of national radio committee in advising the government on use of broadcasting for war activities, and report of policy sub-committee on religious and political broadcasting.

Closed meetings will be limited to members, associate members, directors and officers of the National Association of Broadcasters and member stations of the NAB.

Discussions will cover a resolution based on the recommendations of the Joint Committee, report of committee on Standardization of Rate Structure, treasurer's report, resolutions committee report, election of board of directors, report on relations with Canadian Broadcasting Corporation, programming, ways and means to increase effectiveness of commercial continuity on sponsored programs, report of public relations committee and report on trust fund and election of trustees.

### Beauty Salon Renews WQXR

Carole Beauty Salon, New York City, has signed a contract with WQXR for participation in Alma Dettinger's "Other People's Business," Mondays through Fridays, 11:00 to 11:30 a.m. agency is Robert Feldman.



February 3

Helen Benner	Martin Block
Mary Carlisle	Nelson Case
Charles J. Correll	Irene Davis
Dolly Dawn	Nick Kenny
Carl Kroenke	John Shultz

Jack Weldon

## COAST-TO-COAST

—MARYLAND—

**BALTIMORE**—For two years "Symphony Hall," recorded nightly symphony program of WITH, has been furnishing listening pleasure to a large audience. Now comes the report that Remington-Putnam, book dealer sponsors, are deriving result pleasure from the program far beyond their expectations. . . . WITH's unusual program, "Love Affairs On the Air," is heard six days a week, but Baltimoreans never seem to tire of the news it gives them about engagements, weddings and social notes.

—KANSAS—

**HUTCHINSON**—Programming and music are now under the direction of two distaffers, respectively Isabel S. Placek and Kay Bigler. Miss Placek comes to the studio with a broad experience as librarian gained in distant New Jersey. Kay Bigler hails from Chicago where she studied voice while singing professionally.

—OKLAHOMA—

**OKLAHOMA CITY**—The studios of WKY rang with martial music the other day when the Navy Band came over from the South Naval Base at Norman to record some marches. The recordings, played over loud speakers at the base, will furnish band music to which the boys will march to classes.

—ARIZONA—

**GLOBE**—KWJB lists its complete staff as follows: E. S. Shoecraft, station manager; Willard Shoecraft, program director; Lester McBride, chief announcer; Bill Tankersley, newscaster; and a newcomer to radio, Benny Greenhaw, announcer. . . . Willard Shoecraft and McBride came to KWJB from KGLU, Safford, also owned and operated by the Gila Broadcasting Company.

—MINNESOTA—

**MINNEAPOLIS**—WCCO took its "Quiz of the Twin Cities" program last week to the Gillette Hospital in St. Paul and to the Shriners Crippled Children's Hospital in Minneapolis. Patients of both hospitals were delighted contestants in this special broadcast in connection with the March of Dimes drive. . . . Clellan Card of WCCO emceed the Twin City Druggists annual banquet held in St. Paul the other day when delegates at the convention participated in a hilarious quiz session.

—NORTH CAROLINA—

**GREENSBORO**—Major Edney Ridge, director of WBIG, has received a letter of appreciation from the State Department of Archives and History for three recorded programs which the department calls "a valuable contribution to our war records collection." Programs are: "This We Have Done"; "A Report On Radio"; and "Orchestrated Hell," a London broadcast of Edward R. Murrow.

—CALIFORNIA—

**OAKLAND**—KLX has announced the resignation of Adriel Fried, general manager. Fried resigned his post so as to be able to devote full time to negotiations for a radio station. Announcement of his successor will come from KLX later this month.

—IOWA—

**DES MOINES**—Recipient of an orchid is Sid Pearlman of KSO's engineering staff for the work he has done to train handicapped men, three of whom are happily reestablished in engineering jobs. . . . Newcomers to KSO-KRNT are Max Henderson, announcer, and Don Taylor, ex-Coast Guardsman, to promotion and merchandising. On the distaff side, Betty Jean Hatcher has been added to the auditing department; Meta Fauerby transferred to information and traffic. . . . Manchester Biscuit Co. has also bought "Tune Crackers," quarter-hour emceed by Mal Murray.

—MASSACHUSETTS—

**BOSTON**—Here and there at WEEI: It took three weeks to paint and rewire outlet's transmitter at Medford. Job is now complete from beacon to base and Walter Stiles, chief engineer, finds the effect most satisfactory. . . . Helen Monahan replaced Helen Hayden as secretary to Ray Girardin, production chief, when Miss Hayden left for the OWI. Mrs. Monahan is making a "return" to the studio. . . . Fred Garrigus, director of war programs, is being loaned to the Red Cross. . . . Listeners to the "Food Fair" program recently were surprised to hear its former moderator, Ken Ovenden, again. Ken was just on furlough from the Civil Air Patrol.

## FCC Investigation Resumed By

(Continued from Page 1)

of the House committee investigating the FCC.

Testimony of Miss Olive M. formerly secretary to Tietgen, previously presented to the committee in executive session, charged the record of Mrs. Lulu Martin as falsified for two months during her absence of hospitalization last summer, so as to indicate full attendance and pay for the period. Other evidence presented charged that the work relief other typist was "built up" to cover her a salary increase.

The falsification of the record of the hospitalized employee was admitted by James Lawrence Fly, chairman, and Dr. Robert D. director of the FBIS during the hearing heard last Jan. 19 by the sub-committee on Appropriation of the Independent Offices Appropriation Bill for 1945.

Under questioning by Rep. Richard B. Wigglesworth, Republican of Massachusetts, the officials declared there had been "irregularity" in that girls had "voluntarily gone on job" to take the place of the one who was ill, without funds, and with remaining available period, in that her pay might not be "doctored" during her absence.

SEE NBC  
FOR THE TOPS IN  
RECORDED PROGRAMS

For example:

"Stand by for *Adventure*"

Brand-new series of 26 quarter-hours (for one-or-two-a-week broadcast) designed for wide appeal and mass attention. Tales of mysticism, dangerous deeds, exciting happenings . . . told by an army officer, a Yankee sea captain, a star reporter and a South American scientist. Created by a panel of prominent radio writers— expertly cast. Ask for audition records.

★ ★  
Many other NBC Recorded Programs  
5 minutes to half-hour



National Broadcasting Co.

# NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.  
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

26, NO. 25

NEW YORK, N. Y., FRIDAY, FEBRUARY 4, 1944

TEN CENTS

## Ryan Named NAB Head

### Law Revisions Suggested By NAB

Washington Bureau, RADIO DAILY—A rather full revision of sections of the White-Wheeler Act (814), relating to news and all broadcasts, is contained in legislative proposals made last week to the Senate Interstate Communications Committee by NAB. These proposals, mailed NAB members yesterday, are outlined in a booklet issued by the Association which contains a comparative print of the bill. (Continued on Page 7)  
—Buy A Bond Today—

### Government In England Frowns On Tele Debate

London (By Cable)—A request for a parliamentary debate on television was turned down in the House of Commons yesterday by Prime Minister Winston Churchill. The Prime Minister told Commons that the form of the charter of British Broadcasting Corp., up for renewal, is now receiving consideration in the Government. In some quarters, it was suggested. (Continued on Page 2)  
—Buy A Bond Today—

### AFRA Plans Meeting Feb. 24 In New York

New York chapter of AFRA has set a membership meeting for Feb. 24, 8 p.m. at the Hotel Edison and an agenda of several important items that will come up for discussion. There will be a showing of the "War Department Report." for discussion by the members. (Continued on Page 5)

### All Very Simple

Scene: a radio studio—CBS, to be exact. In front of one microphone a man is trudging back and forth in a shallow box full of starch. Some distance away another man is shaking sleigh bells. At still another make two men in short sleeves are reading their lines. You've got a moment's "Bright Horizons," with two men walking in a snowstorm.

### Institutional

Facts and figures of radio's contribution to the 1943 war effort as disclosed exclusively in Radio Daily last Monday will be included in the script of NBC's "Your Radio Reporter" which will be broadcast over WEAF and the net Sunday at 1 p.m., EWT. The figures are based on OWI's estimates.

### MBS Board Approves New Contract Deals

Following the meeting in New York at the Waldorf-Astoria of the Mutual Broadcasting System's board of directors, it was revealed that the network officials approved the largest operating budget in its history and that 26 affiliates have now signed the new standard MBS contract. Eight new stations have been signed in recent weeks, some of them scheduled to join the web later this year.

Highlight of the board meeting was a 53-minute dramatized recording featuring actual voices of the department. (Continued on Page 2)  
—Buy A Bond Today—

### Flippen New Quizmaster On "Correction Please"

Jay C. Flippen, former vaudevillian and musical comedy artist and more recently in radio as the emcee of "The Battle of the Sexes," becomes quizmaster of "Correction Please," on CBS beginning tomorrow night, 10:15. (Continued on Page 2)

## NAB Drops N.Y. Confab Plan; Selects Chicago, Aug. 28-31

### Agency Executive Talks On FM Before REC Crowd

Speaking before the Radio Executives Club at the Hotel Shelton in New York yesterday, Preston Pumphrey, radio director of Maxon, Inc., re-iterated results of a recent FM survey which was recently presented to FMBI convention. The speaker. (Continued on Page 2)

## Board Selects J. Harold Ryan, Toledo, To Succeed Pres. Neville Miller At Meeting Held In Chicago

Chicago—J. Harold Ryan of Toledo, Ohio, assistant director in the Office of Censorship in charge radio since December, 1941, was elected president of the National Association of Broadcasters, succeeding Neville Miller, at a meeting of the NAB's board of directors Wednesday in the Palmer House. Ryan was elected upon the recommendation of the nominating committee headed by Don F. Elias. He was named to serve until July 1, 1945.

While Miller's term does not expire until June 30, 1944, the retiring president expressed the hope that Ryan would be able to assume office at the earliest possible date, possibly by Feb. 15. Concurrent with its action, the NAB board expressed its appreciation of Miller's loyalty and devotion to the organization during his five and a half years of service as president. Twenty-three of the twenty-seven board members attended the meeting. No action was taken on other NAB personnel.

### Ryan Gratified By Board Action

Washington Bureau, RADIO DAILY—Washington—One of the main objectives J. Harold Ryan has before him as he prepares to assume direction of NAB is "to make NAB more truly representative of the industry." (Continued on Page 3)



J. HAROLD RYAN

### Ryan is considered well fitted for the post of heading the

(Continued on Page 3)  
—Buy A Bond Today—

### Clapper's Passing Shocks Radio Circles

Raymond Clapper, 51-year-old radio and newspaper correspondent who was killed yesterday in an air crash in the Marshall Islands, was eulogized. (Continued on Page 7)

### Patriotic

As an added incentive to small War-Bond purchasers, WMCA, New York indie, is offering to match bond for bond—all \$100 orders placed by listeners with the station for the duration of the Fourth War Loan Drive. The outlet began to call attention to the patriotic offer yesterday in bond appeals, which were broadcast over the station from 6:45 to 1:05 a.m.



Vol. 26, No. 25 Fri., Feb. 4, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

WARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL (Thursday, February 3)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

NAB Selects Chicago For August Convention

(Continued from Page 1)

the consensus of opinion that the best interests of NAB would be served by postponing the convention. Wartime transportation problems too were a factor in selecting Chicago as a site for the 1944 meeting.

20 YEARS AGO TODAY

(February 4, 1924)

Announcement has been made by KDKA, Pittsburgh, that during a single week eighteen hours of short-wave broadcasting was relayed to British listeners Test case brought by the American Tel. & Tel. Co. against WHN, New York, for unlicensed broadcasting was settled out of court when outlet signed licensing agreement.

Coming and Going

DON SEARLE, manager of KGO, San Francisco, in town yesterday for conferences at the headquarters of the Blue Network. He will leave today for Chicago, where after a short stay, he will go on to the West Coast.

E. J. FREY, station manager of WBRY, CBS outlet in Waterbury, Conn., is spending several days in New York.

JACK BENNY, MARY LIVINGSTONE, DENNIS DAY and other members of the comedian's program entourage will be at Terminal Island, Cal., on Sunday for the broadcasting of the NBC show from Roosevelt Base, the Navy's Small Craft Training Center.

PFC. GIL BRAUN, erstwhile radio producer, lending a military touch yesterday at the luncheon of the Radio Executives Club.

CARL BURKLAND, general manager of WTOP, CBS-owned outlet in Washington, D. C., has returned to the Capital following a few days in New York.

ALLAN WOODALL has arrived from WDAK, Columbus, Ga., for a few days on station business.

A. Q. PETERSON, president of Wesson Oil and Snowdrift Sales Company, of New Orleans, is in town on a business trip. He is accompanied by F. W. TAMPKE, advertising manager of the firm, and J. L. KILEEN, of the Fitzgerald Advertising Agency.

LAWRENCE J. HELLER, president and station manager of WINX, Washington, D. C., in New York yesterday.

RALPH EDWARDS and the members of his "Truth or Consequences" program company heard over NBC, will be in Atlanta, Ga., tomorrow, for the fourth stanza of the current Bond-selling tour.

CHET HERMAN, production manager of WLW, Cincinnati, is spending some time in town on station and network business.

RICHARD STARK will fly to Cleveland directly after tomorrow's broadcast of "Abie's Irish Rose." He goes upstate for Sunday's "Hour of Charm" show which will be aired from the Cleveland Arena, where admission will be by War Bond purchase only.

CHARLES STAHL, commercial manager of WDAS, Philadelphia, was in New York yesterday. Looked in at the luncheon of the Radio Executives Club.

WILLIAM S. GAILMOR, commentator on WHN, off through Pennsylvania on a lecture tour that will take him to Scranton, Wilkes-Barre and Lewisburg.

SYD ROBBINS is in our midst. He's the commercial manager of WSBA, York, Pa.

AARON BECKWITH, program director of WAGE, Blue Network affiliate in Syracuse, is here for conferences with the New York representatives of the station.

FRANCIS JONES and JEAN BROMLEY took a busman's holiday to New York last weekend by visiting behind the footlights of several Mutual theaters. Their business home is WICC, Bridgeport.

Agency Executive Talks On FM Before REC Crowd

(Continued from Page 1)

dwelt at length on the public's reception of FM particularly for its "superior tonal qualities" and "elimination of static." He estimated that around 600,000 receivers are now in use and predicted that the post-war period will bring a boom in FM development.

In addition to the FM survey talk members of the REC will be treated to a showing of the sound motion picture, "Listen, It's FM" which was presented through the courtesy of the General Electric Company. The picture is an excellent preachment for FM reception and has educational value in the field of radio. Jerry Wayne, featured singer of the "All Time Hit Parade" radio show, led in the singing of the "Star Spangled Banner."

Flippen New Quizmaster On "Correction Please"

(Continued from Page 1)

10:45 p.m., EWT. Program is sponsored by Lewis-Howe Co. Flippen succeeds Pat Barnes on the show.

Langford On "Cavalcade" To Tell Of Tour Abroad

Frances Langford, vocalist who traveled thousands of miles in both frigid and tropic climes bringing entertainment to America's fighting men, will tell the nation of her experiences when she is cast as "G. I. Valentine" on the "Cavalcade of America" program which will be broadcast over NBC on Monday, Feb. 4, at 8:00 p.m., EWT.

Parliament In England Frowns On Tele Debate

(Continued from Page 1)

that a factor behind the move for a debate on television in Parliament was present post-war television planning in the United States.

When Great Britain entered the war, British tele was well ahead of American tele in point of development, it is pointed out, and British tele interests are apprehensive lest the edge enjoyed be wiped out. They recall that World War I saw the American film industry get a head start, and they are concerned over the possibility that history may do a repeat.

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

MBS Board Approves New Contract

(Continued from Page 1)

ment heads and actors giving view of 1943 activities. Copies disk were given to the board members so that they can be play stations officials.

Meeting was presided over by Lester McClintock in the absence of McCosker, board chairman. The president reviewed web ratings, operations and other policy matters. Next board meeting will be sometime in April; also a meeting will be held then of the executive committee.

New Mutual stations not yet on network are, WEBR, Buffalo, joins June 1 and WHBQ, Memphis, joining the network March 6.

Attending the Board meetings: W. E. Macfarlane, chairman of executive committee (WGN, Chicago); Lewis Allen Weiss, vice-president (Don Lee Broadcasting System, John Shepard III (Yankee network), H. K. Carpenter (United Broadcasting Co.); E. M. Antrim, executive treasurer-secretary (WGN, Chicago); Hope Barroll, Jr. (WFBR, Baltimore); J. E. Campeau (CKLW, Windsor, Ontario); Miller McClintock, president (Theodore C. Streibert, vice-president (WOR, New York); Edward D. representing Benedict Gimbel, (WIP, Philadelphia), Leonard (WCAE, Pittsburgh); Harry (WCAE, Pittsburgh); depart heads: sales manager Ed Wood (Richard Connor, station relation); Robert A. Schmid, sales promotion; Lester Gottlieb, publicity; Bob year, accounting, Adolph Opfman, programming, attorneys E. M. Dannett, Louis Caldwell, George Haggard.

They're GLAD we remembered them!

They thought they were radio orphans... that big chunk of Baltimore's wartime population that plays while others sleep. They wanted good radio entertainment. Then W-I-T-H gave them the "Night Owl Club." Contests, prizes, club membership, news, music, live entertainment. Loyal? You bet they're loyal. Time is available. Learn more about it.

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

# Harold Ryan Named President Of The NAB

(Continued from Page 1)  
 Both from political contact and administrative ability point of view. Practical broadcaster as well as the NAB and the broadcasters' generally.

as born in Toledo, Sept. 8, 1885 attended Central High School and graduated from Yale in Phi Beta Kappa honors. In his business life he became treasurer of the Arbuckle-Ryan Co. manufacturer of agricultural machinery, remaining with the company until 1928.

**Experienced Broadcaster**  
 At this point he went into the gas business with George B. Storer, brother-in-law. To advertise "Coke" gas, they bought WTAL in 1928 which later became WTL. From then on both became interested in radio. They soon had six outlets in the Fort In- Co. These were, WSPD, Toledo; WVA, Wheeling, W. Va.; WAGA, Atlanta, Ga.; WLOK, Lima, Ohio; WZL, Zanesville, Ohio and WMMN, Martinsburg, W. Va.

He became vice-president and general manager of the Fort Industry and director and executive committee member of the Ohio Citizen's Co. of Toledo; a director of the Detroit Tube Co., Detroit and an executive director, district No. 7 of the Toledo Rotary and Advertising Club. Also a member of the local Chamber of Commerce and is treasurer of the Covington Assn., Beta Theta Pi's Yale group.

He has been with the Office of Censorship as assistant director by Byron since Dec. 26, 1941.

**NAB Statement**  
 A statement issued to the press in Chicago announcing Ryan's election to the presidency follows: "The Board of Directors of the NAB met at the Palmer House, Chicago, and elected J. Harold Ryan of Ohio, now assistant censorship in charge of radio, as president of the NAB, to serve until July 1, 1944."

His election came following a report of a nominating committee headed by J. Harold Ryan, chairman, recommending Ryan to succeed Neville Miller at the expiration of the latter's term of office on June 30, 1944.

**Miller Concur**  
 In being informed of the board's decision, President Miller agreed with Ryan that the best interests of the broadcasting industry would be served by Ryan assuming his duties at the earliest possible date.

Current with this action, the NAB expressed its sincere appreciation that of the radio industry for the loyal and untiring service rendered by Miller during his past term of one-half years as president of the association.

To provide time for Ryan to wind up his duties as assistant director of censorship in charge of radio, the board appointed C. E. Arney,

# Neville Miller's Statement

Following the NAB board session in Chicago, Neville Miller, retiring president of NAB, issued the following statement:

*"Approximately six years ago I was elected president of the NAB when it was reorganized for the purpose of solving such problems as ASCAP's monopolistic control of music which was then of great importance. By the creation of Broadcast Music, Inc. we broke the ASCAP monopoly and provided a competitive market in music at an annual saving to the industry of approximately \$4,000,000. The NAB code was adopted and has become firmly established.*



NEVILLE MILLER

*"We exposed the viciousness of Petrillo's claims and thwarted his attempt to mulct the industry. We have presented the industry's case before committees of the Senate and the House of Representatives, showing the need for new legislation to preserve a free radio for America.*

*"In addition to our manifold services to member stations and the public, we inaugurated many major, beneficial activities such as a department of broadcast advertising and have carried on other worthwhile projects. We have assisted the industry in its splendid cooperation with all government agencies in fighting the war. We have built up our membership to the highest level in its history. This is a record of accomplishment of which we may all be proud.*

*"Harold Ryan, the new president, has my very best wishes for a most successful administration."*

Jr., secretary-treasurer of the NAB, as temporary managing director. It is reported that 30 to 60 days may elapse before Ryan can leave his war job in Washington for his new office at NAB headquarters, there.

### First Paid President

Neville Miller became known to the radio industry in the Summer of 1938 when he was appointed NAB's first paid president at a reported salary of \$40,000 annually. This was following the reorganization plans started before but brought to a head earlier in that same year. The NAB had heretofore been operating under a managing director. During the interim of the NAB dropping the title of managing director, Mark Ethridge of WHAS and the Louisville "Courier-Journal" held down the post temporarily, as NAB president. It was primarily through his recommendations and others that Neville Miller was brought to the attention of the industry.

At the time, the NAB post was considered a "hot potato" and as a matter of fact has proved so ever since. During Miller's regime, the great battle between ASCAP and the broadcasters was fought and BMI came into being. Miller incidentally holds the office of president of the BMI corporation. Many internecine factors arose in the industry and from time to time movements were afoot to dispose of Miller. On each occasion he won out, his current tenure was scheduled to run out next July. Legislative matters and not too-friendly relations with the FCC were important factors in making the change.

### Ex-Mayor of Louisville

Miller, who was born in Louisville Feb. 17, 1894, became Mayor of the city while a member of the law firm of Miller and Miller. He took a BA at Princeton in 1916, and LLB at Harvard in 1920, in which year he

was admitted to the bar. He was Dean of the University of Louisville Law School 1930-1933 and was also one time assistant to the President of Princeton University. He was a Trustee of the Synodical Presbyterian Orphanage 1929-1932. He is an Elk, Democrat, Presbyterian and belongs to the Ivy Club and the Princeton Club.

### Nine Applications Received

Acceptance of applications for membership closed the two-day session of the NAB in Chicago. O. L. "Ted" Taylor placed in application KGNC, Amarillo, Texas, also K TSA, San Antonio; KFYO, Lubbock, and KRGV, Weslaco. Ed Craney applied with three Montana stations: KGIR, Butte; KPFA, Helena, and KRBM, Bozeman, also KFPY, Spokane, Wash., and KXL, Portland, Ore.

NAB membership now totals 555 stations, NBC, CBS, and 18 associates.

All but four members of the 27-man board, representing 17 geographical districts of the United States, six members at large and the two networks, NBC and CBS, were in attendance.

### WLBZ License Shift OK

Washington—The FCC has granted the transfer of control of the Maine Broadcasting Company, licensee of WLBZ, Bangor, Me., from Thompson L. Guernsey to the Eastland Broadcasting Co., Portland. Price was \$150,000, for 439 shares of capital stock.

This deal has been hanging fire for four years, having been delayed by the death of Henry P. Rines, head of the purchasing corporation. Present head of the corporation is his widow, Mrs. Adeline B. Rines, who is head also of the Congress Square and Eastland Hotels, in Portland, and WFEA, Manchester, N. H., WRDO, Augusta, Me., and WSSH, Portland.

# Ryan Gratified By Board Action

(Continued from Page 1)

he told RADIO DAILY yesterday. Speaking at his desk in the Office of Censorship, Ryan refused to elaborate upon that statement. "Many people think we in the radio industry can never get together," said Ryan, "but I am one who differs sharply from that idea."

The newly elected head of the industry organization said it is unlikely that he will take office before late March or April. He has not actually resigned, he said, although he has talked with OOC Director Byron Price and Price declared himself willing to attempt to replace Ryan whenever the latter feels it necessary that he leave. Leaving his present post this month, however, is "out of the question," said Ryan.

### "Highly Gratified"

"I am of course highly gratified at the confidence broadcasters have placed in me," said Ryan. He refused to discuss details of NAB organization or legislative aims, pleading that he has not yet had time either to familiarize himself sufficiently with NAB or to study the legislative situation closely enough.

Asked in reference to his declaration that he will strive to make NAB more truly representative of the industry he had reference to network membership, Ryan declined a direct answer. "That is a question for the membership to decide upon," he said, adding that the membership has voted on the matter rather decisively. He said it is not unlikely that the question will be placed before the membership again.

# "On Stage Everybody" Will Tour Theaters

Plans are being completed whereby "On Stage Everybody," Blue Network's opportunity program heard Saturdays 11:30 a.m., EWT, will be sent out as vaudeville stage units. Plans is being worked out by Ray Knight, Blue production head who conceived the program, and George Sheck and Lou Dahlman, the latter two to handle the booking. Howard Carraway will do the producing. Joe Rines and orchestra heard on the program will be with the units on the stage tours, which is expected to be in and around New York.

"On Stage Everybody," is comprised of professional talent only, who may not have had an opportunity to be heard on the air. These are chosen from stage, night clubs and vaudeville etc. Due to the fact that some of the talent is currently working in night spots, the booking will probably be confined to the New York area. Tie-up may be made with Loew theaters. "Swing Shift Follies," another Blue Net show is done in cooperation with the Skouras chain of theaters.

According to Knight, each unit will be balanced as to the talent taken from the radio program.

# LOS ANGELES

By RALPH WILK

**DEBBIE MIDDLETON** of U. S. Army Special Service Division and formerly with the New York Sales office of CBS, arrived in Hollywood to resume a new post with the Army Radio Forces stationed in Hollywood. Middleton visited Columbia Square for chats with former co-workers and friends.

Whodunnit on "The Dinah Shore Program" invariably finds the songstress' husband, George Montgomery, ensconced in a front row seat at the CBS theater, proudly applauding his favorite radio star.

"Newsboys' Review", nine o'clock news program heard over KGFJ, has been extended to 15 minutes. It will include War, Washington, General, Sports and Financial News. Heard nine o'clock every night but Thursday.

Harry W. Flannery, CBS commentator who is a longtime member of the newspaper fraternity, Sigma Delta Gamma, is spending part of his Mexican vacation this month in preparing material on Mexican journalists for fraternal addresses.

Seeing Hollywood under the auspices of Edgar Bergen, has been Patricia Barry, a student nurse recruiting officer with the U. S. Nursing Corps. She has appeared in lectures appealing for young women to fill the urgent need for trained medical aid in war work and also spoke in commendation of the Bergen Foundation, an organization maintained by the comedian for the purpose of providing necessary financial aid for student nurses making their way through school.

Gurney Ball, of the Sportsmen Quartet is called "Barnacle Bell" by his friends because his hobby is the study of navigation. Gurney plans to pilot his own schooner to Alaska after the war.

## ATS Lines Up Experts For Tele Round-Table

Impending line-up of program experts has been set for the American Television Society's round-table on tele programming to be held Thursday evening, beginning at 8:45, in the Capitol Hotel, New York. Program problems will be discussed by:

Clarence L. Mehsner, NBC vice-president in charge of programs; Paul Knight, program manager of WPTZ, the Philco tele outlet in Philadelphia; Thomas Hutchinson, former NBC producer and now tele director of Ruthman & Ryan; Sam Cuff, commercial manager of the Du Mont station, W2XWV, New York; Lt. John G. T. Gilman, formerly manager of General Electric's WRGB, Schenectady; Max Warren-Wade, past program director of NBC's WNBT, New York; Ray Nelson, former head of tele programs for WOR, New York, and presently radio director of the Charles M. Stern agency, and Will Balfin, program producer at W2XWV.

# MAIN STREET



## Reporter At Large. . . !

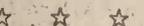
● ● ● IN a letter to this desk, Walt Raschik of the Knox-Reeves Advertising Agency's Minneapolis office, writes:—quote—In your Main Street Column of Jan. 7, you led off with the statement that radio was pitching into the battle to stem juvenile delinquency. The implication, to me at least, was that radio now, FINALLY, (the underline is Walt's) has started to move against this grave national problem—unquote—first, let's correct the impression. . . . though we used a "baseball" term, it wasn't the word "pitching" which we used in the lead-off paragraph, but rather the antonym. . . . we wrote: quote—Radio is at Bat. . . . unquote. . . . but this is merely to get the records straight. . . . now then, back to Walt's letter. . . . due to the length of it, we cannot reprint it but we feel that the point Raschik made, is well-taken; thus we will close the entire incident by saying that the General Mills sponsored program, "Jack Armstrong's Future Champions of America" program, aired over 120 Blue Network stations, has been doing a great national service, because that program is based on the premise "that if kids from 6 to 16 are properly guided. . . . more prone to live the good, wholesome life, inherent with men and women possessed of sound bodies and healthy minds" . . . . so a low bow to General Mills for the following statistics. . . . since October 20, 1943, to the present, almost one million American youngsters have joined this "club of the air" . . . . a few more such idealistic movements and the "juvenile delinquency problem" will disappear.



● ● ● After Last Saturday's "Golden Age of Sports" broadcast, MBSponsored by the Sports Broadcasters Association to sell War Bonds, Tom Slater was approached by a studio visitor who asked for the script but was "induced" by that Slater-rific salesman to purchase a One Thousand Dollar War Bond in order to get the script. . . . At Cleveland, Tuesday, Pops Whiteman auctioned off the baton, which was used when he first introduced Gershwin's "Rhapsody In Blue," at Aeolian Hall in N. Y. C., Feb. 12, 1924, for \$1,250,000. . . . In Wednesday's pillar, we predicted that Kate CBSmith's "round-the-clock" War Bond Pitch for Uncle Sam would exceed the amount she sold in a similar stunt last Sept. by several millions of dollars. . . . even if you've already read elsewhere the total realized by the Smith-Collins effort, we again want to say, \$106,085,000 bears repeating. . . . Jimmy Saunders, formerly with Harry James' Band and recently honorably discharged from the Army, is the new vocalist with Charlie Spivak's crew, starting Sunday. . . . Vi and Vilma (Victory Twins) Vernor, open an engagement tonight at Glen's Rendezvous, Newport, Kentucky, "just across the river" from Columbus. . . . The Irene Beasley CBShow, with Bob Downey and Richard Stark, has been renewed for another three months by Wesson Oil and Snowdrift. . . . Betty Garde, after a week's tussle with the Flu, has licked the germ and returns to the "Oklahoma" cast next week. . . . How come that little bundle of dynamite, comedienne-songstress Sue Ryan, isn't on the networks?



● ● ● Wednesday nite, seated in the clients' booth we listened in on the Kay Armen rehearsal, taking place in studio 3F. . . . not only was the trilling thrilling, but we want to toss a radiokay to Conductor Joseph Stopak, whose handling of the accompanying arrangements and reassuring aid to Kay, confronted by a difficult passage in the Cole Porter ("I Love You") helped make the program that night (10:15-10:30 p.m.) a musical treat.



Remember Pearl Harbor

# CHICAGO

By BILL IRVIN

**T**HREE Cheers for the Allied "Ers" is the title of a song by Sam Bregman and Miss Shirley, a Chicagoan employed in the Army Department, which was given radio premiere by the Fort She Band over WJJD, Jan. 29.

Josephine Antoine, soprano of the Carnation Contended program vouch for the fact that gall is still extant and chivalry rampant—at least in the guide staff at Chicago. Last week the blonde glamorous Miss Antoine came to studios for her program, garbed in black velvet, noticed the studios decorated with mammoth white carnationmums. With the artists' for detail, she decided it would be nice to match the decorations. She sent post haste to her hotel for a white gown. It arrived, but no pers. Guide William (Bud) Mor solved the problem. He dashed without a coupon, bought a pair of scarlet satin mules (size 5-b) off the straps, adjusted a bow on and presented Miss Antoine with a pair of evening slippers you'd find anywhere.

## FCC Reminds Outlets Of "Multiple" Order

Washington Bureau, RADIO DAILY  
Washington—The FCC has warned of the necessity for broadcasters of dual interests to comply with Order 84-A, banning common ownership of stations in the same primary service area. It announced also that in handling cases where observance of the order by the May 31 deadline is impossible, the Commission will consider extension for brief period, provided the petitions for extension forth the full story of the licensee's attempt to comply with order and stipulation that he will continue his efforts to comply.

## SEASONED SALES EXECUTIVE

. . . widely known in the industry. Now employed, seeks position general or commercial manager, 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 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 796, RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

# AGENCIES

**RONALD ARMOUR** has been executive vice-president of Edward Condon, Incorporated, and is in charge of public relations in motion pictures and television advertising. He formerly held an executive position with RCA and had extensive experience in the radio, telegraph and sound-equipment advertising organization.

**WIS SNYDER**, formerly with Locke-Dawson, has joined J. Thompson Company as a copy writer.

**LIST OF STATIONS** to carry radio advertising campaign for Glass and Paint Manufacturing Company, Chicago, has been announced by B. W. Kunst, advertising manager. The stations are: WBBM, Chicago; WISN, Milwaukee; WMBD, Decatur; WSOY, Decatur; WOC, Decatur; WLBC, Muncie, Ind. The campaign, which is to start March 1st, is placed through Goodkind, Joyce and Morgan, Chicago.

**M. KIESEWETTER ADVERTISING AGENCY** has added to its writing staff Janet Mears, formerly copy writer at Lansburgh's Department Store, Washington, D. C.

**PLEX RADIO DIVISION** of Corporation at Sandusky, Michigan, has just been awarded a second contract to add to its Army-Navy program, according to word received from Robert P. Patterson, Under Secretary of War.

**AND VAN NOSTRAND** has the media department of Ben-Bowles, Inc. as network time. He comes to his new post from Ellington where he was director of media. Prior to that, he was with the Joseph Katz Company and Thomas.

## Kel Get New Post With Westinghouse Co.

For 27 years with the Westinghouse Electric Company, Adolph Kel has been appointed head of the Lamp Division's Electronic Tube Department of Bloomfield, N. J. C. Stuart, manager of the Westinghouse Lamp Division announced that Kel will manage a department that has rocketed its annual figures from \$1,000,000 in 1941 to \$20,000,000 in 1943.

Kel's first step with Westinghouse introduced him to the advertising department in East Pittsburgh, transferred to advertising headquarters in New York City. He was later promoted to general manager of the Lamp Division in 1935, and in 1938, manager of Special Products at the Bloomfield branch. During the past two years he held the position of assistant manager of the Special Products Commercial department and staff assistant to the Lamp Division's manager.

# ★ PROMOTION ★

## "Quiz Kids" Contest

Liggett-Rexall Drug Stores, Inc., will conduct a contest for the election of a New York "quiz kid" and present the winner on the "Quiz Kids" broadcast on the Blue Sunday, Feb. 27, in its promotion of the Fourth War Loan Drive. The Kids have to date sold \$25,000,000 in bonds.

Only war bond purchasers will be permitted to attend the broadcast which will emanate from the Manhattan Civic Center. The program is regularly sponsored on the Blue by Miles Lab, Inc., for Alka-Seltzer and One-A-Day Vitamins. New York newspapers are being used to promote the contest for New York's "Quiz Kid."

## ET Business Booming With Kasper-Gordon, Inc.

Reporting continued upturn in the ET business, Kasper-Gordon, Inc., producers and distributors of transcribed syndicated shows, recently announced blocks of new business on seven shows.

"Songs of Cheer and Comfort," starring Richard Maxwell, gospel singer, has been signed by VONF, St. John's, Newfoundland; KALE, Portland Oregon for Holman & Lutz Funeral Directors; Eiselstein-Wiggenton Funeral Home, over WDBO, Orlando, Florida; McBryde's Opticians, WFNC, Fayetteville, North Carolina.

"Imperial Leader," 52 programs dramatizing life of Winston Churchill, signed by Robert Orr & Co., Wholesale Grocers, over WSIX, Nashville, Tenn.; Yetta G. Samford Insurance Agency, Opelika, Alabama.

"Dan Dunn, Secret Operative No. 48," 78 quarter-hour program based upon newspaper cartoon strip of same name by Norman Marsh, to Canada Dry Gingerale Limited of Hawaii, over KGMB, to promote Spur; also, Royal Crown Cola Company, Gastonia, N. C.

"Famous Mothers," 78 five-minute programs starring Jane Dillon, for Clearweave Hosiery Stores and Clearweave Department Stores in New England.

"One I'll Never Forget," starring Jack Stevens, 78 five-minute sport programs to Home Brewing Company, Richmond, Va.; Cottrell Clothing Company, over KLZ, Denver, Colo.; Shell Oil and Goodyear Tire Distributors, Wisc.

"Twilight Tales," 52 quarter-hour programs, fairy stories starring Elinor Gene, to Ben Franklin Department Store over KGMB, Honolulu. At the request of present sponsors of "One I'll Never Forget" and "Twilight Tales," additional programs are being recorded in the series, extending the former to 156 five-minute episodes, and the latter to 104.

## Hugh To Donohue & Co.

John R. Hugh, formerly with Kenyon & Eckhardt, has joined the Donohue & Coe agency as producer.

## "Top O' Morning" Plug

A catchy two-page pamphlet on the "Top O' The Morning"ers, Carl Moore and Ray Girardin, now in the mail from Columbia-owned WEEL, Boston. Presented in black and white on the inside of heavy folded stock, its highlight is a full page photograph of the pair in action on their early morning cut up program. So provocative is the picture, and so descriptive the short text on the opposite page, that the reader seems to be in on a broadcast. Text briefly tells the history and format of the program, cleverly placing emphasis on the "scriptless, screwloose" theme which has been theirs since starting in 1939.

## AFRA Plans Meeting For Feb. 24 In New York

(Continued from Page 1)  
ship is the current controversy over the sharp increase in rates for service telephone service organizations, and latest developments on the New AFRA's Servicemen Fund will be reported.

AFRA members who in the future wish to present resolution at membership meetings must now present the resolution in writing to the Agenda Committee at least two weeks prior to the meeting. This move was voted by the local's Board. Reason for this is to give members an opportunity to study and then be prepared to vote on the resolutions accordingly. Brought up from the floor, resolutions have frequently been subject of spirited but limited debate because members didn't know about them in advance.

Ballots are now in the mail to AFRA members relative to the referendum on proposed amendments to AFRA's National Constitution. These ballots must be returned by March 1. New amendment which was adopted by the delegates at the convention last August concerns better administrative mechanics.

## Decline In Sets In Canadian Towns

Kitchener, Ont.—Files at the Dominion Radio Inspection Office in the Dominion Public Building show a decrease of 300 radio licenses for Kitchener in 1943 and a decrease of over 100 for Waterloo. This means, according to inspection experience, that over 400 set owners have failed to come through with their license payment in Kitchener and Waterloo for the year just closed.

Data on file shows no indication of any falling off in the number of sets owned and in operation over the two cities. It is known that the actual number of sets in operation over the community is larger than a year ago. The inspectors have just concluded a survey of the northern section of the district preparatory to starting evidence collection in Twin Cities.

# GUEST-ING

**DIANA LYNN**, film starlet featured in "The Miracle of Morgan's Creek," on "Stars Over Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

**ERIC BLORE** and **WEE BONNIE BAKER**, on the "Atlantic Spotlight" program, Saturday (WEAF-NBC-BBC, 12:30 p.m.).

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

**REV. CYPRIAN TRUSS**, O.F.M., Vicar of the Capuchin Franciscan Friary in Providence, R. I., on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 10:30 a.m.).

**HILDEGARDE**, on the "Fitch Bandwagon," Sunday (WEAF-NBC, 7:30 p.m.).

**PENNY LEE**, vocalist, on the "Bob Crosby and Les Tremayne Show," Sunday (WEAF-NBC, 10:30 p.m.).

**BROOKE CLAXTON**, head of the Canadian delegation to the United Nations Relief and Rehabilitation; **W. W. WILCOX**, United States representative on the UNRRA and professor of economics at the University of Wisconsin, and **T. W. SCHULTZ**, professor of agricultural economics at the University of Chicago, discussing "World Relief and Rehabilitation," on the "University of Chicago Round Table," Sunday (WEAF-NBC, 1:30 p.m.).

## Lodge Acting Director Of CBS Engineering Dept.

William B. Lodge has been named acting director of the CBS General Engineering Department, Joseph H. Ream, CBS vice-president and secretary, announced yesterday. He begins his new duties Feb. 7. Lodge, a graduate of Massachusetts Institute of Technology, first joined CBS in December, 1931 as a technician. In 1934 he became a member of the network's general engineering department and, three years later, was named engineer in charge of radio frequencies of engineering dept.

Lodge left the network in February, 1942, to accept a special war post as associate director of the Airborne Instruments Laboratory of Columbia University, division of War Research. He returned to CBS on a part-time basis in Oct. 1943, to supervise operations of Columbia's general engineering department during the leave of absence of E. K. Cohan, director of the department, who has resigned.

### SALES PROMOTION MAN

Important network station which will add FM and Television services offers excellent opportunity for man with some advertising experience. The more the better. But ideas and applied energy are most important. Good salary. Write in detail.

Box No. 797, RADIO DAILY  
1501 Broadway  
New York 18, N. Y.

# Radio Widow Sues CBC For Husband's Death

Montreal—Yvette Gagnon widow of Eduard Baudry was correspondent for the Canadian Broadcasting Corporation has entered action in the Superior Court claiming from his employers \$8,375 to compensate her for the death of her husband who was killed by Spanish anti-aircraft fire as he was flying over Spanish Morocco to attend and report for defendants the conference between Prime Minister Churchill and President Roosevelt at Casablanca in January 1943.

Plaintiff alleges that after the accident the Board of Governors of the CBC passed a resolution to pay her \$10,000, which sum was equivalent to the protection which she said the board decided to grant to its other employees engaged on overseas war service.

Before leaving Canada her husband was insured with the Sun Life Company on an ordinary policy for \$10,000, but it did not cover war risks unless and until a special premium was paid. No such premium was paid in this case, nevertheless the Sun Life Company besides returning premiums actually paid granted plaintiff \$2,500.

### Says Offer Was Withdrawn

Without acknowledging any obligation Mrs. Baudry was willing to credit defendants with this sum and accordingly reduced her claim from \$10,000 to \$7,500, plus \$875 for disbursements. She contends that in the light of risks her husband incurred the CBC ought to have paid the extra premium on Baudry's life insurance policy. Plaintiff further complains that the offer the defendant's governing board originally made to pay her \$10,000 was withdrawn; before the Superior Court can decide whether Mrs. Eduard Baudry is entitled to recover \$8,375 from the Canadian Broadcasting Corporation for the death of her husband the court will first have to decide whether it has any right to hear the case. Yesterday in the Superior Court a motion was presented in which the Canadian Broadcasting Corporation claims that it cannot be sued in any provincial court because it is in fact an "emanation agency or instrument" of the crown. The motion was postponed for argument to next Tuesday.

In the motion the CBC declares that the action presented in the Superior Court is based on an alleged defense fault, negligence or omission by corporation employees since the CBC is an instrument of the Federal Government acting in the name of the crown. It is not subject to the jurisdiction of any provincial court, it is contended.

The motion asks that the action of Mrs. Baudry be dismissed but with her right reserved to take it before a competent court (presumably the Exchequer Court of Canada).

### Piano Service On WQXR

Hartwill Piano Service, New York, is sponsoring daily announcements over WQXR. Station account executive was J. J. Cahill.

# Washington Front

By ANDREW H. OLDER

**F**OREIGN language shows have been dropping off rapidly in the face of the constantly increasing demands for time by commercial sponsors. An FCC survey in December, 1941, revealed that 200 stations were carrying 1,580 hours weekly in foreign tongues. In April of last year the number of stations had dropped to 169 and the hours to 1,460, with Spanish, Italian and Polish heading the list of 26 languages. It's estimated that no more than 125 stations carry non-English today, and that that number will dip below a hundred before too long. Among the secondary causes are the need for hiring censors and monitors, in accordance with censorship regulations, and recent network affiliation of many stations which used to carry several hours in alien tongues. . . . Within the past few months, for example, WPEN, Philadelphia, WELI, New Haven, and WBRE, Wilkes-Barre—all three of whom carried heavy foreign-language schedules—have cut all their foreign-language time. WBNY, Buffalo, has dropped its Italian shows, and three Texas stations—KONO, San Antonio, KRIS, Corpus Christi, and KABC, San Antonio—have dropped all their Spanish shows. . . . The April survey showed that average station carrying foreign languages to run about three hours a week, with nearly two thirds of these 169 outlets in or near Boston, New York, Philadelphia, Detroit, Chicago, Los Angeles and San Francisco, Texas, with its huge Spanish-speaking group, accounted for 11 per cent of the total weekly time. . . . Only 19 of the 169 stations were carrying more than 20 hours of non-English per week, with WHOM, Jersey City, and WGES, Chicago, airing 100 and 92 hours respectively. WGES broadcast in 12 foreign tongues, WHOM in eight, which WJBK, Detroit, broadcast then in 13 foreign languages. . . . The April survey revealed that only about 40 hours of the 1,460 carried were sustaining, with multiple-sponsored programs predominating. Sometimes as many as 20 sponsors were crammed into a half-hour show. Not many of the 169 stations carrying these programs relied on them for a major part of their revenue—with 80 per cent of them deriving less than 30 per cent of their income from foreign language shows, and only 12 stations reporting over half their income from this source. . . . Incidentally, Bulova's WOV, which operates all day in Italian for almost two million Italian-speaking people in the New York area, claims a larger Italian-speaking audience than that reached by the primary service area of Radio Rome. We've not seen radio-census figures on Italy lately, but we'd bet WOV's claim is correct.

One amusing thing about the recent appropriations hearings on Capitol Hill was the opportunity it afforded to compare technical discussion by Fly and Jett. . . . It was while looking for instances of Jett's carefully simplified technical discussions, followed by Fly's explosive reductions, that we came across the story of the FCC's recording apparatus at the Millis, Mass., Laurel, Md., Allegan, Mich., Grand Island, Nebr., Powder Springs, Ga., and Kingsville, Tex., monitoring. This is used now to record FM shows in order to determine the extent of interference an FM outlet might cause another far out of its service area. The point is to determine how close together FM stations may be put. . . . Jett explained that bursts on FM signals travel in some path unknown to scientists as yet. "We find over a 200 mile distance, we will say from New York to Washington, that we get a pulse that has traveled 900 miles. We know at what instant that pulse was transmitted at the Armstrong Station and we know from the time it has taken to reach our recorder that it is coming over a 900 mile path. That, however, does not match up with the data we have on the Heaviside layer. Also, we find that the path difference in some cases is only 20 miles, which would indicate that we are getting some reflections from airplanes, sometimes for a fraction of a second, or even as much as a minute." These reflections, or "bursts," can completely block out the local signal for brief periods. . . . Jett asked \$5,000 to build ten signal-analysis spectroscopes for his primary monitoring stations, to be used to measure and analyze the band-width of signals. . . . Fly then explained that the Commission does not intend to become a research agency, but "when you find jobs like that at a time when it is beginning to become critical, we ought to do them, and comparable jobs may have to be done with television. Jett mentioned the possibility of reflected signals. When you get into television the problem of reflected signals is, if anything, worse. You see, these pictures—at least, the radio equivalent of the picture—will hit some structure and bounce off at an angle—well, it may bounce back, and the result is you find that you will get two pictures on your screen. You get your regular picture and then you get a ghost. Of course, that all but destroys the value of the television. . . . As a matter of fact, when you get into these higher frequencies, you find that the very quality that makes for Radar is the quality that gums up the television, because in Radar you are sending out the signal and you want it to bounce back to you and it does. That is the basic feature of the thing, whereas in television you want it to go out and stay."

# ET Net War Effort Figures Impressive

In announcing a survey of their effort program activities for a year covering from August, 1942, to December, 1943, officials of Keystone Broadcasting System, Inc., ET net disclosed that their stations had a grand total of 222,421 hours in scribed time.

When the OWI first set up its networks allocations, Keystone comparable arrangements with OWI, in order that the War material released by KBS to its stations would be properly "steered" through the medium of regular OWI fact sheets and similar directing information.

### Used On Sustainers

All of this material is utilized in the program department of KB their production of the KBS sustaining programs, which are based on Keystone-created continuity transcriptions, for a total of 84 and 30-minute sustaining programs each week of the year. The use of this material on KBS affiliated stations is carefully planned to avoid over-duplication and repetition of the same type of information material which is supplied to stations directly by the Office of Information.

In addition to the KBS sustaining programs just mentioned, similar material is contained largely within many of the transcript commercial releases of this "network" to the affiliated stations.

# CBC Board Gives Time To Political Party

Ottawa—At a meeting of the Board of Governors, CBC regulations pertaining to political broadcasts in the federal field were revised so to allow some time to party leaders required. It is understood that between elections a total of one half hour a month on a CBC network will be available for this purpose. Restrictions on federal party lead with respect to the submission of manuscripts have also been relaxed. Details with respect to this and the whole plan will be issued in a few days. A number of requests from the councils of the CBC were agreed including provision for a staff magazine at the expense of the corporation.

### Rodgers Is Rettenberg Guest

Richard Rodgers, composer and producer of "A Connecticut Yankee" and composer of the smash-hit tunes "Oklahoma," will be the guest of Milton Rettenberg on his "Cavaliers of Music" over WQXR Wednesday, February 9, at 9:30 p.m. The musical portion of the program will present Rodgers' hit tunes. The well known composer is half of the Rodgers and Hart team, producers of some of the biggest musical hits down through the years.

# NAB Release Itemizes Suggestions For Revision Of Radio Legislation

(Continued from Page 1)

originally written and as NAB endorsed Section One through Six of the bill and Sec. 12 through Sec. 14, all advocated by the Bar Association, and supported by Sanders bill, nearly two years ago. The present discussion includes the first time NAB proposals on Sections 7, 9, 10 and 11.

## Section 7 Amended

Section 7, dealing with equal time for political candidates, is amended in the proposal by striking the declaration that the Commission shall make rules and regulations to carry this provision into effect. This striking is typical of the proposals, which are designed to leave the FCC of all possible power. The following is added to Section 7: "The term 'equal opportunity' as herein shall be taken to include consideration of any paid or promised time for the use of such station, approximate time of the day and at which the broadcast is made, the use of the station in combination with other stations, if any, used by the original speaker." This is the first instance of definition of "equal opportunity," NAB pointed out. Although NAB has found Section 315 of the act, which is to be amended by Section 7 of the bill, as worked well on the whole, it is that changes are necessary because of "a tendency on the part of the Commission to expand its use and jurisdiction by the exercise of the broadcasting power," and because of difficulties resulting from the extension of radio networks for political purposes.

## No "Interpretation"

Proposed by NAB, says the Association, the section would require no interpretation or implementation by the Commission, and there would be no legal basis for the FCC to act. The Commission proposal is pointed out as defective in that "it attempts to fix the rates for political broadcasts in relation to rates fixed for other services—that it attempts to exempt the licensee from liability for libel or slander, except as to statements made by him or by persons under his control—and it attempts to broaden the field of required candidates by extending it to primary as well as general elections."

In addition to candidates for general election, NAB would limit the application of this section to not more than party officials during a campaign and after selection of candidates, and by members of a legislative body on pending matters, and members of the public when a public issue is before popular ballot.

NAB supports Section 9 of the bill in principle, although it suggests a slight re-wording to eliminate

ambiguity. This section provides for complete identification of speakers on public and political questions. The revision as proposed by NAB calls for prior submission in writing to the broadcaster of the speaker's name, topic, capacity (appearing as individual or representing an organization) and who is paying for the time. Except in cases covered by Section 7, this information would be announced on the air.

## Mutually Approved

This section has been okayed by the FCC as well as by NAB. "It is true, of course," said NAB, "that provisions of this sort, if adopted, would operate as a restriction upon the freedom of action of stations and of networks under the circumstances dealt with. But we believe that any burdens which would be imposed are more than compensated for by the results which will be accomplished."

NAB came out for the deletion of Section 10 of the act, which provided that right of reply must be accorded by broadcasters who have aired the views of public officials on controversial questions. In its stead, NAB proposed the following:

## Text of Substitution

"All news items or the discussion of current events broadcast by any radio broadcast station shall be identified as to source, and all editorial or other comment concerning such items or events shall be identified as to source and responsibility. It shall be the duty of the licensee of any radio broadcast station used for such purpose to cause an appropriate announcement to be made both at the beginning and at the end of any such broadcast in sufficient detail to inform the audience concerning the origin of the material being broadcast and whose editorial and other comment, if any, is being expressed."

"Where more than one broadcast station or network of such stations is used as herein provided, the responsibility for compliance with the requirements of this section shall be upon the originating station or network." As written in the bill, NAB explains, the section would have extended the theory of Section 315 of the present act to public officers, as well as candidates for public office.

## Sees Administration Difficult

Although sympathetic with the purpose of the section, NAB believes administration would be extremely difficult because of the inability of broadcasters to determine who should reply, and that will be unnecessary if Section 9 of the bill is adopted. If enlargement of the field of required reply is desired, NAB suggests extending the provisions of Section 7 (Section 315 of the act).

NAB added that "A substitute measure covering a slightly different field of public discussion might be desirable. We refer to news broadcasts and comments upon news by so-called news commentators. Strictly speaking, such broadcasts are not the

discussion of public or political questions within the meaning of Section 9, nor are they a proper subject for treatment under Section 7. They are, however, a subject about which much controversy and confusion has existed and concerning which the act might well contain specific provisions.

"All too frequently news broadcasters so confuse fact and opinion without identifying the source of either as to create a distorted picture in the mind of the listener. Whether such a result is planned, inadvertent or sought to be avoided, it is not desirable and is not conducive to the growth and development of broadcasting as an integral and necessary part of our daily life."

## Identification Asked

"Here again we believe that the corrective lies in proper identification. The proposal which we now make is that all news items of the discussion of current events broadcast by any station be identified as to source and all comment concerning such items shall be identified as to both source and responsibility."

"Announcement of the character required by the section proposed would, we believe, furnish the necessary identification without destroying the newsworthiness or entertainment value of the program in question. In all cases of network broadcasting compliance with the requirements of this section should of course, be the responsibility of the originating station or network."

## Wheeler's Wishes Ignored

The NAB proposal ignores the stated desire of Chairman Wheeler of the Senate body that there be some provision whereby the time of a news commentator be made available for reply by the affected party in the event the commentator attacks some individual. Wheeler contended strongly throughout the hearings last year that such a provision must be made as a matter of square shooting. It is reported that he has experienced great difficulty in trying to work out any legal provision to effectuate such a demand, however.

NAB has re-written also Section 11 of the proposed bill—in this case mainly for clarity. Section 11 forbids censorship of political broadcasts by licensees, excepting material calling for the overthrow of the government or which is clearly libelous or slanderous.

## Libel Responsibility Stays

The Commission suggestion that the Federal Government relieve licensees of responsibility for libel or slander in such broadcasts is rejected by NAB on the grounds that it is doubtful that the Federal Government can absolve licensees from liability because of state and local laws, and that adoption of the Commission suggestion would lead to more libelous and slanderous broadcasts.

# Clapper's Passing Shocks Radio Circles

(Continued from Page 1)

by the profession in all parts of the country, including a resolution adopted at a special meeting of the Association of Radio News Analysts and a program over the Mutual network dedicated to him in the 10-10:15 p.m. spot he formerly held down. His last broadcast over Mutual was Dec. 30, when he discussed, "Are We Making Progress in the South Pacific?" In the Pacific he was on a tour of duty for the Scripps-Howard papers for which he wrote a column and to gather further material for

## Davis' Tribute

*Elmer Davis on Ray Clapper: "Raymond Clapper's death is a loss to the whole nation. He was a great reporter—a man of integrity. His death exemplifies the high courage of the men who are bringing the American people the news from the battle fronts."*

broadcasting. He is survived by a wife and two grown children. Clapper is the 16th U. S. correspondent to lose his life in the war.

Program last night on Mutual had Senator Alben Barkley, Speaker Sam Rayburn, Sam O'Neal, president of the National Press Club and Earl Godwin, from Washington. From New York was heard H. V. Kaltenborn, Major George Fielding Eliot, Henry Gladstone who was subbing for Clapper and Paul Schubert. From Kansas City, Rob Roberts, managing editor of the Kansas City "Star" and president of the nation's newspaper editors' association, paid tribute to the commentator. It was on this paper that Clapper was given his start in the newspaper field.

A message was read from President Roosevelt in which the sympathy of the Chief Executive and of Mrs. Roosevelt was expressed.

Lieut. Gen. Carl Spaatz, commander of the American Air Forces in the European theater of war and a close personal friend of Clapper, also paid a moving tribute.

Chief among the tributes was one from Wendell L. Willkie.

## Honored By Analyst Group

At a special meeting of the Association of Radio News Analysts held yesterday in the Algonquin Hotel, New York, the following resolution was adopted:

"Resolved that by the death in service of Raymond Clapper, this association has lost one of its outstanding members. As reporter, editor and news analyst, Raymond Clapper represented the best tradition of his profession. He was always fair, scrupulously honest and invariably generous in evaluating the motives of those with whom he disagreed.

"His work as writer and commentator raised the standards of both journalism and broadcasting. He died in the performance of his duty. Every member of this association feels a sense of personal loss."

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — ILLINOIS —

**ROCKFORD**—A broadside headed "These WROK Programs Made News" is currently being mailed to key time buyers by the studio. Sheet combines part of the newspaper publicity given the 1942 Christmas broadcast by local marines at San Diego and the 1943 holiday show which featured city's navy men at Farragut, Idaho.

## — FLORIDA —

**MIAMI**—Joe Kirkland, WIOD engineer, received that important letter from Uncle Sam; his place was filled by George Williams... Transcription department has a new femme head in Joanna Krenzer who came to the outlet from Nicaragua where she was connected with the American Embassy... Another newcomer is Viola D. Littlehale, to the continuity department.

## — WEST VIRGINIA —

**CHARLESTON**—Worth Kramer, president and general manager of WGKV, who gained national recognition for his "Wings Over Jordan" program, is now lieutenant (j.g.) in the Naval Reserve. Lt. Kramer is receiving his training at Princeton, N. J.

## — INDIANA —

**VINCENNES**—Two of the six 15-min. remotes over WAOV broadcast from George Field had to be eliminated due to a shortage of dramatic talent in the ranks. Boys are hoping kitchen manpower doesn't run short... "Wake Up, America" is the title of a new Sunday afternoon transcribed series of half-hour round table discussions over WAOV... Ralph H. Jones Co. of Cincy has renewed for another year two daily transcribed dramas, "Linda's First Love" and "The Editor's Daughter," sponsored by Kroger Grocery... Spots are being used in new ad campaigns by American Corn Millers and Edward J. Funk & Sons... Dick Harris, commercial manager, is back on the job after an illness.

## PICTURE OF THE WEEK



With "Beauty and The Bonds" as a theme, **WITH**, Baltimore, selected charming Eileen Seebode, station receptionist, to launch their \$6,000 War Bonds giveaway this week. Station is passing out War Bonds at the rate of \$200 a day.

## — NEW YORK —

**PLATTSBURGH**—About WMFF: Just one month to the day that Mal Weaver entered the service, his heir arrived. Mal was program director... New program head is Dan Hyland, Jr... Also new to the staff is Jim Gridley, announcer. Gridley formerly was an NBC guide in New York... Chief announcer Anthony Rainger is back in the studio after a trip to New York.

## — OHIO —

**CINCINNATI**—WLW's special 15-minute program will feature the following speakers who will speak from the National Forecast Council this week in Columbus: J. L. Collyer, president of the B. F. Goodrich Company; Paul Ryan, chairman on Post-War Readjustment and Petroleum

Industry War Council; James Slayter, vice-president and director of research for the Owens-Corning Fiberglas Corp... George C. Biggar, administrative assistant to the general manager of WLW, will tell the Cincinnati Lions Club at its next meeting how Britons live in wartime.

## — CONNECTICUT —

**BRIDGEPORT**—"The Story of Jeremiah" will be refreshed with recent archeological discoveries when miked on "The Human Adventure" over Mutual's WICC tonight... R. Friml's popular "The Firefly" will be checked in by WICC as it comes over the "Chicago Theater of the Air" Saturday at 9:00 p.m... Dr. Frank Black's concert at the Cleveland Severance Hall will be checked in Sunday at 9:00 p.m.

## — CONNECTICUT —

**HARTFORD**—WNBC's newscaster Berkowitz, came across a town name more easily spelled than pronounced, on a recent broadcast, he did, and ad-libbed "It's a pippin interested listener later wrote in where in Russia was the town 'Itzapippin'... Frequent visitor to recently was Ralph Klein, ex-con director. Klein was home on furlough from Fort Jackson, S. C... Jack Stevens' Digest of the Air" over WDRS, has purchased by Bond Clothes on a \$2 contract. This increases the Bond sale over this outlet to six programs weekly.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—Returns WTOP's participation in Kate Sproun-the-clock appeal for bonds still coming in. Indications point tremendous sales at the outlet.

## — PENNSYLVANIA —

**PHILADELPHIA**—Toppers of WPEN's March of Dimes campaign Peter Arnell, announcer... This police force and detective bureau praise their versatility when their 10-piece Billy band and a quartet debut'd over on Feb. 5. Program was arranged to promote bond sales during the present War Loan campaign... Other WIP M. D. Basel is the new staff announcer replacing Lee Neal who has filled vacancy on the sales staff made when William Banks resigned to become president of WHAT. Banks also left WHAT.

## — ALABAMA —

**BIRMINGHAM**—WSGN played a prominent role in the hunt for a certain dog believed to have run away. When newspaper feature story failed to find the dog, the mother of the bitten child called WSGN. Minutes after the first announcement was miked, owners of the dog pressed their willingness to cooperate in every way... News conscious movie-goers don't miss the newest over WSGN, because the Ed Theater, one of Birmingham's leading downtown theaters, has arranged WSGN to have the news flashed audiences five times daily.

## Music Publisher Celebrates Golden Anniversary

Golden anniversary of the Edward B. Marks Music Corp. will be celebrated with a two-day open house and cocktail party Monday and Tuesday, from noon to 8 p.m., at the company's executive offices in New York. Feature of the gala will be an exhibit of musical and theatrical Americana gathered by Marks, who founded the firm in 1894. Franklin P. Adams, columnist and "Information Please" expert, heads an honorary committee of 114 names from the show world and public life in behalf of the occasion.

**HAPPY BIRTHDAY TO YOU**

### February 4

John G. Fraser Alice Hill  
Jack R. Poppele Col. Paul Ruhle  
A. Walter Socolow Jane West

### February 5

Ed Abbott Rupe Werling  
Thor Ericson Steve Ellis  
Eddie Stanley

### February 6

Haven Gillespie Ray Katz  
Louis Nizer Toby Prin  
Joseph Rogers Dot Whitehead  
Thurl Ravenscroft Kay Reed  
Dorothy De Rosa

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

26, NO. 26

NEW YORK, N. Y., MONDAY, FEBRUARY 7, 1944

TEN CENTS

## Survey Groups Rivalry

### Announces Plans Convention Covers

for complete coverage of the convention of the Republican Democratic parties in Chicago by beginning with the GOP meeting June 26, was announced Friday by El White, director of news desks for Columbia.

announcing the plans, White revealed that all four networks will furnish technical equipment and staffs for complicated floor installations at the convention to conserve manpower and equipment. This decision was

(Continued on Page 7)

— Buy A Bond Today —

### Asks Clarifying Of The FCC's Powers

— C. E. Arney, Jr., acting director of the NAB, called for a clarification of the powers of the FCC. "I will know just what the Commission's powers are" as NAB's tenth meeting opened here Friday. "Several hundred broadcasters, representing 59 stations in Nebraska, Iowa and Missouri are attending the two-day meeting.

voicing a demand for a "free

(Continued on Page 7)

— Buy A Bond Today —

### Co. Sponsoring Musical Series on WOR

Longines-Wittnauer Watch Company will present a new series of "onette" programs to be heard on WOR each evening Monday through Friday from 10:30-11 p.m., with Mishel Piastro at the controls. This program will bow in with Joseph Schuster as its

(Continued on Page 2)

### Food-Eating Dept.

Iris Alcock, luminary of the radio network's information department, was described by Earl Mullin, publicity director, in the Blue Network Association's dramatic presentation recently, as "an old-fashioned" woman. Now Doris has returned to Mullin together with a refutation in the form of a renunciation of her engagement to Lt. Bernard C. Ramey.

### Clapper Replacement

Henry Gladstone will continue as commentator for the next six weeks in the 10-10:15 p.m., Monday and Wednesday news spot formerly occupied by the late Raymond Clapper who died in a plane crash during the invasion of the Marshall Islands. Although no decision has been made, it is believed that a different type of program will replace Gladstone.

### Lea Summons Flamm To Testify Tomorrow

Washington Bureau, RADIO DAILY  
Washington—Donald Flamm, former owner of WMCA, New York, will be called by the Lea committee investigating the FCC tomorrow morning to tell the story of the sale of that station to Edward J. Noble, present head of the American Broadcasting System, which controls the Blue Network. Flamm sold to Noble several years ago, and has since contended that he sold only because of pressure from the FCC. He has tried unsuccessfully to get the station back.

Flamm is currently engaged in litigation.

(Continued on Page 2)

— Buy A Bond Today —

### WJZ's "Victory Troupe" To Celebrate Bond Sales

With a record of 200 non-broadcast performances for service men and women and war plant workers since March, 1942, during which time they

(Continued on Page 7)

### New CAB Plans Still Being Discussed By Agencies, Sponsors And Networks; Most Time Buyers Non-Committal

### Can. Speaker Charges Government Control

CBC is no longer controlled by its Board of Governors but by the Dominion Government and the Liberal Party, declared Douglas Ross, Progressive Conservative member for Toronto, Rosedale, speaking in the House of Commons in the debate on the speech from the throne.

"The absolutism of the Canadian Broadcasting Corporation is becoming more intolerable and it is getting

(Continued on Page 6)

— Buy A Bond Today —

### Jett Appears Wednesday Before ICC Of Senate

Washington Bureau, RADIO DAILY  
Washington—E. K. Jett, nominee to the vacant post of Federal Communications Commissioner and present FCC chief engineer, will appear Wednesday before the Senate Interstate

(Continued on Page 6)

— Buy A Bond Today —

### Kate Smith—Phil Baker To Do Shows From Coast

Two CBS programs, Kate Smith Hour and Phil Baker's "Take It Or Leave It," move to the coast for a

(Continued on Page 7)

Rivalry between the two leading research organizations serving radio, advertising agency and client, appears to be coming to a head with the battle joined over the week end between Cooperative Analysis of Broadcasting and C. E. Hooper, Inc. Both organizations reveal long prepared plans to offer an expanded service and

(Continued on Page 5)

— Buy A Bond Today —

### FM Programming Expanded By CBS

Growing interest in FM with CBS net and affiliate stations is indicated in the announcement that concerts of the New York Philharmonic-Symphony and the Philadelphia Orchestra are now heard regularly over the WABC-FM station, New York, and affiliates with FM station are now featuring CBS shows.

A new WABC-FM schedule announced

(Continued on Page 6)

— Buy A Bond Today —

### RCA Preferred Stock Dividend Announced

A dividend of 87½ cents per share has been declared on the outstanding shares of \$3.50 Cumulative First

(Continued on Page 4)

## ★ THE WEEK IN RADIO ★

### Ryan Heads NAB

By BEN KAUFMAN

**S**UDDEN move by the NAB's board of directors in a Chicago meeting the past week resulted in the election of J. Harold Ryan, assistant censorship director in charge of radio, as president of the broadcasters' association, succeeding Neville Miller. Ryan, who is also vice-president of a broadcast chain operating six outlets, was named by the board to serve until July 1, 1945. No action was taken on other NAB personnel.

While the term of Miller, who has

headed the organization for the last five and one-half years, does not expire until June 30, the retiring president expressed the hope that Ryan would be able to assume office at the earliest possible moment. The newly elected prexy indicated in a Washington interview that he would not pick up the NAB reins before late March or April. Following Ryan's election, the board meeting abandoned plans for the broadcasters' New York

(Continued on Page 2)

### Distinguished Guest

Mrs. Franklin D. Roosevelt will be heard over CBS as guest of Alfred Drake, on the "Broadway Matinee" program of Wednesday, Feb. 9, at 4:00 p.m., EWT. Sharing the guest honors with the First Lady of the Land will be Evelyn Knight, Virginia-born vocalist, whose rise has been swift since her debut in a singing spot over WRC in Washington, D. C.



Vol. 25 No. 26 Mon., Feb. 7, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Babu, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Willk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(February 4)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Hazeltine Corp.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(February 7, 1924)

Writing of the astonishing growth of radio broadcasting and its far-reaching usefulness in the listener's every-day life, a local scribe describes it as having "destroyed time and space"...

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

THE WEEK IN RADIO

Ryan Heads NAB

(Continued from Page 1)

convention scheduled for the week of April 9. Instead, it was decided to hold the next national convention in Chicago from August 28 to 31.

NAB proposals for revisions of the pending White-Wheeler legislation, which were made to the Senate Interstate Commerce Committee last month, were mailed in booklet form to members of the Association. Suggested changes related to news and political broadcasts, were intended to clarify broadcasters' freedom of action. Typical of the NAB recommendations was the intention to limit the powers of the FCC.

OWI revealed huge contributions of the radio industry to the war-information campaigns of 1943, estimating the value of time, talent and other gratis services at \$103,582,000. Nets and outlets, it was disclosed, handled a total of 63,165 war messages weekly and a grand total of 3,514,510 messages for the whole year. Industry leaders stressed the institutional importance of the facts and figures and urged all broadcasters to make good use of the information.

News Shorts: War Bond appeals by Kate Smith, Eddie Cantor, Fibber McGee and Molly and other performers skyrocketed web and outlet sales, with Kate setting the pace by amassing a staggering total of \$106,657,975 in an around-the-clock turn on CBS... FCC proposed a new regulation requiring every live program on a regional or national net to be recorded and held by the originating outlet for one year. Hearing was set

for March 15.... Raymond Clapper, 51-year-old MBS and Scripps-Howard correspondent, was killed in an air crash in the Marshall Islands.

WGN, Chicago, placed an order for a 40,000-watt tele transmitter with General Electric and filed with the FCC for a sight-and-sound station... Newly formed Television Broadcasters Association, Inc., elected a slate of officers and directors, with Allen B. Du Mont, president... Purchase of WQXR, select Gotham indie, by "The New York Times" was confirmed by the metropolitan daily, which retained John V. L. Hogan and Elliott M. Sanger, former president and executive vice-president of the outlet, under five-year management contracts... NBC set the web's third annual War Clinic for a New York opening Feb. 28, with visits to Atlanta, Dallas, Chicago and Los Angeles.

Mutual's board of directors okayed the largest operating budget in the net's history at a New York meeting, which also revealed that 26 affiliates had inked the new standard MBS contract... Of interest to radio execs was the \$500,000 suit filed in New York Supreme Court against James C. Petrillo, president of the AFM, by a Detroit theater stockholder, charging coercion under threat of strike to employ union musicians when they were allegedly not needed... Canadian Government was censured for so-called unsatisfactory handling of the Canadian Broadcasting Corp. by the opposition leader in the Dominion Parliament.

Lea Summons Flamm To Testify Tomorrow

(Continued from Page 1)

facilities with the Commission regarding WPAT, Paterson, N. J., in which he purchased a major share several years ago.

Noble has not been subpoenaed to appear as yet, but committee Chairman Clarence F. Lea said Friday that it is likely Noble will be heard, as well as "nine or 10 other witnesses." Radio circles here say it is difficult to conceive of carrying this case through without calling Commission witnesses, which would be a departure for the committee counsel, Eugene L. Garey.

Watch Co. Sponsoring Musical Series on WOR

(Continued from Page 1)

regular cello soloist. OWI will carry it to the troops throughout the world. Arthur Rosenberg Co., Inc., is the agency for the 52-week contract. Emdon Fritz is the WOR account executive.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

\$19,610,000

That's Sales Management's estimate of retail sales in Hartford for March, an increase of 12.3% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

CONNECT IN CONNECTICUT!

WOL logo with cartoon character and text: WOLLY SEE - WASHINGTON IS NOW ENJOYING THE GREATEST CONVENTION IN HISTORY... Sell Them on WOL. Affiliated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

COMING and GOING

EDGAR KOBAK, executive vice-president of the Blue Network, is in Chicago, where he plans to remain until Thursday.

H. I. SCHOTT, president of WHIS, filed, West Va., is here for conference of the New York representatives of the station.

BILL MALONEY, publicity head for B B, has returned to New York after spending week on business with the De Soto Division Chrysler Motors Corp.

PVT. HENRY ROWLAND, of "Winged Victory" Air Forces play, has left for California where he will appear in a special film to be made by the First Motion Picture Unit in Culver City.

AARON BECKWITH, commercial manager of WAGE is back at his Syracuse headquarters after having spent a portion of last week in New York.

BARRY WOOD, of the "Million Dollar Program" heard over NBC, is on a short-term selling tour in Pennsylvania.

BRUFF W. OLIN, Jr., general manager of WKIP, Blue Network outlet in Poughkeepsie, N. Y., was conferring here Friday with representatives of the network.

ALLAN WOODALL is en route back to his home offices at WDAK, Columbus, Ga., after a few days spent in New York last week.

"Dick Tracy" Renewed

Sweets Company of America has renewed "Dick Tracy" on the Blue Network. The program is heard 5:15 to 5:30 p.m., EWT, Monday, Wednesday and Friday on 33 stations in behalf of Tootsie Rolls, and Tuesday and Thursday on 13 stations for the V-M. Duane Jones Company handles the account.

Big Bond Sales

Intensified selling of War Bonds over WHIO, Dayton, on Feb. 6, resulted in \$354,000 in bond sales between 5:45 and midnight.

\$200 A DAY IN WAR BONDS GIVEN AWAY

W.I.T.H in Baltimore ties unique 30 day promotion with Fourth War Loan Drive. \$6,000 in all goes to listeners. And everyone can win. That's don't have to have a phone. That in itself makes this station's promotion unusual. Great chance to put on sale test. Check availabilities today.



W-I-T-H IN BALTIMORE TOM TINSLEY, President

REPRESENTED BY HEADLEY-REYNOLDS

**D**o you time buyers  know  
 what Californians mean by ranchers?  
 They're the same as farmers  except  
 they've more money to spend. In reach  
 of KPO's 50,000-watt beam  is  
 greater farm income  than in any  
 entire state east of the  Mississippi.  
 In fact, here are **7** of the **10** fattest  
 agricultural  counties in the U. S.  
 Add farm wealth  to big paychecks  
 in Central Pacific Coast cities   
 and you've got spending power.

**KPO**  
**SAN FRANCISCO**

The only 50,000 watt east of Moscow,  
 west of Salt Lake, north of Los Angeles  
 and south of Seattle, KPO really reaches!



THIS IS THE NATIONAL BROADCASTING COMPANY  
 A SERVICE OF THE RADIO CORPORATION OF AMERICA

LOS ANGELES

By RALPH WILK

**O**NA MUNSON, talented screen and radio actress, who has been guest hostess of the KNX "Open House" program for the past month, has been named permanent hostess of the feature. In cooperation with host Jay Stuart, Miss Munson will introduce the visiting guest stars on each Monday's program. Gordon T. Hughes will produce the program. Margaret McKay has been assigned the writing chore.

Upton Close now has four sons in the Service, two of them overseas at the present time, and just like any other father, he spends several hours each week writing to them and keeping them informed of the goings-on at home.

Real life incidents in the lives of radio stars sometimes influence the plots of their scripts, so if you should hear that "Riley," the main character in the new "Life of Riley" air show, has hurt his hand in his job at a defense plant, it won't be just something the writer thought up. William Bendix, screen star, who plays the part of "Riley," actually hurt his hand painfully this week while acting on the "Hairy Ape" picture set.

A special program commemorating the birthday of Abraham Lincoln will be heard on CBS stations Friday, February 11, 8:30 to 9:00 p.m., PWT. The broadcast which will feature an address by Wendell Willkie, will replace the usual CBS feature "Philip Morris Playhouse" for the one time only.

Jack Haley, featured comedian on the "Joan Davis Program" (NBC-Thursdays), says that inflation is when you can't afford to buy your girl the dress you promised her after talking her out of a fur coat!

RCA Preferred Stock Dividend Announced

(Continued from Page 1)

Preferred stock, for the period from January 1, 1944 to March 31, 1944, David Sarnoff, president of the Radio Corporation of America, announced following a meeting of the board of directors.

The dividend is payable April 1, 1944 to holders of record at the close of business March 3, 1944.

Gene Tunney Heard

Commander Gene Tunney, formerly heavyweight boxing champ, recently returned from the South Pacific battle fronts, was heard on "We The People" over CBS Sunday.

GIRL FRIDAY TO RADIO EXECUTIVE

12 years advertising experience including time buying. Expert stenographer, correspondent, handling voluminous detail. Alert, personable. \$45. Write Box 798, Radio Daily, 1501 Broadway, New York 18, N. Y.

MAIN STREET



Memos of an Innocent Bystander . . . !

● ● ● A little old lady, who definitely isn't a day over 70 years of age, got off the elevator with us and noticing that she seemed at a loss as to the direction to take, we asked if we could be of service. . . . the lady asked for the editorial offices of RADIO DAILY. . . . what we wish to bring out is the fact that this gentle American, who could grace a rocking chair beside an open fire-place, has answered her country's call for "Manpower" . . . she was delivering editorial copy. . . . in order to save her a walk along the entire corridor, we signed for the envelope and brought it to the office. . . . to whom same was addressed. . . . yes, the Little Old Lady (wish we had gotten her name) as we said above, was delivering editorial copy. . . . but to us she was delivering a modern "message to Garcia" . . . only in this case, the message paled into insignificance by the shining example set by the bearer. . . . Joan Fontaine, star of the forthcoming Paramount flicker, "Frenchman's Creek," will guestar, Sunday, on the Philco "Hall of Fame" via the Blue Network. . . . Fay Schulman, publicity manager of PM and formerly assistant to Leon Goldstein at WMCA, will middle-aisle it next week with Maurice Mermey. . . . Martin Block's "Make Believe Ballroom," celebrated its 10th anniversary on WNEW. . . . A fine idea. . . . we mean WBYN's adoption and use of the phrase, "Eastern VICTORY time" in place of "Eastern War time," for time signals. . . . suggested by an editorial in the New York Law Journal.



● ● ● CBS is auditioning comics for a planned series of half-hour programs, featuring the voice of Perry Como. . . . this to be produced by Herb Polesie and will be in addition to Perry's current 15-minute Sunday program, the latter produced by Bill Brennan. . . . Earl Wrightson, Blue Network Baritone, who recently returned from a several-months entertainment tour in the South Pacific area, will guestrill tonight on the CBSQuibb program. . . . One of our far western spies forwards several clips of Bob Burandt's "On the Beam" column, which keeps readers of the "Seattle Post-Intelligencer" well-posted on radiology. . . . Madeline Lee, who specializes in producing "crying baby sounds" on the networks, will be profiled in the March issue of Look Magazine, by Helen Colton, who titles the yarn, "She cries for a living". . . . Richard Stark, who with Axel Gruenberg, formed G-S Productions, has re-organized the company (now that Gruenberg succumbed to the lure of the films and is now associated with David O. Selznick) the new name being Richard Stark & Co. with Fred Weihe, director, Bill Meeder, in charge of music, Charles Gussman, in charge of the scripts and Richard, Production Head. . . . Now that Bill Quinn has recovered from a siege of pneumonia, you can expect to hear much more of the "Fatso" character, he portrays in the "Parker Family". . . . For having set an all-time record during their recent stay at the Capitol Theater in Gotham, Phil Spitalny and his "Hour of Charmers" play a return engagement there in the Spring.



● ● ● It is said of Alexandre Dumas, the French Novelist, that he was so prolific a writer, that he had to hire several writers to develop his literary ideas. . . . a modern "Dumas" is Frank Hummert, who with his wife Anne, employs a staff of writers, to develop their radio ideas. heard on 67 network programs every week. . . . everything about the Hummerts seems to run in the millions. . . . It is estimated that the yearly wordage output is about 65,000,000 words, the annual fan mail drawn by their daytime serials, totals approximately 75,000,000 letters and the amount of air time this team purchases annually exceeds, \$12,000,000.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

**J**OHNNY COONS is the new "Ramsay" in the Blue's "Captain Midnight," replacing Bivans who is now a pre-cadet in the Army Air Forces. Jean Dinning of the National Dance's singing sister trio is being a blessed event in June.

Blue Network's "Meet Your Program" claims radio scoop with recorded description of an naval battle on Jan. 28's bro. The battle recording, first in radio, was made on one of the flat top carriers and included conversation between men carrier, navy fliers and member destroyer—all of whom were being a U-boat.

Comdr. Eddie Peabody, br and director of U. S. Naval Tr Station Band at Great Lakes leaves shortly for a tour of Pacific submarine bases with "Your Navy" entertainers. Chief specialist John Carter, formerly of Opera; Musician 2nd Class Baird, magician, and the Tune pars will accompany Peabody.

Roy Engle is WBBM's new nouncer. He was formerly WDAF and WHB, Kansas City.

Sing your cares away, Marion Mann, songstress over Blue's Breakfast Club, will be full of what she sings in the appearing at a war bond rally gave out with "The Fuddy-duddy Watch Maker." When she got to her apartment, she learned burglar had broken in and three watches.

May may be a blessed event month for the Dick Nobles. No NBC announcer.

Pat Buttram, National Barn I comic, was 4-F'd by Army doctor James Lato, formerly with Paragon Engineering Co., Chicago, and station WCRW, Chicago, joined the Blue Network's ce division engineering staff.

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

# Research Rivalry In Full Blast; Agencies Studying New Proposals

(Continued from Page 1)

a bid for a larger share of service and business in the post-war era. Eventual status however, will be decided by the webs and agencies paying the bills. Following a confab between the members of the Association of National Advertisers last Thursday morning and a similar conference between executives in the afternoon, the association announces expansion plans from 33 to 81 key cities. Population over 50,000. Also that various types of "recall" ratings by CAB for years will eventually be discontinued in favor of the "recognition" method.

Lehman, general manager for the network, at a press conference held last evening said that steps will be taken to cover homes with-phones as well as those having telephones. That for 1944, some 6,300,000 calls would be made to determine programs listened to. This figure is three times as many during the past year. Calls will be divided as follows: 4,020 to determine who is listening to half-hour shows; 8,040 for one-hour programs; 10,500 calls for 15-minute programs aired five times a week; 5,025 calls for daytime shows five times weekly and Saturday afternoon shows checked once as evening.

The network will issue 54 reports, of which 12 will be semi-monthly; four will be monthly and 12 will be comprehensive reports. Samples will be distributed by the various geographical areas of the country as follows: 10 per cent for Northeastern; 14 per cent for mid-Atlantic; 12 per cent for Eastnorthern; 7 per cent Westnorthern; 10 per cent South Atlantic states, nine per cent East South Central, three per cent West South Central, six per cent;

Mountain, one per cent and Pacific States, nine per cent.

### Hopper Reveals Plans

Earlier on Thursday C. E. Hooper at a press conference reminded those present that he has announced expansion plans to more than double the present coverage of cities over 25,000 population, and that the plans he was to reveal were prepared some time ago, as the material would indicate. Hooper said he expected to hear of the "recall" ratings being eventually junked for the "coincidental" method and in this respect he pointed out that his organization had originated it and had been using it continuously since 1934. He said it was but natural that the advertising industry after its trial and error period, had made the change, due to various factors involving the yardstick.

Hooper pointed out that some 73 agencies, advertisers and kindred organizations subscribed to Hooper Radio Reports, plus 192 radio stations and networks. As to which research firm has the best claim "to a position of neutrality between buyer and seller," it was stated that out of the total volume running well above \$600,000 annually, Hooper currently obtains 48 per cent from the seller (broadcaster) and 52% from buyer.

### Individual Cities

Hooper also showed a sample of an additional service such as Individual City Program Ratings for Sponsored Network Programs and plans typically three reports per city per year. The contest will be "your program's rating; coincidental competitive ratings; your network station's audiences 'before' and 'after.'" This is expected to show the differences in markets and show the merchandiser of the product being sold, where lies his strength and weakness.

Number of calls by Hooper are somewhat over the figure planned by CAB for the respective program categories. Proposed urban and other cross-section sample revealed the percentages as against population. Sponsor-identification, local broadcasting facilities and program opposition, etc.

Hooper concluded by mentioning the fact that the industry was indebted to the four networks, Blue, NBC, CBS and MBS for supplying the funds required currently for supplementary field work, tabulations and the ultimate publication of the complete report which will be delivered without cost to any other subscriber. Subsequent issues are also planned.

### CAB's Expansion

CAB's expansion plans lists 11 specific points and these concern, the number of phone calls to be made; expanded coverage of cities; allotment of calls to types of programs; coincidental method to be used exclusively; reports, samples distributed by sizes of cities, calls distributed by geographical population. sponsor identification ratings, composition of

audiences issued for time yearly, radio program audience reports and data on sets in use.

CAB states that its members were informed that competitive bids were solicited from private research firms and that the contract was awarded to Crossley, Inc.

### Time-Buyer Reaction

Reaction of networks and agency time-buyers sampled by RADIO DAILY revealed that all was not sold that glitters, apparently. Since networks and agencies support the research firms, a cross section of the reaction appeared mixed in some quarters but in majority of cases time buyers were taking time out to discuss the new CBS setup with the higher agency executives and research experts.

In the varying comment, one network official was of the opinion that the CAB should do something else and not duplicate another available service. Thus he was opposed to the change and the network was going to get in the middle.

Consensus of several leading time buyers was: "Much interested, but haven't had time to fully study both sides of this. Offhand Hooper has the bulge because he has always done coincidentals and he has the backlog to do a certain job. However, I will have to fully study the thing out before making a decision."

"Not too happy about CAB making the change. I am not sure that the 'recall' value should be scrapped entirely, and I want to know much more about the new moves. How does the small town stack up, if one network is always going to play the leading horse. We will have to have considerable discussion about it in the agency... there is danger in claiming coverage in certain towns or a town before a program is sold and then have the buyer get a different figure after the sale."

"I'm not surprised at the move (CAB) and am interested to see it go even further. I'll go along with everything excepting I'd still like to know something about the weight of the smaller station factor in a town where the clear channel, high-powered station, booms in."

The above time-buyer quoted as in the case of others, was still in process of discussion with other agency execs and was bothered about happenings in the towns of one or more small stations where spot is being bought for instance or a local program is bucking a clear-channel network program.



And for you who choose KSTP to cover the important Minneapolis-St. Paul Market—your big selling job in Minnesota. This year, you'll reap a bountiful harvest of plus coverage in Minnesota's prosperous rural areas.

For years, KSTPete has been sowing seeds of friendship among the heavy-spending rural population of Minnesota—the nation's fifth richest farm state. First, through specialized programming by folks who know what Minnesotans want to hear. And, second, by telling all Minnesota about these programs with a persistent and consistent promotional campaign currently comprising these features:

1. Lively ads every month in The Farmer, which goes to 147,000 Minnesota farmers
2. Full-page ads monthly in Land O'Lakes News, reaching 65,000 prosperous Minnesota dairy farmers
3. Listener-winning ads in 344 country newspapers
4. Personal appearances of KSTP's Barn Dance group in Minnesota towns
5. "On the Minnesota Farm Front," column by Harry Aspleaf, KSTP's Farm Service Director, published weekly by 81 country papers
6. "Around Radio Row," radio news-and-gossip column, published weekly by 70 papers

KSTP's effective and economical coverage of the Minneapolis-St. Paul Market and our no-cost plus coverage of a great and growing rural audience add up to this: Your advertising dollar gets you More in '44 on KSTP!

**50,000 WATTS—**  
CLEAR CHANNEL  
Exclusive NBC Affiliate for the Twin Cities

# KSTP

MINNEAPOLIS... ST. PAUL

Represented nationally by Edward Petry and Company

### SALES PROMOTION MAN

Important network station which will add FM and Television services offers excellent opportunity for man with some advertising experience. The more the better. But ideas and applied energy are most important. Good salary. Write in detail.

Box No. 797, RADIO DAILY  
1501 Broadway New York 18, N. Y.

## SEASONED EXECUTIVE

Well known in the industry. Employed, seeks position as manager or commercial manager, or as network representative. Record of accomplishment in every phase of the industry program planning through advertising and production. Comprehensive knowledge of the mechanics of broadcasting and all related problems. College trained, draft exempt. Have an opening, talk it over with this man. He can do a real job for you. Opportunity paramount. Write anywhere. Address Box 1501, RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

## PROGRAM REVIEWS

## RAYMOND CLAPPER

Following the untimely death of Raymond Clapper, Mutual commentator and columnist for Scripps-Howard papers, MBS got together a remarkably fine tribute on the same day, putting the program on at 10:10-15 p.m. which is the spot Clapper had been heard prior to his leaving to cover the war in the South Pacific, where he was killed in a plane crash near the Marshall Islands. Program was put on Friday night.

It may be asked that Clapper, not being the only casualty of the war, why put on a special program by way of eulogizing him? However the spontaneous flow of tributes from his wide acquaintances from President Roosevelt down, made it a natural move. From Washington, was heard Senator Alben Barkley, Speaker Sam Rayburn, Sam O'Neal, president of the National Press Club and Earl Godwin.

Lt. General Carl Spaatz, commander of the American Air Forces in the European theater, was heard from England. Gen. Spaatz was also a close friend of Clapper. Bob Roberts, managing editor of the Kansas City "Star," recalled Clapper's early newspaper days when he worked on that paper, in his home town. In New York, at the mike were H. V. Kaltenborn and Major George Fielding Eliot. Major Eliot read the resolution of the Association of Radio News Analysts relative to the passing of Clapper. Paul Schubert, commentator concluded the commentator list.

Wendell Willkie was the final speaker, paying fine tribute to Clapper as a citizen and newspaper man. Message from President Roosevelt to Mrs. Clapper was read on behalf of both FDR and Mrs. Roosevelt. All this in about 16 minutes made a very impressive program by way of tribute to one who gave his life in the service of his country, just as any good soldier would.

## FM Programing Expanded By CBS

(Continued from Page 1)

nounced by Arthur Hull Hayes, general manager of the station, now includes such stars as Fred Allen, Kate Smith, Jimmy Durante, Burns and Allen and all sustaining and commercial shows in the late afternoon and evening.

Hayes said the step was taken because thousands of requests from FM listeners who urged the inclusion of "live" WABC and CBS network programs in the WABC-FM schedule. The station had previously limited the broadcasts to special recorded and transcribed music.

Coincident with the WABC announcement, WTAG-FM at Worcester, Mass., announced that effective immediately the station would carry all CBS commercial and sustaining programs on a new time schedule, 3 p.m., to 11:15 p.m., Sundays through Saturdays. E. E. Hill, managing director of the Worcester station, said

## ★ AGENCY NEWSCAST ★

SOUTHERN COTTON OIL COMPANY, through Kenyon & Eckhardt, Inc., has renewed "Neighbors" over 42 southern and western stations of CBS, Mondays through Fridays, in the interests of Snowdrift shortening and Wesson oil. Starring Irene Beasley and featuring Richard Stark and Bob Downey, program will be heard from 3:15 to 3:30 p.m., EWT, beginning February 28. "Neighbors," which started September 7 as an emergency substitution for the late Frank Crumit's program, is heard over WRVA, Richmond, Va.; WWNC, Asheville, N. C.; WRDW, Augusta, Ga.; WBT, Charlotte, N. C.; WDBJ, Roanoke, Va.; WTOG, Savannah, Ga.; WSPA, Spartanburg, S. C.; WGST, Atlanta, Ga.; WAPI, Birmingham, Ala.; WDOD, Chattanooga, Tenn.; WNOX, Knoxville, Tenn.; KLRA, Little Rock, Ark.; WMAZ, Macon, Ga.; WREC, Memphis, Tenn.; WCOV, Montgomery, Ala.; WLAC, Nashville, Tenn.; WWL, New Orleans, La.; WMBR, Jacksonville, Fla.; WDBO, Orlando, Fla.; WFOY, St. Augustine, Fla.; WDAE, Tampa, Fla.; WJNO, West Palm Beach, Fla.; KRDL, Dallas, Tex.; KTRH, Houston, Tex.; KTSA, San Antonio, Tex.; KWKH, Shreveport, Louisiana; KVOR, Colorado Springs, Col.; KLZ, Denver, Col.; KSL, Salt Lake City, Utah; KGGM, Albuquerque, N. M.; KRDD, El Paso, Tex.; KOY, Phoenix, Ariz.; KVSF, Santa Fe, N. M.; KTUC, Tucson, Ariz.; KARM, Fresno, Calif.; KNX, Los Angeles, Calif.; KOIN, Portland, Ore.; KROY, Sacramento, Calif.; KQW, San Francisco, Calif.; KIRO, Seattle, Wash.; KFPY, Spokane, Wash. and KGDM, Stockton, Calif.

TRENCHER FURS, INC., custom-made furrier, has placed its account with Cecil & Presbrey, Inc.

## "Bright Horizon" Cast Going to Lake Placid

Cast of CBS's "Bright Horizon" including Joan Alexander, Renee Terry, Will Adams and Reese Taylor will go "on location" at Lake Placid for the week of Feb. 14 to 18. Broadcasts from Lake Placid will originate during the 18th Annual Figure Skating Carnival of the Olympic Club in the Adirondacks. At the conclusion of the broadcast week, Miss Alexander, star of the serial, will preside over the carnival held at the resort on the 19th and 20th.

that "the move to carry CBS programs is in accordance with the recent ruling by the CBS which makes available its full schedule of programs to FM stations owned and operated by Columbia affiliates.

"By broadcasting CBS programs on WTAG-FM we seek to provide an easy transition period for switching from amplitude to frequency modulation broadcasting in time to come," Hill declared.

Other FM stations, affiliated with CBS, are reported putting into effect revised programming schedules carrying "live" shows.

"WHAT'S MISSING FROM RADIO RESEARCH" is the subject of a talk to be delivered by Archibald Crossley, president of Crossley Inc. before the Radio-in-Wartime Luncheon of the American Marketing Association February 17th. Second speaker will be E. W. Butler, manager of the Commercial Research Laboratories of the Radio Corporation of America in Chicago. There will also be presented an illustrated talk on "Consumer Research in Radio, FM, and Television," highlighting post-war consumer wants in the electronic field. Luncheon will be held in the Skyline Room of the Hotel Sheraton.

OWENS-ILLINOIS GLASS COMPANY is currently conducting a magazine, radio and trade paper campaign urging people to speed up the return of soft drink and beer bottles to dealers, because war restrictions have reduced the number of bottles available. The copy stresses the fact that, "Every re-usable bottle must be passed along faster—make more round trips than ever before, to serve the home-front properly." Consumers are also reminded that they will recover their bottle deposits.

JOHN S. DAVIDSON has been named vice-president of the Federal Advertising Agency. Davidson, who has been director of the radio department of the agency since 1937, has been associated with radio work since 1927. He was connected formerly with motion picture and theatrical activities.

MARIAM L. LONGACRE has joined the Hollywood staff of Movie magazine, a Hillman Periodical, as assistant to Ruth Waterbury, editor.

## Hollister Discusses Radio's Vital Post-War Role

Philadelphia—Radio's role in the post-war era will be more important than it is today, Paul Hollister, vice-president in charge of Sales Promotion at CBS declared at a recent meeting of the Poor Richard Club.

Before an assembly of more than 300 advertising radio agents and newspaper execs, he praised American business and the radio stations for the expenditures they are making in order to project America's war role.

Hollister pointed out, "In 1943, business men using radio gave Uncle Sam 100 million dollars' worth of radio time and talent. They are currently giving him more at the rate of 10 million dollars a month. In 1943, the 900 free radio stations of America broadcast over 600,000 different programs telling our people about the war and what to do about it, and they broadcast 5,500,000 distinct war-announcements."

Radio's role in the post-war era will be to "distribute" ideas about goods and service as usual, however, "more sensible, more plausible ideas will be used because radio techniques have improved, Hollister said.

## PROMOTIONS

## WOR's "Family Album"

Mutual's station WOR has just out with a "Family Album" in a rotogravure style for listeners want to see what WOR & Co. look like away from the mike. Photographs showing its "pet" home and elsewhere" produced interesting touches of humor, along the formal and informal post-copy accompanying each photo reads frothily at times, however chief merit is that it remains what informative. Some of the sons you'll find in this album Gabriel Heatter, commentator; Don' Carney; Bessie Beatty, columnist; the versatile Young; health-tician Alfred M. Jr.; Alfred Wallenstein, com Steve Ellis. emcee.

## New Service

A new advertising and promotion service for RCA Tube and Equ Distributors, enabling them to a series of "key" advertisements appearing in leading trade publications has been announced by the Corporation of America.

The new promotion service enable distributors to set up schedules for mailing reprints, giving the distributor's name and address. Current ads emphasize electronic Expeditors" who are offer their customers unusual services.

## Can. Speaker Charges Government Co

(Continued from Page 1)

more dangerous all the time, Ross.

Mr. Ross said there should be dependent commission like the of transport commissioners to a referee in radio matters to questions as to use of the air by men and to decide issues between state stations and the CBC.

"There was plenty of room in Canada for two competing systems all-powerful radio monopoly not be allowed," Ross said, CB gone into an increased adverse business in a "most unfair way creating the demand for con goods in spite of the prices but quests that consumption be down.

## Jett Appears Wednesday Before ICC Of Sen

(Continued from Page 1)

Commerce Committee. This committee must report his nomination to Senate floor.

The calling of Jett has no particular significance since committee Chairman Burton K. Wheeler it plain last month that because grumbling among Republicans would have Jett appear before committee voted on his nomination. It is unlikely that there will be serious opposition.

Washington Front

interesting figures on news-  
papers and radio went to the House  
Commerce committee last  
including the following table  
is self-explanatory.

	1921	1930	1940
Number of stations	2,028	1,942	1,877
Population of stations	28,423,740	39,589,172	41,009,258
Number of employees		1,402	1,426
Number of stations		286	195
	1922	1930	1940
Number of stations	376	599	750
Population of stations	60,000	12,018,762	29,300,000

actually went over was a brief  
of the public hearings on  
ownership before the com-  
between July, 1941, and Feb-  
1942, and is a condensation  
pages of the 3400 pages in the  
records. . . . In case anyone is  
about the FM-newspaper  
ship, the record shows that  
the 49 FM outlets on June 30,  
were associated with news-  
papers.

In ten of these 11 cases a  
station was also licensed to  
the newspaper and in the same  
the FM outlet—and in the  
case the newspaper's big-  
and controlling) stockholder  
AM license. . . . Of 61 appli-  
pending for FM on that same  
or 44.3 per cent, were news-  
associated—with control by the  
paper or newspaper stockhold-  
ers of employees in 25 of these  
es. In 16 of these cases the appli-  
already had an AM station in the  
ere he desired to put his FM  
... Incidentally, in addition to  
2 AM stations controlled by  
papers or newspaper personnel  
the date, newspapers—or their  
holders, officers or employees—  
than controlling interest in  
48 stations.

FCC came in for plenty of  
during the budget hearings,  
tly on the floor, because it  
ed Goodwin Watson and Bill  
to remain at their desks unpaid  
a week after they were to have  
t off the payroll by order of  
use. (The Senate held out  
half a dozen conferences last  
ut finally had to yield to the  
attainder rider on the debt  
... The FCC action afford-  
son and Dodd a chance to go  
and test the constitutionality  
house action. Biddle has al-  
declared it clearly unconstitu-

revealed during the appropria-  
earing that the FCC has been  
t in checking prisoner-of-war  
es. A number of these mes-  
ave been found to be faked  
aganda purposes. In the case  
imate messages, however, the  
s, said Fly, "been able to get  
messages to the next of kin  
avoid the bad effects of having

Major Nets Co-Ordinate Plan For Airing Nat'l Conventions

(Continued from Page 1)

made following a recent conference in Washington attended by White and other network representatives. The conferences were held with Harrison Spangler, Jr., Republican national committee chairman, and Robert E. Hannegan, Democratic national chairman.

Columbia network will maintain headquarters in special studios set up in the Stevens Hotel, in addition to radio booths and studios in the Stadium.

Top CBS reporters and analysts, headed by White, will go to Chicago for both conventions.

Home Commentators

Analysts Bob Trout, Quincy Howe, Everett Holles, Ned Calmer, Doug Edwards and Elizabeth Bemis will report the Chicago conventions, and will be joined by CBS Washington news analysts. Bill Henry, Joseph C. Harsch, Robert Lewis, Don Pryor and Bill Costello will be on hand with their fund of Capitol information. William Slocum Jr., head of CBS' Special Events Department will make

the many preliminary arrangements and present numerous special broad- casts on convention sidelights to CBS listeners.

The inevitable color of the conven- tions, complete with the delegates' parades and singing, will be heard by means of pack transmitters, now known as the army's famed "walkie- talkies."

Four Nets Co-operate

In addition, the four networks have arranged to broadcast to the delegates in the Chicago stadium, the latest news bulletins on the progress of the war, by means of the Stadium's pub- lic address system. They will be broadcast either by a neutral voice, or by reporters selected in rotation from all four networks.

With the speeding tempo of the war, and the prospect of an invasion of the Continent, Columbia network's staff at the Chicago conventions will be fluctuating so that it can main- tain its high standards of complete coverage of all news, both foreign and domestic.

WJZ's "Victory Troupe" Celebrates Bond Sales

(Continued from Page 1)

sold \$74,000,000 worth of War Bonds, WJZ's Victory Troupe, will give their first complete radio performance from the U. S. Navy Receiving Barracks, Lido Beach, on next Sunday, 4 to 4:30 p.m.

The Victory Troupe is the brainchild of Joseph Seiferth, WJZ audience promotion manager, who conceived it as a contribution to the war effort and promotion for WJZ. Under the super- vision of John McNeil, manager of WJZ, Seiferth has personally built and directed every one of the more than 200 shows, and has personally accompanied it, through snow, sleet, heat and cold—on the 86,000 miles of its Troupe "movements" from the very beginning until today, when the Troupe is a recognized entertainment feature among the armed services and war plant workers and has more re- quests for performances than it can possibly fill.

Parker On CBC Board

Montreal—Hon. L. R. LaFleche War Services Minister announced Friday in the Dominion House of Commons that William J. Parker of Winnipeg, president of the Manitoba Pool Ele- vators has been elected a member of the Canadian Broadcasting Corp. board of governors. LaFleche said Parker is a practical farmer, a gradu- ate of Manitoba Agricultural College a governor of the University of Mani- toba, a veteran of the Royal Flying Corps in the first war and now is vice-president of the Canadian Fed- eration of Agriculture.

strangers move in and sometimes ex- tortionists." Authenticity of all these messages is checked with the War Department.

Arney Asks Clarifying Of The FCC's Powers

(Continued from Page 1)

radio," advocated more control over programs by the broadcasters and radio stations and less "capricious" in- terference by the FCC. Under the Commission's present powers, the in- dustry lives "in a state of constant fear," he said, and added: "The issue is whether we shall have a privately controlled or a Government-con- trolled radio," he said.

Regarding the industry's contro- versy with James Petrillo, Arney said negotiations are proceeding between local radio stations and local musi- cians on "a satisfactory basis."

Carl Haverlin, New York, vice- president of Broadcast Music, Inc., told the gathering his organization "had broken the monopoly formerly maintained by Ascapi" and cited recent song hits on its list as proof.

Brig. Gen. Clarence H. Danielson, commanding general of the Seventh Service Command, reported the "Radio-Army Team" was getting along fine and said, "those who re- spond to the needs of the time will emerge strong, and will find that they have earned their claim upon an in- stitution that has no counterpart else- where in the world—free American radio."

Hale Bondurant, district chairman of sales managers committee, headed a morning sales managers' meeting, while regional officials of the OPA, the Treasury Department, the Army, Navy, Marines and William Jeffers, Union Pacific Railway president, talked to the main assembly.

Sesac Tunes In Pictures

Sesac's January bulletin reports that 10 of the company's tunes were used in recent Hollywood films.

NEW BUSINESS

WOL, Washington, D. C.: Arling- ton Board of Trade, (Business Or- ganization), spot announcements through Lewis Agency, Washington, D. C.; Breslau Dress Shop, (Women's Clothing), spot announcements through H. Kronstadt Agency, Wash- ington, D. C.; Colony House Furni- ture, (Furniture Store), spot an- nouncements through Kal Agency, Washington, D. C.; Coronet Maga- zine, spot announcements through Schwimmer & Scott Agency, Chica- go; Emanet Theater, (Movie: "The Heat's On"), spot announcements through Lewis Agency, Washington, D. C.; 400 Club, (Restaurant), spot announcements through Kal Agency, Washington, D. C.; Furniture Incor- porated, spot announcements through Lewis Agency, Washington, D. C.; Happy Day School, spot announce- ments through Lewis Agency, Wash- ington, D. C.; Helbros Watch Co., Tuesday, 8:30 to 9:00 p.m. through William Weintraub, N. Y. C.; Helen Waldron, spot announcements through Lewis Agency, Washington, D. C.; Keystone Macaroni Mfg. Co., spot announcements through James C. Lamb Co., Philadelphia; Lewis Hotel Training School, News Broadcasts (15 minutes) twice each Sunday through Rose Martin Agency, N. Y. C.

Kate Smith—Phil Baker To Do Shows From Coast

(Continued from Page 1)

series of broadcasts late this month. Smith show has made arrangements with Robert M. Gillham, advertising and publicity director of Paramount Pictures, whereby four new Para- mount Pictures in the works will be previewed on the program.

Personnel of the Smith show will leave for Hollywood in time to have the Feb. 25, program originate there when Eddie Bracken and Betty Hut- ton, starred in "The Miracle of Mor- gan's Creek," will be the guest stars, while the dramatic portion of the show will be "The Hitler Gang" with members of the original cast of this startling film.

Fred MacMurray will be starred on the second program on March 3, in high spots from the comedy of present-day Washington, "Standing Room Only." The mystery story, "The Un- invited," will be presented on March 10, with Alan Ladd as guest star.

The concluding program on March 17, will present Veronica Lake in "The Hour Before the Dawn," her most recent starring vehicle. Diana Lynn, young player of "The Miracle of Morgan's Creek," and a concert pianist, will also be guest star on March 3.

Phil Baker will leave for the Coast on Feb. 27 and will star in a picture based on his quiz show. Beginning March 5, while the movie is in pro- duction, the show will originate from Hollywood. Movie of the same title as the radio show will be produced by 20th Century-Fox.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — PENNSYLVANIA —

**PHILADELPHIA** — Wedding bells will ring next month for WPEN's directress of publicity and promotion, Rhoda Otis. The lucky groom is William Kresch, attorney of this city connected with the Securities Exchange Commission. After the wedding in New York, couple will honeymoon at Biloxi, Miss.

## — FLORIDA —

**MIAMI**—Dorothy Cotton who presents "June Recommends," daily femme program over WIOD and directs women's activities for the outlet, was guest instead of guestor at the recent monthly meeting of the Graduate Club of University of Miami. Miss Cotton spoke on women's place in the radio industry, a subject she is well versed in.

## — MISSISSIPPI —

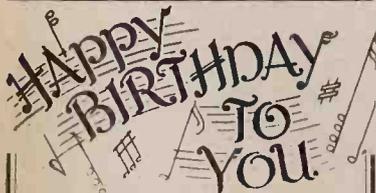
**COLUMBUS** — Capt. Birney Imes, Jr., owner of WCBI, has announced that the outlet's general manager, Bob McRaney, will fill the same post at the new station in Tupelo, construction of which will begin in a few days. WCBI's "Sweethearts of the Air" is emceed by its sponsor, Bruce Doughty, who incidentally has become the outlet's No. 1 Bond salesman. As a feature of WCBI participation in the Fourth War Loan drive, outlet has recorded campaign messages of outstanding localities which are played back daily. Programs and spots are being used by over 30 local firms in the drive.

## — ILLINOIS —

**CHICAGO**—WIND announces the renewal for a second year of Mandel Brothers' sponsorship of 5-minute newscasts. Schedule calls for 24 hourly broadcasts a day. Contract, effective March 1, was handled by Schwimmer & Scott.

## — TENNESSEE —

**KNOXVILLE** — John G. Ballard, manager of WBIR, informs us that his station has just put out a pocket edition of their newscasts and commentaries, feature of which is the back page left blank for notations to be made on changes which occur from time to time. Kay Allen, director of WHBQ's women's hour, has been holding out lately with a bad case of laryngitis, causing a flood of mail from listeners who want to know who the "stranger" is.



February 7

Clifford Atkinson    Lew Charles  
J. V. Connolly        Bill Johnstone  
Alexander McQueen    Blaine Menth  
Jerome Sills        Dorothy M. Smith  
Fritzi Roberts        Frank Weltmer

## — OHIO —

**DAYTON**—Revelation came to the Lion Store of Dayton recently. Three-year account of WHIO, it has always followed its signature (a lion's roar) with the commercial message. But when Bud Baldwin, on the job as announcer, couldn't find his copy the other day after starting the roar, it ran on into the next program without the usual commercial. Listener comment was surprisingly of a congratulatory nature. They knew their "lions."

## — ILLINOIS —

**CHICAGO**—Walgren Drug Company, Chicago, has signed contracts with P. Lorillard and Company (Old Gold Cigarettes) for co-sponsorship of the play-by-play broadcast over WIND and WJJD, Chicago, of all Cubs and White Sox baseball games for the 1944 season, according to an announcement by Ralph L. Atlas, WIND-WJJD president. WIND will broadcast all the home and out of town games, as well as 14 night games, of the White Sox, while WJJD will cover the home and out of town daytime games for the Cubs. Walgren Drug Stores and Old Gold Cigarettes will alternate sponsorship of the games on both stations. The Walgren-Lorillard contract for the two stations is exclusive and will be the only coverage in Chicago for the 1944 Cubs and Sox games. The quarter-hour period preceding the play-by-play account on WJJD will be devoted to interviewing players and will be sponsored by Consolidated Royal Chemical Corporation (Krank's Shave Cream). The quarter-hour pre-game period on WIND will be given over to dugout interviews, sponsored by Pilsen Brewing Company, Chicago. The 15 minutes following the game will be a musical score board, with the Consolidated Biscuit Company, Chicago, sponsoring. Agency for Walgren is Schwimmer & Scott.

## — MISSOURI —

**ST. LOUIS**—New program on KSD: Peggy Cave's "Talk of the Town" is what she calls it—contains entertainment, news, food and rationing reports, music and movie suggestions for her 15-minute listeners five times weekly. American Packing Company is sponsor; agency, Anfenger. KMOX reports temporary change: Marjorie Wilten replacing News Commentator Katherine Darst, while Mrs. Darst retires from professional life for a while. Lewis Shumate has been appointed production manager for KMOX. He's been with KMOX since 1932.

## — WASHINGTON —

**SEATTLE**—Since the beginning of his new program over KIRO, Donald MacDonald, singer of songs, has been swamped with mail. All hands enjoyed his one negative letter; fan did not want to hear him sing "Pistol Packin' Mama." MacDonald sings Tuesday and Thursday at 5:15 p.m., for Cedargreen Frozen Foods. Listeners to "Homekeepers' Edition of the News" the other morning over

KOMO-KJR heard Dick Keplinger bid them farewell. After many years as their newscaster, he was departing from the outlet as Private Keplinger of the U. S. Army.

## — CALIFORNIA —

**INGLEWOOD**—Les Willyard, technical engineer in charge of research and test labs. of the Universal Microphone Co., has been appointed chief engineer, a post vacant the past five years. He has been with the company 13 years and during the period when the organization manufactured recording machines and transcriptions he was engineer in that department.

## — MASSACHUSETTS —

**BOSTON**—Marjorie Conley is new staff-member of WEEI's Food Fair department. Recent luncheon meeting of the Advertising Club of Worcester featured Harold E. Fellows, general manager of WEEI, who discussed radio's selling force. Virginia Connolly is the new executive floor receptionist at WEEI. Louise Hinchliffe, former executive assistant at Tufts College, has enlisted with the publicity staff at WEEI. WEEI's Chief Announcer Carlton Dickerman's Christmas greetings were heard by his old neighbor, Lt. Com. John B. Sloggett "somewhere in the South Pacific" war theater. Roland J. DuBois is WLAW's new announcer.

## — NEW YORK —

**NEW YORK**—WNYC will present its Fifth Annual American Music Festival over 100 special programs Feb. 12-22, and will feature the National Orchestral Association Symphony Orchestra conducted by Leon Barzin, and the Daniel Saïdenberg String Sinfonietta on two of these programs. El Charro and his Mexican Orchestra will present a program on Feb. 16, at 6:00 p.m.; an all-Cuban concert by Senorita Delfin on Feb. 17, at 5:30 p.m.; recital of popular Latin American "Hit Parade" tunes by Mexico's Chucho Martinez on Feb. 16, at 6:00 p.m.; a Venezuelan music program by its composer Hernandez Mackay, on Feb. 21, at 6:00 p.m.

## — CALIFORNIA —

**OAKLAND** — KROW highlights: John K. Chapel, chief of news, recently completed a series of lectures at Fresno. American Express Company has signed a 13-week announcement schedule to promote money orders. Caples Company of N. Y. is agency. KROW has begun a new thrice-weekly heard series for sponsor Remar Bred, Tues., Thurs., and Sat. Series is dramatization depicting neighborhood grocer's role in war effort. Title, "Sam Adams, Home Front Quartermaster". KECA, Los Angeles: Erskine Johnson interviewing featured players in "Lady in the Dark" on Tues. night "Hollywood Spotlight" program. Players: Barry Sullivan, Mischa Auer, Warner Baxter and Catherine Craig.

## — NEBRASKA —

**OMAHA**—In a recent session Nebraska-Iowa Quiz, aired on both nets under the sponsorship of National Chemical Co., the master minds of Omaha, and WHO, Des Moines, managed to fight it out to a score of 170-150 in favor of WOW. Just to keep the record straight, Lyle De Moss, program manager of WHO, refereed the opposition, and Jackson production manager of WHO, played the same role on WOW. To WOW winner, went the extra award of the story.

## — IOWA —

**OTTUMWA**—The FCC on Feb. 6 received an application for approval of the transfer of control of this city, from J. D. Falvey to J. Conroy, who as head of the station would control 99 per cent of the station.

## — WISCONSIN —

**JANESVILLE**—Fifteen WACs who were honored on Janesville's Station WJZ "Salute to a WAC" program will be to hear transcriptions of the show when they return home on furlough. Each transcribed each of the five-minute broadcasts which were arranged in connection with a WAC recruiting drive in Janesville and featured individual tributes to Janesville WACs in service.

## BBC Veterans Joining Kaltborn 20-Year Club

Twenty-four staff members of the BBC have enrolled in radio's 20-Year Club, founded by H. V. Kaltborn, post-war NBC news commentator. Lin Wellington, North American director of the BBC, released the following names:

John Snagge, presentation director; Victor Smythe, outside broadcast assistant, north region; R. E. L. Lington, North American director; H. Wood, engineer-in-charge of side broadcasting section; Ken Wright, overseas music director; C. Beadle, West regional director; J. Old Bishop, controller engineer; J. Nicolls, controller of programs.

Also: George E. Marshall, North Ireland director; Mrs. K. M. L. personal assistant to publicity director; H. K. Kirke, research department head; R. J. F. Howgill, assistant controller; L. Hotine, senior superintendent engineer; Stuart Hibbs, senior announcer; L. W. Hayes, of overseas and engineering information department; V. H. Goldsmid, general manager of publications; Ella Fitzgerald, overseas press officer; Percy Edgar, Midland regional director; Roger H. Eckersley, chief censor and head of American liaison department; E. G. Chadder, superintendent of studio engineers; A. G. Dryden, assistant to superintendent of studio engineers; H. J. Dunkerley, director of European organization; Arthur Burrows, director of broadcasting information, and Stanford Robinson, music productions director.

# Fly Berates Lea Group

## Three Members Quit OWI's Overseas Staff

Resignation of three ranking members of OWI's overseas staff was announced yesterday by Elmer Davis, director of the Office of War Information in New York, as a sequel to a lapse of authority with Robert Wood, OWI overseas chief. The three top OWI officials reported to have resigned are: James P. Warburg, deputy OWI director of psychological warfare, (Continued on Page 7)

**Horse**  
Texas Jim Robertson, appearing as a guest artist on "Hook 'n' Ladder Follies" over NBC next Saturday will sing one of his own compositions, "A Cowboy Isn't Speaking To His Horse," and will dedicate the number to the Bing Crosby stables.

## FCC Chairman Makes Public Letters Citing Delay In Giving Commission Opportunity To Defend Itself

### Tele Application Filed By N. Y. Firm

First tele application of the new year was filed by the Jamaica (N. Y.) Radio & Television Corp., which put in for channel three, previously unassigned, it has been learned. Applicant, a set-servicing outfit and pre-war studio equipment manufacturer in an outlying part of New York City, had filed once before with the FCC, but the papers were returned for addi-

Washington Bureau, RADIO DAILY  
Washington — Charging the House Select committee investigating FCC and Eugene L. Garey, counsel for the group, specially, with using "dilatatory tactics in order to delay the Commission's opportunity to defend itself," James Lawrence Fly, chairman of FCC, made public two separate letters sent to Chairman Clarence F. Lea. Fly asserted that the committee's course had been chosen "in order to keep the FCC budget

## Production Mgr. Killed In Taxi Accident

Pittsburgh—Thirty-one years old, Ed Dixon, production manager of KDKA, was killed early Sunday morning while returning home from a War Bond rally at Monessen, Pa. After returning to the radio station with six other KDKA entertainers he boarded a taxicab en route to his residence. Suffering a fractured skull when the cab struck a safety curb, he was rushed to the South

## Blue Net Executives Survey Hollywood

Foreseeing the time when Hollywood will become the center of operations for the Blue Network, with all production on an even greater scale than any other center, Edward J. Noble, chairman of the board of the Blue will arrive in Hollywood later this week to confer with Mark Woods, president, who has been there for some days. They will confer also with Don Gilman, vice-president in charge on the Coast on both national and regional items.

## Philco Show To Phila. To Aid War Loan Drive

"Radio Hall of Fame," presented Sunday nights by Philco Corp. on the Blue Network, will move to Philadelphia for next Sunday's show in order to promote local bond sales in the Fourth War Loan Drive. The date,

## Ralph Edwards In 1-A Joins Army In March

Richmond, Va.—Ralph Edwards, master of ceremonies of "Truth or Consequences," reports for pre-induction physical examination early next month. Edwards, married and a father, is in perfect physical condition and has refused to allow his agency (Compton) to seek any deferment for him. Program is heard

## McGee & Molly's Plea Over \$1,000,000 Bonds

Appeal to Fibber McGee and Molly to their radio audience for bonds made on last week's broadcast by 144 NBC-affiliated stations purchased more than a million worth of bonds in the program's name. Fibber McGee and Molly closed their program last week with a simple appeal to listeners to call their station and subscribe.

In line with Woods' policy of looking ahead, he and Noble will seek a site for the network's own Hollywood station. (Continued on Page 6)

## Gillin Is Re-Elected As Dist. NAB Director

Omaha—John J. Gillin, Jr., general manager of WOW, was re-elected district director for a two-year term in the second day of the National Association of Broadcasters. (Continued on Page 6)

## Cowles Re-Elected Pres. Of Iowa Broadcasting Co.

Des Moines—Gardner Cowles Jr., president of the Des Moines Register and Tribune Company and of "Look" Magazine, has been re-elected president of the Iowa Broadcasting Company, comprising KSO and KRNT, (Continued on Page 2)

# Chicago 'Radio-Radar' Week Planned To Spur Employment

## CBS, Philco, Tele Stocks In Deals Listed By SEC

Washington Bureau, RADIO DAILY  
Washington—Dropping of 10,950 shares of \$3 par common stock in the Philco Corporation by James T. Buckley of Philadelphia, a director of the company, was revealed this morning by the SEC. The current

This is Radio-Radar Week in Chicago, climaxing a drive by the Radar-Radio industries to recruit 10,000 additional women workers. At present 35,000 women are employed by the 52 electronic plants in Chicago. This figure must be increased by 30 percent if production schedules are to be met, according to Charles M. Hoffman and Edward W. Shepherd, co-

## Radio's Co-Op Best Ever In 4th Bond Drive—Lane

Washington Bureau, RADIO DAILY  
Washington — "Take everything we've ever said about co-operation from broadcasters in the past, put them all together and they're hardly

**First-Hand**  
William Ewing, Honolulu correspondent of the Blue Network, is reported to have been the only net reporter accompanying the American invasion forces which landed on the Kwajalein islands in the South Pacific, was put on the air by the Blue at 4:30 p.m. yesterday and gave an eye-witness account of the capture of the heavily defended coral atolls.

**Wireless Vets**  
Among the veteran wireless operators who will gather for the association's annual dinner at the Waldorf-Astoria, New York, Saturday, will be David Sarnoff, president of RCA and E. A. Nicholas, president of Farnsworth Radio and Television Corporation. The National Broadcasting Company will broadcast the proceedings starting at 11:15 p.m., EWT.



Vol. 26, No. 27 Tues., Feb. 8, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Walk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, February 7)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio ... 4 3/8 4 1/8

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: WCAO (Baltimore) ... 20, WJR (Detroit) ... 30

KDKA Production Mgr. Killed In Taxi Accident

(Continued from Page 1)

Side hospital where he later died. Dixon first went to work at KDKA as a music librarian and was just recently made production manager. He is a graduate of the Pennsylvania State College and is survived by his widow and nine months old daughter.

20 YEARS AGO TODAY

(February 8, 1924)

The entire membership of the Boy Scouts of America will stand by radios all over the nation today when Colin H. Livingstone reads the scout oath. One of the longest concerts ever aired was presented by WJZ, New York, recently when Mme. Johanna Gadski was heard in a two-hour recital from Town Hall.

Tele Application Filed By N. Y. Firm

(Continued from Page 1)

tional data and were put through a second time Dec. 31.

Plans of the prospective Jamaica telecaster call for a 250-watt audeo and a 1,000-watt video transmitter, it was stated by William B. Still, president of the company. When questioned about a possible tie-up with Philco, which has had considerable experience broadcasting over channel three in Philadelphia, Still promptly denied any affiliation. However, there may be a hook-up with a New York radio outlet, he indicated.

Equipment for the new sight-and-sound station, if approved, will be built by the Jamaica applicant, Still stated, except for frequency monitoring equipment. Studios and transmitter are contemplated in Jamaica, a center of business and residential development in Gotham's Queens County.

Chi. "Radio-Radar" Week To Stimulate Employment

(Continued from Page 1)

chairmen of committee directing the campaign.

Highlights of the week will be a War Bond Day, a Production Day, an Anti-Absenteeism Day, Recruitment Day and as a finale, Victory Day, Friday, highlighted by a rally Friday night at the Chicago stadium with 18,500 Radar employees participating. A soldier, sailor and marine, selected by Mrs. Edward J. Kelly, wife of the mayor will choose the "Radar Queen" from the nominees of the 40 Radar radio plants represented at the stadium rally.

New West Coast "V.P." Named By BBD&O

San Francisco—Promotion to new posts of two vice-presidents of Batten, Barton, Durstine & Osborn, Inc., was announced by John C. Cornelius, executive vice-president of the Western offices of BBD&O.

Charles H. McDougall will supervise creative work in the company's Western offices. His headquarters will be in San Francisco. McDougall is a native of Brooklyn.

Charles H. Ferguson has been named manager of the San Francisco office. He formerly lived in Minneapolis.

Willkie To Speak

Wendell L. Willkie speaks over CBS from a Lincoln Day dinner originating in Tacoma, Washington, on Friday, Feb. 11, 11:30 p.m. to midnight. Willkie will be introduced by Governor Arthur B. Langley of Washington.

Gracie Fields to Waldorf

Gracie Fields, English comedienne heard until recently on the Mutual "Victory Parade" show, opens an engagement in the Wedgewood room of the Waldorf-Astoria on Wednesday, Feb. 16.

Cowles Re-Elected Pres. Of Iowa Broadcasting Co.

(Continued from Page 1)

Des Moines, and WMT, Cedar Rapids and Waterloo.

Few changes were made in the officers and directors at the recent annual IBC stockholders meeting. John Cowles was re-named vice-president. Other officers are: Craig Lawrence (manager of KSO and KRNT), executive vice-president; William B. Quarton (manager of WMT), vice-president; Vincent Starzinger, general counsel, secretary and treasurer; Arthur T. Gormley, assistant secretary, and Karl Haase, assistant treasurer.

Directors elected are: Gardner Cowles, Jr., John Cowles, Craig Lawrence, Vincent Starzinger, W. W. Waymack, and Arthur T. Gormley.

Stockholders at the meeting discussed improvements in station programming; particularly how news broadcast and other programs directly related to the War Effort can be handled with greater service to the public.

Philco Show To Phila. To Aid War Loan Drive

(Continued from Page 1)

Feb. 13, incidentally, is the Blue Network War Bond Day.

Special talent will augment the usual list of stars which in this case will be the greatest number ever assembled on the show. Included will be Jimmy Durante, Joan Fontaine, Fredric March, Alec Templeton, and Lowell Thomas.

In Philadelphia, the program will be presented under the auspices of the Emergency Aid of Pennsylvania and the Philadelphia Retail Merchants War Bond Committee. Arrangements for use of the Academy of Music were made by the Emergency Aid which is handling bond sale and the allocation of tickets. Booths and other tie-ups around the city will further aid the bond drive.

Hour of Charm Auditions

Midnight, Sunday, Feb. 13, has been set as the deadline for entries in the Hour of Charm auditions sponsored by General Electric and Phil Spitalny. To date the audition committee has more than 5,000 definite appointments for auditions in 84 cities.

Tone Gets Lead

Franchot Tone stars in the radio version of the screen play "Here Comes Mr. Jordan" on the CBS "Philip Morris Playhouse" Fri., Feb. 11. (WABC-CBS, 9-9:30 p.m., EWT. Rebroadcast at 11:30 p.m., EWT).

Disney Sets Radio Rights

"The Sword in the Stone," T. H. White's story of the boyhood of King Arthur, has been released by Walt Disney, Inc., for radio serialization.

Major Bowes Guesting

Major Edward Bowes will be a guest on Ed Gardner's "Duffy's Tavern" broadcast on the Blue, tomorrow, at 8:30 p.m., EWT.

COMING and GOING

H. H. HOLTHOUSE, national sales and tion manager of WAPI, CBS outlet mingham, Ala., is visiting briefly in New York.

FRANK SMITH, general manager of Houston affiliate of the Blue Network BILL BENNETT, sales manager of the have arrived from Texas for conferer Rockefeller Center. They plan to stay here for the remainder of the week.

W. C. IRWIN, vice-president and com manager of WSOC, Charlotte, N. C., yesterday at the offices of the station's reps.

LES RYDER, program director of WGBH, lumbia's affiliate in DuBois, Pa., is in several days in New York.

LEVON THOMAS, owner of WNAB, port, was here yesterday on business. T tion is an outlet of the Blue Network.

ELMER HANSON is in town from Nor kota, on station business. He's the com manager of KILO, Grand Forks.

LARRY BERN, CBS producer, has o to New York from the West Coast, wh produced two special War Bond shows.

DAVE STANLEY has left by plane for burgh, where he will confer on special tion for Tommy Taylor, NBC singer.

PARKS JOHNSON and WARREN HULL y Ft. Pierce, Fla., yesterday. They alre "Vox Pop" program from the U. S. Nav phibious Base

JIMMY RICH, program director for Y off for Washington, D. C., for a quick see at some talent.

Jimmy Fidler Renewed

Effective Feb. 27, Carter Pro Inc., has renewed "Jimmie Fidler's 157 stations of the Blue Net With the renewal, Carter will its third years as sponsor of the gram featuring the Hollywood umnist. Fidler is heard Sunday 9:45 to 10 p.m., EWT, in beha Arrid. Small & Seiffer is the ag

Sales Made All Night Long

It's a fact! From midnight six A.M. But it took a new kit of all-night show to do it. "Night Owl Club." A fast moving show . . . contests, prize music, news and live entertainment. It's for those warlike people, with all that money spend, who play while most people sleep. Time available.



W-I-T-H IN BALTIMORE TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE



# MONEY TALKS

... and it tells an amazing story about midnight-to-dawn advertising on **WBAL**

\$50 worth of broadcasts on WBAL at 4:05 in the morning brought in \$390 cash in direct orders in just one week! The product: an automobile mechanic's handbook. The orders came from 22 different states.

That's only one of several success stories about midnight-to-dawn advertising on WBAL.

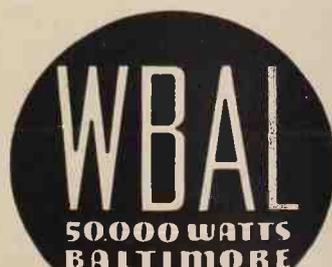
Here's the explanation: There are a surprisingly large number of people listening to the radio all through the night. Not only in the big industrial centers—but scattered through the country.

WBAL is one of the few stations that can be heard clearly in these "wee" hours. It is the ONLY

50,000 watt station on the Atlantic Seaboard outside of New York on the air all night, every night. Its powerful programming—the ALL NIGHT STAR PARADE—builds a big listening audience that is widely scattered but huge in the aggregate.

Mail returns and direct orders indicate that WBAL is listened to at night consistently in the twenty Eastern Seaboard States east of Ohio, with a population of more than 75 million. You have to reach only a very small percentage of such an audience to make your advertising at WBAL's low, midnight-to-dawn rates tremendously profitable. Call in the Petry man for details.

**ALL NIGHT**



**ONE OF AMERICA'S  
GREAT RADIO STATIONS**



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

LOS ANGELES

By RALPH WILK

CHARLIE McCARTHY has started those ten easy lessons in Spanish so that when Pepito—the little Mexican boy Edgar Bergen plans to introduce in the Spring—arrives he can size him up in his own language.

D. W. Thornburgh, vice-president in charge of West Coast division of CBS, has gone to Palm Springs for a few days. He returns to his desk tomorrow.

Cheers went up when the new singing quartet of girls appeared for the first time on the Horace Heidt show. Dubbed "The Highlights" and composed of Dorothy Rae, Betty Wand, Lorraine Burton and Virginia Rees, their lilting set the tempo of the new program which features jobs for honorably discharged servicemen and women.

Jack Carson (CBS "Jack Carson Show") brought a young Marine to rehearsal the other day and sat him down in the control room. The boy was from Carson's home-town, Milwaukee. At every "break," Carson would dash over to the boy to see if he was enjoying himself. Later, he took the Marine out to dinner. The boy's reaction was short and sweet. "He's the best!"

When George Burns and Gracie Allen first teamed, George wrote the show and made himself the comedian. Gracie asked the questions and he gave the answers. He admits today, however, that she was the natural comedian and after the first show he switched parts and has been playing "straight" ever since.

CBS, Philco, Tele Stocks In Deals Listed By SEC

(Continued from Page 1)

report shows three transactions early in January, with Buckley disposing of 10,000 shares in one deal and 100 and 850 in two subsequent deals. He retained 2,111 shares of stock as of January 10. John Ballantyne dropped 50 shares of the stock, while Lawrence E. Gubb added 50 to his holdings. Ballantyne had 23,800 shares on January 10, and Gubb 30,004.

Amendments to the November and October reports showed acquisition by Philo T. Farnsworth of 5,000 shares of dollar par common in the Farnsworth Television and Radio Corp.—3,400 in October and 1,600 in November. Current reports show Farnsworth holding 19,588 shares of the \$2.50 par Class B common stock.

Isaac D. Levy, holder of 36,876 shares of CBS \$2.50 par Class A common according to last reports, dropped 900 shares of the stock early in January. He also holds 21,380 shares of the \$2.50 par Class B common.

E. F. McDonald, Jr., dropped 160 shares of common, no par value, in Zenith Radio, according to the report, retaining 10,596 personally and 60,131 through the Seneca Security Corporation.

MAIN STREET



Radio Vitamins for Tuesday !!

• • • "Thar's Gold in dem dar Hills"..... is no idle '49-er quotation to the stars of the Metropolitan Opera..... they always found work in radio..... but straight singing of course..... ever since Lauritz Melchior did his lament on Frank Sinatra making \$30,000 a week for singing jive tunes on the Fred Allen program..... things have been different..... it must be true about Lauritz grabbing off some \$15,000 in radio engagements since he did the Allen bit..... and opera stars now arrive at the mike not to sing but kid old man jazz and his delineators..... Sunday night found Allen again the arch-villain with Jimmy Mellon and others doing a take-off on some of the best-known spot announcements and jingles..... Calling All Men to Barney's is one thing but a guy telling about walking up a flight for a bargain to the tune of Wagner at his heavlest..... struck as funny business..... as it must have done the rest of the listeners..... the way Phil Baker was handling out those \$64 winners..... it looks as tho the company for whom he is to make a picture shortly..... wants everybody to win and can't stand any ill-will..... until the film is released..... at least..... the picture will have the winners knocking off no less than \$640..... for the final question..... Howard Harris and Syd Zelinka, writers on the Durante-Gary Moore program will remain East until April which is the date set for Durante's departure to the Coast.



• • • Lt. Jim Britt, former sports director of the Yankee Network..... back in Boston from the South Pacific where he spent many months..... when he hit WNAC, he had traveled 7,200 miles by land, sea and air to get there..... he saw plenty of action with the Navy and is now catching up on some rest..... "Cavalcade of America" on its next show..... St. Valentine's Day, will do a "G. I. Valentine" broadcast for the benefit of those who have relatives and friends overseas..... Frances Langford will be starred in a dramatic account of her personal experiences while traveling many thousands of miles with Bob Hope..... from the Aleutians to Sicily and back..... Joan Davis' "Sealtest Village Store" program with Jack Haley, is proud of the new Crossley, which hit 32.3..... pretty high figure for a femme radio star..... and sixth place in all radio shows..... NBC's "Radio Reporter"..... was red hot Sunday..... (heh, heh) we know a good show when we hear it..... While David Ross goes on tour with Morton Downey show..... his place on the Kostelanetz Coca-Cola program will be taken by Raymond Edward Johnson..... statistics dept. sort of gives CBS a brain-trust according to recent data..... out of 1,250 employes in New York, 25.8 per cent are college graduates..... 176 are Bachelors of Art..... 52 Bachelors of Science..... and the others are either Electrical Engineers, Bachelors of Journalism (Warner included?)..... eight Masters of Science, no less..... 27 Masters of Art..... 14 Bachelors of Law, seven Doctors of Philosophy and only one Doctor of Medicine..... and so on..... we used to think most of them were married..... but mebbe not.



• • • Fine example of what radio can do on short notice..... was the Raymond Clapper tribute on Mutual..... it was indeed a Tribute..... for one, the toughest man to steer to the mike is Lt. Gen. Carl Spaatz..... and, the WOR War Services and Special Feature Division did a fast job in letting Wendell Willkie know about it and he was also on the program on short notice..... add busy people, "Bee" Arney of the NAB..... worried people, the engineer on "Atlantic Spotlight"..... he gets a feedback of his own show arriving in England and back through the loud-speaker.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

MANDEL BROTHERS, Chicago department store, has renewed the second year its contract for programs over WIND. The schedule calls for five-minute broadcasts, the hour, every hour, 24 hours a seven-days a week. The contract, 52 weeks, is effective March 1. Schwimmer & Scott, Chicago is agency.

"South America Today and Tomorrow" is the title of a new Sunday series 2:15 to 2:30 over WJJD, which Judge John Gutknecht gives information on South American publics and their peoples. Judge Gutknecht draws for his broadcast material on his observations and experiences during a 17,000 mile

through 20 South American countries. Bernardine (Sade of Vic and Sade Flynn) got herself into a sweet jam the other day for taking dialogue everywhere she went. See author Paul Rhymer scripted her to have her call everybody "honey." When Bernardine went into a Chicago eatery, she called sweetly to waiter, "Oh, waiter, honey."

Bill Demling, chief writer and assistant producer of the Groucho Marx show, and Dorothy Dirks, secretary of the show, were married on the coast the day before the CBS troupe left for Chicago for two weeks broadcasts and war bond appearances.

Barbara Luddy, Chicago radio actress, has taken over the role of Carol Evans Brent, wife of the Hon. Dr. Jim Brent, in the NBC series "Road of Life."

Harkness on Vacation

While Richard Harkness, NBC commentator is on his two week vacation, his daily newscasts at 11:30 p.m., EWT, will feature journalists posted in Washington. They are: Ben Andrews, chief of the Wash. Bureau, N. Y. "Herald-Tribune"; Phel Adams, N. Y. "Sun," today; Warren Francis, Los Angeles "Times," Feb. 10; Jay Hayden, chief of Washington Bureau, Detroit "News," Feb. 10; William C. Murphy, Jr., Washington Bureau chief for Philadelphia "Inquirer," Feb. 11, with subsequent placements to be announced in the future.

Gets Army Navy "E" Award

L. F. Grammes & Sons, Inc., Allentown, Pa., have been awarded the Army-Navy "E" pennant for his achievement in war production. Company, in peace times, manufactures radio parts.

SALES PROMOTION MAN

Important network station which will add FM and Television services offers excellent opportunity for man with some advertising experience..... the more the better. But ideas and applied energy are most important. Good salary. Write in detail.

Box No. 797, RADIO DAILY  
1501 Broadway New York 18, N. Y.

# PROGRAM REVIEWS

## "THE STAR AND THE STORY"

5dyear Tire and Rubber Company  
W3C-CBS Sun. 8-8:30 p.m., EWT  
Young & Rubicam

powerful truth is that as long as the unresourceful radio moguls persuasive selling powers, excellent advertisers like The Good-Tire and Rubber Company will continue to sponsor series of radio plays that will warrant the continued attention of Crossley and Hooper research organizations.

5dyear Tire and Rubber bowed to NBC Sunday night with all the usual earmarks of a good show, with Walter Pidgeon as emcee and the star playing opposite Irene Dunne in the adaptation of the successful movie, "The Awful Truth." However, the debut of both Pidgeon's and the first play of the series was awkwardly and amateurishly handled.

"Awful Truth," according to the radio version, is the story of a woman who arrives unexpectedly home to discover her wife with another man. The usual story from that point on, except instead of the usual character from the West being introduced into the script—from a wrecktangle. We find that too much, but we find Pidgeon's two references to the fact that it were still a tourist's de-lay maybe we're wrong! Are we wrong?

The original script wasn't the only fault of the half-hour production. Musical transitions were so awkward we didn't realize half of the time whether the scene was in an apartment or a night club; continuity was spotty and things were just dull.

Suppose the person who knew the person was available for this production. He's a genius. Well, he's a radio emcee, he lacks any of the qualities. As a radio actor, he lacks personality or character. He's no role whatsoever—to the point that his lines sounded hollow and flat. The script couldn't have been any more at fault, since Miss Dunne was able to radiate a great deal of charm with an equal number of lines.

Can you ho-hum about it: why do we have these radio moguls because of some wonderful talent slipping through their fingers? Why do we have so many good scripts writ-

## "PRISONERS OF JAPAN"

Special Sustaining Program  
Friday, Feb. 4, 11:30-12 midnight, EWT  
WEAF-NBC

It is unfortunate that NBC's play, "Prisoners of Japan"—a dramatization of the Jap atrocities imposed upon American and Filipino prisoners taken on Bataan and Corregidor—wasn't produced at an earlier hour, making it possible for more persons to hear it. Richard P. McDonagh, NBC'scripter, has adapted the official account published in the current issue of "Life" magazine with a poetic candor rarely found in radio war plays.

This is not meant to imply that McDonagh's pen has in any way whitewashed the scandal, brutally but appropriately played up in our daily papers. Instead of penning what might have presented a melodramatic expose, McDonagh has given us a plausible and realistic play, devoid of Hollywood horror tricks.

Martin Gabel and Kenneth Daigneau interpreted the respective characterizations of Lt. Col. S. M. Mellnick, USA., and Commander Melvyn McCoy, USN., two of the 10 escaped prisoners, with the integrity and understanding becoming these individuals. Harold Huber, recently from Hollywood, handled the role of Gunn admirably. In fact, the entire cast turned in a most commendable performance.

At this point, we might mention that Anton Leader, director of "Prisoners of Japan," applied a restraining hand in fusing a comparable musical accompaniment with a theme that trudged the roads of death. Morris Mamorsky, NBC composer and conductor, was responsible for the excellent musical background and transitions that helped to sustain the tragic mood. We're also grateful to Mamorsky simply because he saw fit to keep his orchestration unembellished with roulades and cadenzas, that otherwise might have weakened the purpose of the entire production.

It is especially for radio that would strengthen the talents of weak performers. We're fully aware of the fact that a prominent name entices the public to tune in. This in turn helps to sell the advertised product. Before similar programs are considered, we strongly recommend that the advertisers of quality products purchase a radio commodity that has been written for radio, rather than a rehash of a movie scenario.

## "Viva America" Guest

Evelyn Knight, new singing star who has been heard regularly throughout Latin America over the CBS Network of the Americas, makes her debut to Columbia listeners in the States when she guests on the two-continent good neighbor program "Viva America," Thursday, Feb. 10, (WABC-11:30-12:00 midnight, EWT, with the broadcast originating from New York).

## Change in Time

"Information, Please," the adult program sponsored by H. J. Heinz, will be aired over the entire network at 9:30 p.m., EWT, starting at 10:30 P.M., EWT, starting with "Dr. I. Q." is occupying the spot and will relinquish it to Dan Golenpaul, originator and supervisor of "Information," said the program format will remain the same.



**WHAT 1,253,600 HOUSEWIVES CAN DO**

*In a Buying Mood*

They can BUY \$437,925,000 worth of FOOD at the 21,750 food stores in WTAM's Primary Area. They can BUY \$54,050,000 worth of DRUGS and COSMETICS at WTAM's 1,876 Drug stores. They can get the habit of asking for your product by brand name and maintain your SALES in the vital Northern Ohio market. They can and DO listen most to WTAM Cleveland. Keep them listening to YOUR advertising on WTAM. The daytime COST is only \$.000073 per Housewife.

**WTAM CLEVELAND**

REPRESENTED BY  
NBC SPOT SALES

Millions stay tuned to the  
**National Broadcasting Company**

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America

## Blue Net Executives Survey Hollywood

(Continued from Page 1)

wood studios and look over the station situation as well, presumably with a view toward buying a local outlet.

Work on the new studios will get under way as soon after the war as possible, Woods stated. He pointed out that the Blue can occupy its present quarters, under agreement with NBC, until two years after equipment for new studios and other facilities become available.

### Tele-FM Plans

Other plans to be discussed by the Blue officials include the filing of final application for an FM station and a television transmitter in Hollywood. Woods said that FM would precede tele in future Blue services. However he said he did not expect that sound broadcasting would pass into oblivion because of tele. He believed television would be in the majority of American markets after the war and that radio will continue to serve a very important purpose.

## Gillin Is Re-Elected As Dist. NAB Director

(Continued from Page 1)

ciation of Broadcasters tenth district meeting at the Fontenelle Hotel Saturday.

In a morning panel session the much-criticized soap operas on the radio were justified as a means of building up large audiences which thus have an opportunity to listen to public service programs, such as OWI, Red Cross announcements and bond sales.

The discussion came up as Willard Egolf, Washington, D. C., public relations director of NAB, presented the proposed outline of a new book on public relations for the broadcasting industry.

Taking part in the general discussion of the proposed book were panel members, Chet Thomas and Merle Jones of St. Louis, Hugh Feltis, Omaha, and Ed Breen, Fort Dodge, Ia.

The NAB code, designed as a practical working plan for the operation of radio stations to encourage initiative in providing time to responsible organizations and individuals on matters of public interest, also received much discussion.

Jones, discussing his experience with public forums, said there is a disposition on the part of certain groups to hesitate to present their sides of a case, feeling they wouldn't have the opportunity for giving it fully.

The group took time out at noon to attend a Chamber of Commerce luncheon, honoring Governor Bottolfsen of Idaho, who was guest speaker on the "Your America" broadcast Saturday. Later they attended the broadcast itself at the invitation of William Jeffers, president of the Union Pacific Railroad, who spoke earlier at the meeting telling the purpose of the

## Fly Charges Lea Group Delay In Giving FCC Voice In Probe

(Continued from Page 1)

appropriation now before Congress to a minimum."

Fly wrote Lea, "You, yourself know that it is not possible to predicate any conclusions whatsoever upon the select committee's record in its present one-sided state."

### Wants Commission Heard

The first of the two letters contained a request from Fly that the commission be heard. As had been promised by Lea four months ago, on two or three occasions, dates for commission appearance had been set. Postponements followed. The committee's present plans call for a thorough study of the sale of WMCA, New York, by Donald Flamm to Edward J. Noble, and indications are that this subject would take several weeks. Within that time the Senate may be expected to have voted on the FCC appropriation.

Fly's letters caught Lea flat-footed. His only comment was that "the commission should be heard." He explained that Fly had appeared before the House appropriations committee during the budget hearings. But said he understood Fly's desire to present a fuller statement before the Select committee.

In the first letter, dated Friday and released Saturday, Fly declared that Garey's delay in presenting the commission case "is deliberately calculated to postpone our hearing at least until after the appropriation has been disposed of in the Senate." As the independent offices bill went to the Senate last month, it contained cuts of more than \$1,650,000 in the budget bureau recommendation for the FCC—including the slashing of one million dollars from the radio intelligence division and half that from the Foreign Broadcast Intelligence Service. Chief supporter of these slashes was Rep. Richard B. Wiggleworth, R., Mass., a member of both the Appropriations and the Select committees who drew on "evidence both on and off the record" developed by the Select committee as he spoke in support of the cuts.

### Shows FCC Co-Operation

"The reduction in the appropriation by the House is pitched entirely upon the one-sided record before the Select committee," Fly wrote.

Fly's initial letter began with a review of the extent of commission co-operation with the committee staff, including furnishing of 4,162 separate items on request. "At the present time," he wrote, "your staff has so many of our files that our operations are considerably handicapped and decisions in pending cases are being delayed."

"He pointed out also that the commission had instructed employees to appear for questioning without being

new UP program was to show the opportunities under the American system.

subpoenaed. "The abuses which resulted from these appearances have been many," Fly wrote. Then relating details of these star-chamber procedures as first revealed by RADIO DAILY last Spring and Summer. He referred to illegal administering of oaths, questioning without any member of the committee being present and refusal of Garey to permit the Commission to purchase transcripts of the questioning. He charged also that these appearances were used to circulate false rumors among Commission employees about superiors.

### Garey's Statement

Undeterred by the double-barrelled charge leveled at him over the weekend by FCC Chairman James Lawrence Fly, Eugene L. Garey, counsel for the Lea committee, told RADIO DAILY yesterday that he will not alter his plans. Donald Flamm, former owner of WMCA, New York will be heard this morning as Garey holds his initial session on the sale of that station to Edward J. Noble several years ago.

Characterizing Fly's charges as "wholly false and purposeful," Garey asserted that he has no intention of being drawn into a controversy. Reminded that he is already the center of the controversy, Garey replied that thus far the controversy is unilateral "and I have no intention of making it bilateral." Fly letters, are based, said Garey, "on facts that are not so."

### Hearings All This Week

Hearing will run through this entire week, Garey promised, revealing that William Weisman, New York attorney who was an officer in WMCA while Flamm was its owner, will be on hand Thursday. In addition, attorneys William Koplovitz and William Dempsey, formerly of the FCC staff and prominently involved in the WMCA case, will be called. Garey has already attempted to question the attorneys, now partners in private practice here, but they are reported to have laughed at him.

In all, said Garey, 23 witnesses will be called to testify on WMCA. "I want to bring out all the facts as they have been made known to me," he said, "and let the chips fall where they may."

## UTWAC And Sports Unit Plan Big War Bond Show

Stage, screen and radio stars will join with sports heroes of yesterday and today in a gala three-hour show, called "Stars for Victory," on Sunday, Feb. 13, at the Waldorf-Astoria. Admission will be by War Bond only. The program will be jointly sponsored by the United Theatrical War Activities Committee, with Bert Lytell, Lawrence Tibbett and James Sauter in charge, and the War Bond Sports Committee, headed by Stanley Woodward, chairman. Tickets may be obtained beginning tomorrow in Room 205, 730 Fifth Avenue.

## Ralph Edwards In March Joins Army In March

(Continued from Page 1)

Saturday night 8:30-9 p.m., EWING NBC for Duz, a Procter & Gamble product. The 30-year-old head of "T of C," has raised many millions of dollars in war bonds for the government and all tours out of New York have been at his own expense including trips made due to the paper salvage drive.

Currently the program planned doing two shows here Saturday night, play three shows, each to 5,000 citizens, in order to take care of the buyers of war bonds in the War Loan Drive. His past few weeks with special assignment to further the purchase of the "E" issue in smaller denomination, have around \$10,000,000 worth of bonds.

Edwards stated that he "has been working for Uncle Sam right now and will merely be changing uniforms when he enters the Armed Services." "Truth or Consequences" will be continued with a new emcee, and he understood the Compton agency in the market for a replacement of Edwards.

The "S.R.O." sign is already being taken from the Mosque Theater, where "Truth or Consequences" show appears on Saturday, Feb. 12. The sign was sold out weeks in advance of Series "E" war bond purchasers. The "Truth or Consequences" show will stage a special matinee to help the overflow crowd.

## Picture Co. Uses Radio Exploiting World Premier

Hollywood—The world premier "Lady in the Dark," technicolor musical, at the Hollywood Paramount Theater tomorrow holds the record for radio exploitation, utilizing spot announcements between Feb. 8 and the 22nd, with guest appearances by Ginger Rogers on the Bob Hope program tonight, and Mischa Auer from the picture's cast, on the Bill Crosby program the night after opening.

Paramount will also present dramatic highlights of its four forthcoming pictures with the stars recreating their screen roles on the air and guest appearances of individual stars in comedy and musical "spots," a series of four consecutive broadcasts of the Kate Smith Hour from Hollywood. The venture is designed to promote public interest in "The Heavly Gang," "The Uninvited," "Stand Room Only," and "The Hour Before Dawn."

## Walter to Conduct

Bruno Walter will be guest-conductor of the Philadelphia Orchestra in an all-Brahms program to be broadcast by CBS Saturday, Feb. 12, (WABC 3:30-4:30 p.m., EWT). The Symphony in D major and "Tragic" Overture are the compositions to be performed.

**AGENCIES**

**KREMER**, director of Famous Trials and the M-G-M show for American has resigned to join Lambert & Feasley Agency where he will direct Grand Central Station February 19th.

**NORE HAHN**, formerly of Melrosehusman & Company, has joined the foreign department of McCann-Erickson as a time buyer.

**TON WATCH COMPANY**, Chicago, has placed its first advertising campaign with the Malcolm Advertising Agency of the city. Time signals are being used in the Chicago area with stations WFLD and WCFL receiving the first contracts. Arthur M. Holland is the executive.

**PH CRONER**, formerly of J. Getchell, has joined Compton Advertising as an art director.

**KER GLASS AND PAINT COMPANY**, through its advertising manager, B. W. Kunst, has placed the stations which will carry the coming spot radio advertising campaign which will start about Feb. 1. The stations are: WBBM, WISN, Milwaukee; WMBD, WSOY, Decatur; WOC, Davenport; WLBC, Muncie. Several outlets are under consideration. The business is placed by Goodvoice & Morgan, Chicago.

**HARD STARK & COMPANY** (formerly G-S Radio Productions) announces reorganization of firm devoted to radio production and advertising, with offices in RCA buildings. Partners comprise Stark in charge of production, Fred Weihe, direction; William H. Meeder, music; Script Advisor is Charles Gussman, an as-

**Co-Op Best Ever  
4th Bond Drive—Lane**

(Continued from Page 1)  
to tell the story of what radio men doing in this drive," Thomas, director of press, radio and advertising for the Treasury's Fourth Loan Drive, told RADIO DAILY today. While actual figures are not yet available, Lane said he was sure radio's contributions in time and volume will bulk much larger than in the first and second drives. "We've given us more and better," he said. Every night show Crossley of 10 or over and day show with a Crossley of six or has devoted a full program to the drive, Lane said, and "reports from our field people indicate that masters have been every bit as creative at the local level." Local masters, affiliated and independent, have been sparking the drive completely as the networks. Lane was optimistic about the drive predicting that all goals will be met with plenty to spare.

**Three Member-Resignations  
From OWI Overseas Branch**

(Continued from Page 1)

former economic advisor to the White House and New York banker.

Joseph Barnes, deputy director of OWI's Atlantic operations.

Edd Johnson, chief of the OWI's overseas editorial board.

Elmer Davis, OWI director yesterday issued the following statement:

"The Overseas Branch of the Office of War Information has very ably handled a gigantic and continually growing task throughout most of the world. In this work the New York office has played an outstanding part. Now, however, as the war in Europe approaches its decisive stage, the Overseas Branch undertakes heavier responsibilities than it has ever had to meet before. Military commanders in Northern Europe, the Mediterranean and the Far East rely on us for an intensification of psychological warfare against the enemy and we shall have to assume increasing obligations for information to the liberated areas. This task will require the most effective possible organization of our work.

"I have reached agreement with Robert E. Sherwood, director of the Overseas Branch, on the administrative measures which will enable the office to meet these responsibilities most efficiently. There has never been any difference of opinion between us as to the propaganda and information policies which should be pursued by OWI.

"Edward W. Barrett, former chief of the News and Features Bureau, who has just returned from a several-months stay in the Mediterranean and North European the-

aters of war, has been appointed executive director of the Overseas Branch under Sherwood. Before entering the government service, Barrett was associate editor of 'Newsweek.'

"Thurman L. Barnard, head of the Outpost Service Bureau, has been appointed assistant executive director. Barnard before entering the service, was vice-president of N. W. Ayer & Son.

"The resignations of James P. Warburg, deputy director for propaganda policy; Joseph Barnes, deputy director for Atlantic operations, and Edd Johnson, chief of the editorial board of the New York office, have been accepted. All these men have loyally and effectively served the United States and are now leaving the service on account of an administrative realignment.

"Mr. Sherwood will soon make a hurried trip to London to make final arrangements there for expanded psychological warfare and consultation with military authorities and the agencies of Allied governments, after which he will continue active direction of the Overseas Branch from his Washington headquarters."

**Patterson. Air Line Head,  
Stewart-Warner Director**

William A. Patterson, president of United Air Lines, Inc., has been elected a member of the board of directors of Stewart-Warner Corporation, filling the place left vacant on the directorate by the death of Frank A. Ross, senior vice-president, it has been announced by James S. Knowlson, chairman of the board and president. "Mr. Patterson's election brings the advice and counsel of one of America's foremost authorities on aviation and its future to the Stewart-Warner board," Knowlson said.

Frank A. Hiter, vice-president and director, was designated senior vice-president by Knowlson. In this capacity he will act as chief executive officer of the corporation in the absence of Knowlson.

**Dr. Rodzinski to Conduct**

Returning from a brief vacation, Dr. Artur Rodzinski will conduct the New York Philharmonic-Symphony in a program featuring Tchaikowsky's Sixth Symphony in B minor, over WABC-CBS. Sunday, Feb. 13, 3 to 4:30 p.m.

**GUEST-ING**

**JAMES GLEASON**, on the Monty Woolley-Sammy Kaye program, Wednesday (WABC-CBS, 8 p.m.).

**W. C. FIELDS**, on the Frank Sinatra show, Wednesday (WABC-CBS, 9 p.m.).

**GINNY SIMMS**, on Eddie Cantor's "Time to Smile," Wednesday (WEAF-NBC, 9 p.m.).

**BASIL RATHBONE**, on the Joan Davis-Jack Haley program, Thursday (WEAF-NBC, 9:30 p.m.).

**JOAN EDWARDS** and **VIC ANTHONY**, on Alfred Drake's "Broadway Matinee," Thursday (WABC-CBS, 4 p.m.).

**LUCILLE BALL**, at the "Stage Door Canteen," Friday (WABC-CBS, 10:30 p.m.).

**HELEN FORREST**, vocalist, on Barry Wood's "Million Dollar Band" program, Saturday (WEAF-NBC, 10 p.m.).

**THERESA WRIGHT** and **WALTER PIDGEON**, in an adaptation of "Pride of the Yankees," on "Star and the Story," Sunday (WABC-CBS, 8 p.m.).

**WCKY**  
C I N C I N N A T I

**AP UP NEWS**

**WITH**  
**REX DAVIS**  
**4 TIMES DAILY**

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

### — ARKANSAS —

**HOT SPRINGS**—Ed Rephan, owner of the Arkansas Chain of Rephan Stores, recently signed a 1944 contract calling for 1,800 spot announcements. These stores are located throughout Arkansas. Bill Lowery, vet special events announcer, is now chief announcer for KTHS; Norman Knight, public relations man, is now promotion director. Ed Appller, commercial manager of KTHS, revealed that his station has sold and resold the entire Fourth Loan Commercial Kit. Good work! Sponsors claim they can't keep merchandise on the shelves when the Dixie Mountaineers do their stuff, and KTHS informs us their fan mail intake is greatest.

### — OKLAHOMA —

**OKLAHOMA CITY**—Julie Benel, conductor of Women Commands, popular WKY a.m. feature for Oklahoma women, was featured speaker at the Univ. of Okla's annual Career Clinic. Miss Benel was former official hostess of New York's World Fair and dramatic actress for NBC. WKY is waxing a series of lessons in foreign lingo for the use and instruction of the boys convalescing at Will Rogers Base Hospital, Okla. City. Instructors are Sgt. Barnes and Pvt. Vale.

### — NEW JERSEY —

**ATLANTIC CITY**—Recently Ben Selvin, vice-president and musical director of Muzak, and his new bride—accompanied by Mr. and Mrs. Benny Bloom, general manager of Advance Music, and Mrs. Freid, spouse of the Bulova official, dropped into WFPG studios briefly, but long enough to do a 20-minute program. Program revealed via Selvin, Bloom and Edgar A. Sweet, program director, that 25 years ago the first wax Ben ever made was "Dardanella" for Victor—and as an anniversary date he repeated the song with the Muzak staff.

### — COLORADO —

**DENVER**—Jack Wehner, realtor, appreciates radio advertising values so much, he now sponsors eight news broadcasts a week over KFEL, an affiliate of the Mutual Broadcasting System. Powerline Company of Colo. has renewed its six months' contract to sponsor "War Fronts of the World" A. Carbone & Co. begins

a 52-weeks' sponsorship of "Tomorrow's Headline Stories"—both contracts via Lane-Freiberger Agency. Other new and renewing sponsors: Frumess Jewelry, American National Bank, Dupler's Art Furriers, Chris Hansen Lab., Consolidated Royal Chemical Corp., Colgate-Palmolive-Peet Co., Public Service Co., all on KFEL.

### — CONNECTICUT —

**HARTFORD**—Beatrice Kay and NBC's Pappy Howard appeared recently over WNBC special program for the G. Fox & Co's Sentinal Hill Hall in connection with the department store exhibit of "This Is The Army, Mrs. Jones." WDRG says Chief Announcer Harvey Olson emcees on Sat-tee p.m.'s "Ham Session" and Announcer Jim Garrett is president of Satdee matinee's "Strictly Swing Club." Much ado about WELI, New Haven: Marion Reynolds has resigned as program director, with no successor named as yet. Ralph Della Selva, new on WELI's staff, was appointed assistant to Bill Larner, promotion and publicity head, and introduced new series under "The Connecticut Forum of the Air" head.

### — MISSOURI —

**ST. LOUIS**—Skids from KSD: "Account on Wings" is a new Satdee matinee show involving the efforts of Army Air Forces Training Command at Jefferson Barracks. A similar program on Wed. presents the Scott Field dance band and Corp. Frank Eschen as announcer. He was formerly program director of KSD. U. S. Marines have weekly broadcast concerning Marine Corps history in present war.

### — MASSACHUSETTS —

**BOSTON**—WEEI lis'nin' & data: Brad Gowan, popular jazz valve trombonist, was interviewed recently over this station. Irving T. McDonald, news analyst, has the Sunday 12:15-12:30 p.m. spot. Beginning Feb. 14, three new programs will bow in: organ recitals by E. Power Biggs, Carl Moore's Coffee Club and Dolphe Martin's "Youth on Parade." WNAC's radio columnist, Louise Morgan, will be guest speaker at the Feb. meeting of the Junior Philergians in Braintree.

### — PENNSYLVANIA —

**PHILADELPHIA**—Bits from WIP: Marine Platoon Sgt. John Basilone of Buffalo, N. Y., the first enlisted man to receive the Congressional Medal of Honor, was saluted as one of America's outstanding young men of the year on the "Freedom of Opportunity" recently. Connecticut's Gov. Raymond E. Baldwin was chief guest contestant over John Reed King's "Double or Nothing" program recently.

### — NEW YORK —

**NEW YORK**—WHN earspots: Bob Russell, emcee for Hotel New Yorker's Terrace Room, has a new berth as disc jockey on Saturdays from 10:10-11:45 p.m. Gossip, organ music, vocals, guests and wax are his bets. An all-out gala for War Bond sales will take place at the Fine Arts Theater in Westport, Feb. 9. Celebs participating: James Melton, Eddy Green of "Duffy's Tavern," Rae Whitney of CBS and

NBC musicals, Col. Stoopnagle, Jeri Sullivan, Muriel Smith of "Carmen Jones," Mary Margaret McBride of WOR, Sigmund Spaeth, Helen Oelheim and Lawrence Tibbett. Walt Dennis is the director for this show. Sidney Walton, WHNews director, will address the William Howard Taft high school "Bill of Rights" assembly Feb. 15.

### — WISCONSIN —

**JANESVILLE**—Fifteen WACs who were honored on Janesville's station WCLO's "Salute to a WAC" program will be able to hear transcription of the show when they return home on furlough. WCLO transcribed each of the five-minute broadcasts which were arranged in connection with a WAC recruiting drive in Janesville and featured individual tributes to Janesville WACs in service. The idea was developed by General Manager, Allan Cornutt.

### — TENNESSEE —

**MEMPHIS**—Bob Alburty, manager of WHBQ, is in New York for a few days confabing with Mutual's representatives about the forthcoming advent of WHBQ as Mutual outlet. Alburty can be reached at the Astor. Perfecting: WLAC's Nashville operator, Bill Gebhart, was miking records when he got a signal from newscaster John Richbourg to fade

the music for a news flash. TH announced the Marines landing Marshalls. As Richbourg end bulletin, Gebhart faded the war in. The first words to follow the tin were, "Oh Lord, brother,

### — TEXAS —

**SAN ANTONIO**—New sponsor, KMAC: Lumbermen's Mutual Co., news commentary of Upton once weekly over Mutual; Gillette Razor Co., boxing bouts over Mutual Benefit Health and Accident "Freedom of Opportunity" 30-min. show over MBS. "Higher & Higher" KPLT's manager, Patt McMen's Assoc. is buying a network over MBS facilities for airing in stations and cities.

### — CALIFORNIA —

**SAN FRANCISCO**—Ted Lenz, gram head and mikeman at KS, a new world champion in a new marathon broadcasting. As a part of the outlet's participation in the Block Buster campaign for the War Loan, Lenz went on the air 28 at 6 a.m., and 53 hours and 16 minutes later signed off, a champion marathon included announced interviews of bondadiers, etc., newscasts.

**SEE NBC FOR THE TOPS IN RECORDED PROGRAMS**

For example:  
**"BETTY and BOB"**

★ One of the finest serials ever produced. A superb "name" cast with Arlene Francis as "Betty" and Carl Frank as "Bob," announced by Milton Cross... a memorable orchestral theme by Allen Roth. Exciting long-range sales records in many cities for many products... coffee, clothing, drugs, furniture, soaps, foods and dozens of others. 390 quarter-hour installments, complete with promotion material, publicity ideas and tie-up suggestions. Write for audition records today.

Many other NBC Recorded Programs  
5 minutes to half-hour

National Broadcasting Co.  
**NBC** RADIO-RECORDING DIVISION  
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America  
RCA Bldg., Radio City, N. Y. Merchandise Mart, Chicago, Ill. Trans-Lux Bldg., Washington, D. C. Sunset and Vine, Hollywood, Cal.

**HAPPY BIRTHDAY TO YOU**

February 8

Chick Adams	Don Ball
Roscoe Beach	Truman Bradley
Ed Fitzgerald	Irving Kaufman
Henry King	Lou Kroeck
Frank E. Mason	Kay Reed
Charles Sears	Fred Thoms
Jack Rourke	

# Flamm Gives Testimony

## Radio Plans Fight On Bankhead Bill

Washington Bureau, **RADIO DAILY**  
Washington—Radio is girding for a fight on the Bankhead bill, approved last week by the House Ways and Means Committee in much altered form. The bill as now written provides only \$15,000,000 for War advertising, and that none of the money be spent in towns of more than 5,000 population.  
NAB regional meeting in Denver yesterday went on record against  
*(Continued on Page 2)*  
— Buy A Bond Today —

## Kreisler To Broadcast First Time On NBC Show

Chicago—Famous violinist and composer, announced yesterday that he has signed a contract to make five live appearances on "The Telephone Hour," for the Bell Telephone Company. His first broadcast, scheduled for this coming summer, will mark his performance on the air.  
His release to the press, Kreisler said, "There are many factors leading to the decision. Most important were the many and increasing  
*(Continued on Page 6)*  
— Buy A Bond Today —

## Approval For Sale of WHAT, Philadelphia

Washington Bureau, **RADIO DAILY**  
Washington—The FCC yesterday announced approval of the sale of WAT, Philadelphia, from the Philadelphia Record Co. to William A. ... formerly with WELK (now WAB) and WIP, both in Philadelphia.  
All issued and outstanding cap-  
*(Continued on Page 2)*

## Will Spotlight Bonds

Coca-Cola's half hour on the radio network tonight, usually devoted to "Victory Parade of Spotlight Bands," will be given over to a special Treasury Dept. Bond drive featuring a play written by ... and starring Robert ... and Martha Scott, Fay Holden ... and Thomas Mitchell, with music by Gordon Jenkins. Program will be heard from 9:30-10 p.m., EWT.

**Femme Engineer**  
Conducted tours of WOV, New York, now include a visit to the control room where Sydney Browne, station's first woman radio engineer, is on duty. Miss Brown, a graduate of Stephens college and formerly announcer and engineer of WJZM, Clarksville, Tenn., joined the technical staff of the New York station.

## \$20,000,000 In Sales In WBBM Bond Tieup

Chicago—Twenty million dollars in war bonds was the sum netted by the "Cavalcade of Stars," conducted by WBBM in conjunction with the Chicago "Times." As one of the most successful bond rallies in the history of Chicago, the "Cavalcade" is an outstanding example of newspaper-radio cooperation. A concentrated promotion campaign of air announcements and news stories resulted in a sell-out of tickets for the stage show, held at the Eighth Street Theater, virtually 48 hours after they went  
*(Continued on Page 7)*  
— Buy A Bond Today —

## Sponsor Increases Net For "Hello Sweetheart"

"Hello Sweetheart," heard Saturdays from 5:45-6 p.m., EWT, over the Blue, will add 85 stations beginning March 18, making a total of 123 outlets, Gum Laboratories, Inc., Clifton Heights, Pa., announced yesterday,  
*(Continued on Page 6)*

# FM Given Educational Impetus By U. S. Office Of Education

## NAB's 14th District Re-Elects Ed Yocum

Denver—Ed Yocum, KGHL, Billings, Montana, was reelected director of the 14th District of the NAB at the close of the meeting here Monday. Yesterday the group adopted a resolution strongly opposing Cannon-Mills bill and approved the Wheeler-  
*(Continued on Page 2)*

## Former Owner Of WMCA Summoned As Witness At Lea Group Hearing; Relates Story Of Station Sale

Washington Bureau, **RADIO DAILY**  
Washington—The Lea committee yesterday heard Donald F. Flamm, former owner of WMCA, New York, relate one of the strangest stories in radio annals. His tale dealt with the sale of WMCA three years ago to Edward J. Noble, present head of the Blue Network. The sale was made under duress, Flamm alleges.  
The former New York broadcaster told first, under questioning by Eugene L. Garey, committee counsel, of his difficulty with the FCC when  
*(Continued on Page 7)*  
— Buy A Bond Today —

## Armed Forces In Ireland Get Best Amer. Programs

Londonderry, Northern Ireland—Armed forces here can now tune their radios in on eight to ten hours a day of the best American radio programs without worrying about shortwave reception.  
These programs are being rebroadcast  
*(Continued on Page 2)*  
— Buy A Bond Today —

## Radio Reports Organizes "Spot" Checking Service

Organization of a "Spot" commercial checking service was announced this week by Edward F. Loomis, president of Radio Reports, Inc. George I. Reid has been appointed to handle the department.

Washington Bureau, **RADIO DAILY**  
Washington—The Lea committee yesterday heard Donald F. Flamm, former owner of WMCA, New York, relate one of the strangest stories in radio annals. His tale dealt with the sale of WMCA three years ago to Edward J. Noble, present head of the Blue Network. The sale was made under duress, Flamm alleges.  
The former New York broadcaster told first, under questioning by Eugene L. Garey, committee counsel, of his difficulty with the FCC when  
*(Continued on Page 7)*  
— Buy A Bond Today —

## Eight Points Listed For Child-Show Study

Kansas City, Mo.—Children's Program Committee of the Radio Council of Greater Kansas City, has sent out 3,000 questionnaires which list the names of 31 children and youth shows heard over local stations, in order to evaluate such programs. Criteria for  
*(Continued on Page 6)*  
— Buy A Bond Today —

## Nebr. Stations Plan Emergency Services

Omaha—Nebraska will be organized into 13 war emergency radio service districts according to plans drawn up here.  
A group of 50 "ham" enthusiasts from Nebraska and Iowa agreed to  
*(Continued on Page 8)*

## Honoring Lincoln

The Overseas Branch of the U. S. Office of War Information and the British Broadcasting Corporation will jointly present a two-way short-wave broadcast from 10 to 10:30 a.m., EWT, Saturday, February 12, to commemorate the 135th anniversary of the birth of Abraham Lincoln, 16th president of the United States.

Washington Bureau, **RADIO DAILY**  
Washington—Pamphlets are to be released shortly by the Office of Education, "F-M for Education," for the purpose of disclosing to the public post-war plans in radio's frequency modulation channels reserved for education.  
William B. Boutwell of the Office of Education pointed out that state-wide and regional plans, whereby  
*(Continued on Page 2)*



Vol. 26, No. 28 Wed., Feb. 9, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, February 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(Feb. 9, 1924)

Father Duffy, Dr. Stephen S. Wise and Dr. Harry E. Fosdick will participate in a tribute to the late President Woodrow Wilson, being aired over WJZ, New York, today... During a recent demonstration of transcontinental and international radiophone on WEAF, presided over by General J. J. Carty, famous communications engineer, listeners heard voices from Hawaii.

NEWCASTER

Seeks Station SIX YEARS with 50,000 WATT STATION Editing and Broadcasting Service Exempt Address P. O. Box 1204 Detroit 31, Michigan

FM Booklet Prepared By Office Of Education

(Continued from Page 1)

radio will be utilized to instruct classes at school and adults in the home, have progressed satisfactorily. New York has not only begun such plans on a state-wide basis, but is collaborating with seven other seaboard states to avoid channel conflicts.

A pamphlet put out by an F-M system at station WBOE in Cleveland, call letters signifying Board of Education, describes the various purposes and objects of F-M.

High school French and German, home safety, rhythms and rote songs for grade schools, and first aid are among the subjects taught by radio in Cleveland's classrooms, Boutwell said. The students also hear travel lectures and book reviews, and produce their own plays.

Cities Particular Advantage

"One of the great advantages of this system is that a recording can be made and repeated as many times as it may be necessary to reach every class," he pointed out. "For example, 'Fun From the Dictionary,' a feature program was repeated nine times in one day. 'Science and the Doctor' was repeated eleven times in one day."

New York, one of five places containing F-M broadcasting facilities, lacks receiving equipment. Others with broadcasting stations are: Cleveland, Chicago, University of Illinois and San Francisco.

Radio Plans Fight On Bankhead Bill

(Continued from Page 1)

passage of the bill and other district meetings are expected to follow suit. Radio has been against the bill from the start, but did make an attempt to share in its benefits on the grounds that broadcasters have as much right to profit from the sale of their time as newspapers have from the sale of space. The Senate Banking and Currency Committee refused to include radio as a beneficiary of the bill, and no attempt has been made to revive the issue in the House.

The bill got through the Senate by a narrow margin, rested with the House Ways and Means Committee for several months before being voted last Friday. There is no indication as to how soon it will be reported on the House floor.

Armed Forces In Ireland Get Best Amer. Programs

(Continued from Page 1)

cast throughout the British Isles by the American Forces Network, an activity of the Special Service Division of the United States Army.

Transcriptions of American programs, minus commercials, are flown to London, where they are rebroadcast by a small station to service American forces in the London area. The programs are also "piped" out of London by cable to other small, Army operated, radio stations throughout the United Kingdom where they are picked up and sent out by 50-watt transmitters.

The transmitter nearest London-derry is manned by two Army corporals, Steven Brindak, son of Mr. and Mrs. Anthony Brindak, Perrine Avenue, Auburn, New York, and Alexander J. Melozzi, 118 South Cedar St., New Castle, Pennsylvania.

A typical day's program brought Marines here such programs as the Bob Hope show, Henry Aldrich, Bing Crosby, The National Barn Dance, the All Time Hit Parade, a musical program featuring Marian Anderson, The Hour of Charm, Andre Kostelanetz, and the broadcast from London of an important American football game there between Army teams.

Flamm Amends Plea In Suit Against Noble

(Continued from Page 1)

revolves around the sale of WMCA, New York, by Flamm to Noble. Noble has since sold the outlet to Nathan Straus and associates. At the same time, Justice Schreiber dismissed Noble's plea to halt the amendment.

In his amended complaint, Flamm through attorneys Handelman and Ives, is seeking \$975,000 damages tripled, which totals \$2,975,000. Flamm had originally charged in his action against Noble, now head of the Blue Network Co. that he had been forced into the sale by certain sources. Last week Flamm stated that in his suit for damages, the FCC was in no way involved.

NAB's 14th District Re-Elects Ed Yocum

(Continued from Page 1)

White measure. Meeting also heard warning from Carl Haverlin of BMI that "Ascap Was Not Asleep."

COMING and GOING

HAROLD E. FELLOWS, general manager, WEEL, CBS-owned station in Boston, returned to his Massachusetts headquarters following a short stay in New York.

ROBERT E. BAUSMAN, station manager, WISH, Indianapolis affiliate of the Blue Network, is expected this morning on a several days.

BOB HAWK, quizmaster on the "The Yanks" show, off to Fort Devens, where today he will lecture before the services division of the U. S. Army. Subject of quiz and audience participation.

RALPH EDWARDS left yesterday for Mont. Va., where he will conduct his "Consequences" over NBC in the current Bond drive.

FCC Approval For Sale Of WHAT, Philadelphia

(Continued from Page 1)

ital stock to the 100-watt station turned over for the sum of \$100,000. The station, not affiliated, broadcast on the 1,340 band.

The balance sheet filed along with the application last November showed original costs for the station, which was founded in 1925, of \$22,674. Replacement costs of \$14,200. Assets of October 30, 1943, were set at \$4,338 and the net worth at \$4,338.

The station was purchased by Record about seven years ago. It was reportedly at the urging of the Federal administration. Plans for selling it never were carried out. The station was reported to be a big success on the Record. Although it cost about \$15,000 annually, according to reports, it made heavy demands on the time of the newspaper's executives.

Some People PLAY WHILE YOU SLEEP

Particularly in Baltimore. Wartime turned the clock around for a big part of the population. They wanted RE radio entertainment after midnight. A W-I-T-H gave it to them in the "Night Owl Club." Not just a humdrum hours. But contests, prizes, news, fast fun. It's winning hundreds of members. Programming to people's taste is what makes W-I-T-H Baltimore's lowest-cost-per-dollar station.



TOM TINSLEY, President, Represented HEADLEY, BALTIMORE

Advertisement for WHOM radio station. 1480 Kilocycles Full Time Operation. FOR BETTER THAN AVERAGE RESULTS. Joseph Lang, Gen. Mgr. New York Studios: 29 West 57th Street, New York City.

# RADIO STATION W-I-T-H IS GIVING AWAY \$6,000 IN WAR BONDS!

Unique 30-day promotion ties in with 4th War Loan Drive. It's a Natural for the Bond Drive . . . the advertiser . . . the listener and for the station.

Everybody benefits from this unusual promotion. That in itself makes it a stand-out! So to its on-the-toes programming, W-I-T-H now adds another nifty merchandising idea. Some time is available . . . but not too much. Check with us or our national representatives for the facts.

## W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

ON THE AIR 24 HOURS A DAY-7 DAYS A WEEK

TOM TINSLEY, President



### Here's How It Works For Advertisers

- ① Keeps people tuned in to W-I-T-H 24 hours a day.
- ② Listeners have 8 chances a day to win.
- ③ They can win as much as \$200 a day. The total for the drive is \$6,000.
- ④ They don't need a phone to win! Names broadcast are taken from city directory or phone book. If person is not listening to W-I-T-H . . . value of Bond goes over to next name called.
- ⑤ You get 30 days of solid listening audience.
- ⑥ W-I-T-H is the radio station that reaches more homes on a low dollar-per-listener basis.

REPRESENTED NATIONALLY BY HEADLEY - REED



## What is this thing called *Radio*?

**W**HAT is this thing called radio? Is it that magical box of wood and wire and tubes and dials? . . . Yes . . . but radio is more . . . much more.

Radio is the farmer at eventide — his eyes glancing apprehensively to the sky.

It is the mother, with "V" mail overdue, every fiber of her being eagerly awaiting word of the 5th Army.

Radio is music at the close of a hard-pressed day.

It is the speech in the town hall — given a national audience.

Radio is song and literature and statecraft—letters and manifestoes brought to the intimacy of your living room for you to hear, digest, accept or reject.

It is the plaint of people who are

suffering and the glorious voices of free men released from slavery.

It is the cry of hunger across the seas and the song of plenty in America

Radio is life.

It is around the corner—it is national—it is global.

Radio is America—with sound.

Listen!

**A**LL the talents and skills and facilities of the stations of the Blue Network are dedicated to one single, impelling task—to furnish a bridge between the world and *you*. For *you* are the compelling power of the world. *You* cause world leaders to sit through long hours putting thoughts into ringing words for radio. *You* impel writers to work with words that will make *you* laugh.

*You* are the reason actors step to the microphone and pour out ounce of their talent. Yes—the second of radio broadcasting every spot on the earth is directed at *you*. And so *you* are the power that gives direction to the Blue Network—and to the world.

**N**O better evidence of the importance the Blue Network places on the relationship of its life to *you*—is the fact that among the finest musical activities *you'll* hear:

The Metropolitan Opera	Keepsakes
Early American Dance Orchestra	The Boston Symphony
Metropolitan Auditions	Greenfield Village Chapel Service
Lower Basin Street	The Spotlight Bar
Musical Steelmakers	Paul Whiteman
Guy Lombardo	Meet Your Navy
Horace Heidt	Morton Downey
	Nancy Martin
	Lou Brink

Add to all this—Comedy, Educational, News, Drama, Forum!

THIS IS THE *Blue* NETWORK

**T**O your left is a reproduction of the first advertisement in The BLUE Network's new national advertising campaign—planned to run the year-round in newspapers and magazines clear across the country—and on the air over BLUE stations—in recorded spots by Milton Cross and Hugh James.

Why are we doing it? Can advertisers derive any benefit from it? And if so, what?

**FIRST:** We believe (and anyone who has followed broadcasting's history in the past three years will agree) that Radio needs an over-all job. Not just a series of program ads. But a campaign that will talk radio in close-to-the-heart terms. This is it.

**NEXT:** We tell the listening public that we mean to serve them in more and better ways than ever before.

**THIRD:** We will establish greater recognition of The BLUE and its affiliated stations. And we hope the campaign will get people to spend more time listening to The BLUE.

**FOURTH:** By doing this, we increase the audiences to our programs; we hike our ratings; we do a better job of delivering buying power to our advertisers. We do ourselves a lot of good—but (and this is more important in the long run) we do our advertisers a lot of good. We deliver more for their money—more listening, better ratings, more sales, more value for every dollar they invest in The BLUE.

These were the big points in the thinking behind our national campaign. They can all be wrapped up in this one phrase—

*THE Blue IS GETTING TO BE A BETTER BUY EVERY DAY*

# Eight Points Listed For Child-Show Study

(Continued from Page 1)  
children's programs are noted as follows:

1. Be entertaining.
2. Be dramatic with reasonable suspense.
3. Be of high artistic quality and integrity.
4. Be expressed in correct English and diction (character parts excepted).
5. Appeal to the child's sense of humor.
6. Be within the scope of the child's imagination.
7. Stress human relations for cooperative living.
8. Stress intercultural understanding and appreciation.

Radio Council's work is being carried out in cooperation with the Listener Activity Division of the National Association of Broadcasters, of which Dorothy Lewis is head.

Questionnaire ask that as many shows as possible be evaluated and each should be marked "excellent," "fair," "good," or "poor." Stations over which the shows are heard are: WHB, KMBC, KCMO, WREN and WDAF. All ballots are returnable Feb. 28, 1944 to Mrs. Winthrop Williams of Kansas City.

List of programs are set down alphabetically with the time and station over which it is heard. Before making evaluations, it is requested that the listener (and voter) hear each show at least three times before making a decision.

# Fritz Kreisler To Broadcast First Time On NBC Show

(Continued from Page 1)  
number of letters coming from the more isolated places of America, asking me to broadcast. Also, now with wartime traveling so difficult, I have had to reduce the number of my concerts each season, thus giving me time for this consideration."

# Sponsor Increases Net For "Hello Sweetheart"

(Continued from Page 1)  
the show, advertising Ivoryne chewing gum, features songs by Nancy Martin and is now aired over 38 Blue stations. McJunkin Advertising Company of Chicago is the agency.

### Stork News

Ken MacGregor, producer for William Esty & Co., is the proud pappy of a daughter, Jean, born Friday, Feb. 4, at Doctors Hospital, New York.

### SALES PROMOTION MAN

Important network station which will add FM and Television services offers excellent opportunity for man with some advertising experience . . . the more the better. But ideas and applied energy are most important. Good salary. Write in detail.

Box No. 797, RADIO DAILY  
1501 Broadway New York 18, N. Y.



## Notes From a Ringside Seat. . . !

● ● ● Readers of this column have seen at various times, "bows to this or that person or persons" for deeds that reflected credit to themselves and our industry. . . . thus, O' Scoops is about to "take a bow" for having encouraged or discovered talents and helping to bring about due recognition of these Radiolites, by seekers of talent. . . . In the course of the past year we offered the suggestion that the "talents and musicianship of Jacques Renard" was shamefully disregarded and that his orchestra certainly "rated a better break than that of merely supplying background or accompanying music for Phil Baker's 'Take It Or Leave It' program" . . . . a few weeks later Renard's orchestra was hired as a feature on the CBS show, "Friday on Broadway. . . . some time earlier, we heard a girl singing with Beasley Smith's orchestra down in Nashville and later, after listening to her recording of the song, "There's A Man in my Life," wrote that Kay Armen is "Big time" . . . . now Kay Armen is in Gotham, on her own program over the Blue Network. . . . and headed for the "big time" . . . . just as we predicted. . . . a few months ago, we mentioned the fact that Lulu Bates, to us, sounded like she was ready for the big time AGAIN. . . . we had the extreme pleasure, two weeks ago, of "scooping" the town with the announcement that Miss Bates had been selected to trill on the "All Time Hit Parade," starting this week. . . . we heard a "test record" some time ago made by Irene Beasley and said something to the effect that it was "15 minutes of song, humor, pathos, jam-packed with entertainment" . . . . that program was sold and has since been renewed for an additional 39 weeks via CBS.



● ● ● We went "overboard" recently about the scripting of a young lad named Milton Robertson, who was then and still is affiliated with WNEW. . . . he has been signed to write a series of 39 original programs, titled, "We Hold These Truths," to be broadcast starting late this month via NBChannels. . . . we've consistently "raved" about the CBSing of Joan Brooks. . . . mark our words, this charming little chanteuse is destined for the "heights" . . . . we now wish to go on record with a new discovery. . . . before meeting her, we were asked to read one of her scripts, "The Candle and the Gun," which, incidentally will be featured via CBS Feb. 23, at 6:30 p.m. . . . on Feb. 15, at 8:30 p.m., on the CBS program, "Report to the Nation," Jane Cowl will star in another original by this young authoress, titled, "An American in Action" . . . . we think this writer, whose name is Lisa Barrett Drew, and who, some time ago, worked in the script dept. at WHP, Harrisburg, Pa., will shortly prove herself "the writer-discovery of 1944" . . . . listen to the two programs listed above. . . . you'll thrill to the charm, depth and power of Miss Drew's pen.



● ● ● Last Monday, we tuned in on WMCA and heard the premiere of a new program, sponsored by the "Crossroads" restaurant. . . . Jerry Sears' orchestra offered 15 minutes of "listenable music" but the voice of Jerry Baker, was heard in but one song, "When the Moon Comes Over the Mountain" . . . . to us, that seemed a woeful waste. . . . Baker rates singing at least half the songs in this new 15-minute daily musical program. . . . Ed Grief, one of our better press agents, and for the past two years with the NBC press Dep't. has been upped and is now feature editor. . . . couldn't happen to a nicer guy. . . . Perry (the new Versailles COMotion), tells the sad, sad story of the Paper Doll who fell for an old flame. . . . Marge Kerr of the Tom Fizdale office, is back from a three-week vacation in Florida.



Remember Pearl Harbor

# TELE TOPICS

## Spectral Static

A major ad agency will soon announce the formation of a special tele department on a big scale. Lighting units are being installed at NBC's tele studio 3-H, confirming pillar's former item that live from Gotham's Radio City are tainty before another month. . . . Du Mont's enlarged New studios ought to be ready in two weeks, if no construction difficulties develop. . . . "Popular Geography" mag is shopping for tele to broadcast a one-shot cam show, which may be featured in forthcoming cover of the publication.

People are beginning to wonder how long the Radio Technical Board will take to settle and-sound problems. The tele says its first report is going to be by the end of May. But tele want to know, "When will it be on?" . . . . And now, demands are being heard from FM broadcastests for another 30 channels. . . . record: FM presently has 35 channels; tele has six usable ones, with another 11 theoretical. . . . cations too high in the spectrum practical value. If FM pressure vails, it would boost its own to 65 channels and cut tele to five usable ones, thus slowing development of tele, a new advance the interests of an immediate broadcast service.

That rumor of a meeting by Blue Network and Du Mont mentioned in another publication is grossly exaggerated. Though Du is interested in discussing a cooperative arrangement with the meeting has yet been held. The deal is still in the discussion with a conference still to be arranged. . . . Investment services are recommending tele stocks on the big and the Curb to their subscribers. Market trend of electronics sector continues on an irregular swing evident since last December. Norman D. Waters, having American Television Society road to reorganization, plans to Gotham Saturday for Palm Beach.

Tele Retake: General Electric a rib-tickler about a judo-demonstration telecast over WRGB, Saturday. The impresario of the bruising exhibition asked Bob program manager, "If we don't right the first time, you'll talk over, won't you?"

# PHOTO REPRODUCTIBLE

Now doing work for Frank Sinatra, Tommy Dorsey, Harry James, Bea Wain, etc. Quantities as low as 5c. Write for Price List R.

MOSS PHOTO SERVICE, 155 W. 46.

# Flamm Describes Sale Of WMCA in Testimony Before Lea Committee

(Continued from Page 1)

ded, in 1937, to refuse to air Coughlin. This was touched lightly, whereupon Garey led incident in 1939, immediately the outbreak of the European when WMCA, was alleged to intercepted German and British messages and thereby scored important news beats. Flamm that there had been intercepted declared that although he proved an advertisement in DAILY he had not read it and was not aware of its

silence Resulted in Hearing advertisement, and earlier regarding the sources of news beats, occasioned a by the FCC in September, Flamm had earlier been assured general counsel William J. y, he said, that he need merely a statement of the facts the facts were as Flamm re- them to Dempsey he would more of the matter. Flamm ch a statement but was called ng anyhow.

ere tried to insert in the he full transcript of this hear- ereupon Lea declared that it e long and would be expen- rint. He asked why the com- could not rely upon the testi- witnesses. Garey explained offered the record because he that the attitude of the FCC, enced therein, was in measure ble for Flamm's subsequent to sell the station.

**Disputed By Hart**  
Hart asked if there was any- nlawful in the action of the e. calling a hearing) to which replied that there was not. ot back that "we're not sup- o sit here as a board of re- testimony so long as it was taken." Garey persisted that ommittee should adjudge the calling of the hearing, ough legal, was justified, de- that no facts not earlier to the Commission by its in- or, were brought out in the session. The committee, he ould determine the FCC's mod- the effect of its action on nd of Flamm. Here he asked just what effect the proceed- fore the Commission had on e of mind. Here Representa- uis E. Miller, Missouri Repub- ame to Garey's support, asking if anything in the hearing had ed his state of mind. Flamm in the affirmative to that

question, and also when asked by Miller if anyone in the FCC and the subsequent decision of the Commission itself had influenced his state of mind. Flamm pointed out that Dempsey had presented the matter before the Commission, assisted by William J. Kopolowitz, and that it was Dempsey and Kopolowitz who, as private practitioners, had a year later negotiated the sale of WMCA.

Miller demanded that the record be inserted, but Lea held out weakly and Hart strongly. Eventually the record was accepted for examination by the committee and possible inclusion in the record of this investigation.

The Commission's decision here had been not to revoke Flamm's license, but made it plain that the FCC was doubtful about Flamm's responsibility as a licensee. If any future incident arose and a revocation hearing was called for, the record here would be considered, the FCC said.

### Felt "Persona Non Grata"

From that time on, Flamm said, he believed himself to be *persona non grata* with the Commission. This was common trade gossip, he said, supported by his own Washington contact man, Leslie K. Roberts. He could not trace any of these rumors to original sources.

In November, 1940, Flamm continued, he and William Weisman, WMCA vice-president and attorney, came to Washington and conferred with Dempsey and Kopolowitz, then in private practice. Believing the two former Commission attorneys to be "white-haired boys," at the Commission, Flamm said he wanted to retain them as his Washington legal representatives. Hart objected to Flamm's implication that Dempsey and Kopolowitz enjoyed unusual favor at the Commission, and Flamm said it was merely "an impression."

Weisman and Flamm conferred for four hours with the Washington lawyers, during which Dempsey was told definitely that WMCA was not for sale. At the end of the conference, said Flamm, Dempsey said he might not agree at once to accept a retainer from Flamm.

### Conferred in New York

Two weeks later, Flamm continued Dempsey and Kopolowitz called him in New York and made a date to see him at his office. Assuming they were there to arrange a deal with him, Flamm showed them through the plant. He said they greeted Roberts as if they had not seen him in some time, but Flamm later learned, he said, that Roberts had spent "several days" with Dempsey and Kopolowitz within the previous week.

At the conclusion of the tour of the WMCA premises, Flamm continued. Dempsey announced that his firm could not represent WMCA and that it had been retained by another client to apply to the FCC for the WMCA wavelength in New York. Refusing to name the client, he then told Flamm,

according to the latter, that although WMCA could be matched for half a million dollars, he had prevailed upon his client to offer Flamm \$750,000 for the station. If Flamm tried to sell elsewhere, he continued, Dempsey promised he'd intervene at the Commission and get the deal killed.

### Had Other Offers

Flamm said he had earlier had offers of \$1,500,000 from Floyd Odum's Atlas Corporation, \$1,100,000 from Elliott Roosevelt and one million from Jerry Taishoff, but had turned them all down.

In the face of Dempsey's alleged threat, Flamm asked for time to think the matter over. Dempsey planned to leave at once and wanted an answer on the spot. Flamm put him off until evening, then called in Roberts and told Roberts to find out who the Dempsey client was and what was behind the Dempsey move.

Half an hour later Roberts returned to report that he had talked to David K. Niles at the White House, Flamm said, and said Niles had suggested talking to Corcoran and mentioned that WMCA was to be turned over in payment for some past political favor.

Flamm said also that Corcoran had put him in contact with his client.

Flamm later told Kopolowitz, who he said was embarrassed by the whole matter and "did not have his heart in it," but was merely following Dempsey's lead that he would sell, but "only under duress." He said he also offered to pay up to \$15,000 to cover the expense incurred thus far by the mysterious client of Dempsey and Kopolowitz, whose identity Flamm said he still did not know. Dempsey insisted upon carrying through with the sale and an appointment was made for Flamm and Noble to meet that night.

### Meets Noble

Flamm said he had agreed to the meeting in order that he might have an opportunity to plead with Noble not to press the deal. He said he had never heard of Noble, but was impressed by Noble's former position as head of the CAA and Under-Secretary of Commerce—and by the fact that he was in "Who's Who."

Noble refused to call the deal off refused to permit Flamm to retain any part of the station, but did offer him a job as manager, which Flamm refused. The price was upped, however to \$850,000.

The next evening, Flamm's story continued, Noble returned with a bank letter certifying that that amount had been deposited by Noble to Flamm's account, and Flamm signed the form for application for transfer to the FCC. Shortly thereafter a dispute arose about who should pay the final \$78,000 outstanding on a note Flamm had signed to finance construction of a new transmitter—which he said had cost \$160,000 in all. Weisman refused to pay the rest of the note, and Noble,

# \$20,000,000 In Sales In WBBM Bond Tieup

(Continued from Page 1)

on sale. Admission to the show was by purchase of war bonds, and tickets ranged from \$25 for balcony seats to \$3,000,000 for boxes.

Late-comers were advised to listen to the two-hour air show, from 11:05 p.m. to 1:00 a.m., CWT, and buy their bonds via phone from a corps of AWVS girls stationed at 10 telephones in the theater lobby. Daily stories in the "Times" supplemented the 50 spot announcements over WBBM, plus special plugs on many local programs.

Top ranking talent was recruited for the program. Eddie Dunn, star of WBBM-CBS' "Fun with Dunn" and former WBBM announcer, made a special trip from New York to appear on the show. Footlighters and headliners contributing their services were Hildegard, Skeets Gallagher, Joe E. Lewis, Gracie Barrie, Stu Erwin, Paul McGrath and many others, including Caesar Petrillo's orchestra and other name bands and musicians. members of casts of local legit shows and radio stars. Program was aired via WBBM over the CBS Midwest network.

according to Flamm, then told Dempsey and Kopolowitz that the deal was off and instructed them to go to Washington at once to file the papers they were supposed to have already prepared to apply for the WMCA wavelength. Noble and his attorneys left.

### "Caught at Elevator"

Flamm—half an hour later—called Noble and suggested that the matter might be discussed further. Noble said he thought "the boys" had left but that he might be able to stop them. He left the phone, returning a few moments later to say he had caught them at the elevator. Flamm eventually agreed to pay the remaining \$78,000 on the notes.

The story will be continued this morning, with Flamm on the stand again. Weisman will be called tomorrow.

### AVAILABLE

ational Radio Writer, 4 years network, production, health, educational, scripts. Excellent psychology background. Age 34, draft exempt. Write RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

IN  
**Chattanooga**  
it's  
**WDDO**  
CBS  
5,000 WATTS  
DAY AND NIGHT  
PAUL H. RAYMER CO.

## COAST-TO-COAST

### — MASSACHUSETTS —

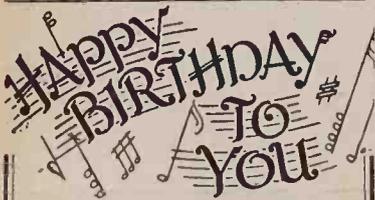
**WORCESTER**—WTAG is currently telling advertisers and agencies about its market by way of a new four-page, two-color brochure which is both pictorial and descriptive of the area's character, stability and diversity. Pamphlet lists peace-time products and reviews potential post-war purchasing... New name on the mike staff of WTAG is that of Fred Davis who comes from WAPO, Chattanooga... Anne Cristy, writer of commercial script for WTAG, is also instructing a class in radio writing at the YMCA Junior College.

### — PENNSYLVANIA —

**PHILADELPHIA** — KYW has a new house organ, "Air-Ads," published the last week in every month by the sales-promotion department. Edited by Eliot Jeffords, assistant to department head Eleanore Ulmer, Air-Ads goes out to agencies and trades people in the Philadelphia area with a format of cuts, features, stories about the outlet, its accounts and personnel, and information to retailers... Leslie Joy, KYW manager, spoke on "The Human Equation in Broadcasting" before the February meeting of the Philadelphia Radio Workshop... "Chick" Kelly is leaving his news and public relations post for the Navy... Jack Bambrick has been added to the auditing staff.

### — KANSAS —

**SALINA**—KSAL reports survey results firmly established it as the most listened to station in the area... New accounts and special programs are plentiful and provide variety, such as "America Marches," program of martial music sponsored five days weekly by Sullivan-Johnson Motors; Ben Greer's afternoon program of poetry and philosophy, "It's Time to Listen," sponsored by Kansas Landscape; weather news seven days weekly for H. D. Lee Mercantile... Fourth War Loan participation includes daily Treasury programs and promotion to sponsors of war bond continuity.



February 9  
Robert Harnish Chester Lauck  
Charlotte Holland James Rich  
Charles Marshall

### AVAILABLE

Announcer, top flight morning man, ad lib, news, handle any kind of show. Draft exempt. East only. Box 800, Radio Daily, 1501 Broadway, New York, 18, N. Y.

### — DISTRICT OF COLUMBIA —

**WASHINGTON**—Martha Baker's broadcast of "News for Women" over WTOP today will feature an interview of 18-year-old Ruth Clifton of Moline, Ill., who is scheduled to appear before Congress. Theme of interview will be the Moline Plan for combating juvenile delinquency.

### — CONNECTICUT —

**HARTFORD**—Jack Stevens' "News Digest of the Air," aired thrice weekly over WDRS is being extended two more nights starting Feb. 14. Bond Clothes sponsor under a 52-week contract... Mike staff has added the name of Dennis King, Jr... Chief announcer Harvey Olson is emceeing the new Saturday night jamboree, "Ham Session."

### — MINNESOTA —

**MINNEAPOLIS**—Another report of sales on Feb. 1 comes from WCCO which raised \$425,200 in pledges from listeners as its contribution to CBS War Bond Day. A total of 722 telephone calls were handled... Darragh Aldrich who emcees the "Calling All Women" program is now a member of the advisory committee of the Minneapolis Hotel Council... A. E. Joscelyn, WCCO manager announces the appointment of Gene Wilkey as assistant program director. Wilkey has been in radio six years and was formerly with WDOD.

### — NORTH CAROLINA —

**CHARLOTTE**—WBT is proud to announce that its sales on "Kate Smith Bond Day" (Feb. 1) of more than \$2,721,000 placed it fifth highest among the nation's outlets for the day. Total sales by WBT to date now exceed \$21,500,000. In cooperation with leading local banks, outlet is conducting "WBT Bank Days" as a daily program during the drive to promote the sale of bonds.

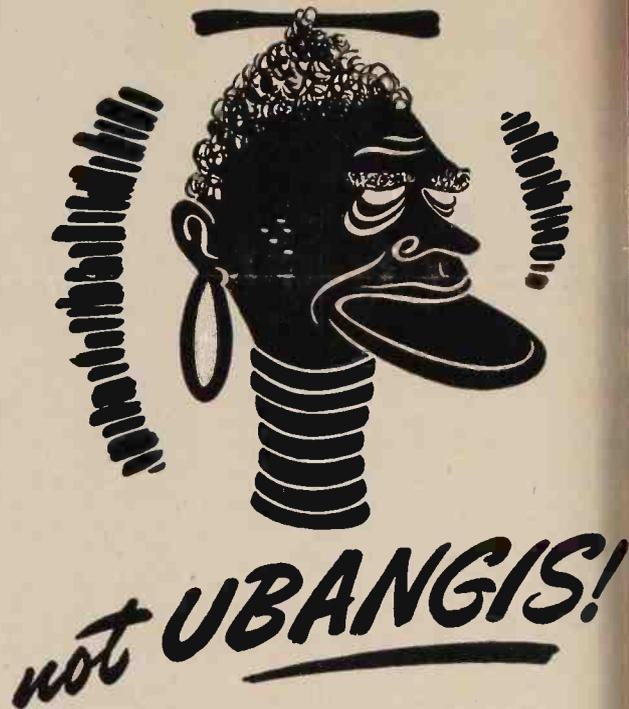
### — NEW YORK —

**NEW YORK**—Station WABC announced four new campaigns and one time-schedule increase: Paramount Pictures, Inc., on the "Arthur Godfrey" program, for which Buchanan & Co., Inc., is the agency; 20th Century-Fox Film Corp., on news programs, for which Kayton-Spiro Co., Inc., is the agency; Peter Paul, Inc., on news programs, through Platt-Forbes, Inc.; D'Arrigo Brothers Co., on the Margaret Arlen program, through Chambers & Wiswell, Inc.

### Nebr. Stations Plan Emergency Services

(Continued from Page 1)  
organize WERS units for both states and the Husker group elected J. F. Leeder its chairman. To facilitate the organization plan, Nebraska state guard officials attended the parley and announced the guard would seek a license and join the WERS network. Speakers included C. H. Rhoades, director of the Nebraska advisory and defense committee, and Maj. Lawrence Silverberg from the regional OCD office.

## WFIL SELLS TO PHILADELPHIANS



Most radio stations gleefully tell how their coverage extends from here to there. They boast about the fact that their programs are heard for distances of hundreds of miles. But what does it mean to the advertiser who wants to sell his merchandise to Philadelphians? Of what value is the overworked word "coverage" unless you are advertising to the people you want to reach?

We call to your attention the steadily increasing number of new advertisers, who, desirous of selling Philadelphians, are using WFIL day after day. They were quick to recognize new trends in listening habits.

Today, the station in Philadelphia which is the most progressive... the station which is building bigger audiences for your sales messages is WFIL. And the Crossleys prove it!

No, WFIL does not broadcast to the Ubangis... but it does sell your goods to Philadelphians.

# WFIL

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION



A BLUE NETWORK AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

26, NO. 29

NEW YORK, N. Y., THURSDAY, FEBRUARY 10, 1944

TEN CENTS

## Lea Hears Flamm Again

### Nomination Of Jett Approved By ICC Com.

Washington Bureau, RADIO DAILY  
Washington—Nomination of E. K. Jett, chief engineer, to membership in the Commission was approved yesterday by the Senate Interstate Commerce Committee following a public session. Jett appeared to answer questions from committee members concerning his qualifications which was on hand for only about an hour.

Atmosphere was marked with hostility, especially after Sen. Wallace H. White, Jr., ranking member, said Jett was "a horse and gee-tar."

(Continued on Page 6)

—Buy A Bond Today—

### Clubs Contribute To War Bond Drive

War bond pledges secured to date in Columbia's "Night Clubs for Victory Programs," which originate in late spots over WABC, yesterday totaled \$6,523,875. Gross returns from 13 bistros. Final results of the series are scheduled tomorrow through Sunday.

Line-up for the next broadcast (Continued on Page 2)

—Buy A Bond Today—

### Turns in Record Sales 4th War Bond Drive

Portland, Ore.—In a day designated as the Fourth War Loan drive "Million Dollar Day," KOIN, Portland, utilized a 24-hour stretch of broadcasting to reap a harvest of \$2 million in War Bond pledges. The drive was surpassed only by one other in setting the highest record.

(Continued on Page 2)

### Reunion

Over 10 years ago Stuart Buchanan was a radio director on the east and Jane Darwell, was the young actress in the Broadway studios. Buchanan, is now network script head and a producer; Miss Darwell, playing one of the leads in the Broadway show "In Your Eye," today opens in a new show directed by Buchanan, 11:45 p.m.

### Memo; To Frankie

Gene Autry, past master of the cowboy hill-billy tunes won over The Voice in the "The Clash of Crooners" contest conducted by Bob Knox, announcer on WIBG, Philadelphia. Maybe Sinatra needs a horse and gee-tar.

### NBC Summer Institute Gets University Co-Op

Plans for the 1944 series of Summer Radio Institutes sponsored by three of the nation's leading universities in collaboration with the National Broadcasting Co., were announced yesterday by Judith Waller and Jennings Pierce, directors of public service for the NBC Central and Western divisions, respectively. The institutes will be held at Northwestern, Chicago, Sanford University, Palo Alto, and the University of California in Los Angeles.

Oldest of the three schools is the NBC-Northwestern University Summer Radio Institute which was

(Continued on Page 3)

—Buy A Bond Today—

### Soviet Composers On NBC In Program From Moscow

Two outstanding Russian composers, Shostakovich and Prokofiev, will be heard for the first time in this country in a special broadcast Feb. 12, over NBC 2-3 p.m., EWT, from Moscow. The two musician-composers

(Continued on Page 2)

### Former Owner Of WMCA Relates Deal For Sale Of Station At Hearing; Will Resume Stand Today

### RKO's Regional Test Set On Blue Network

Motion picture companies continue to buy radio time for exploitation of certain product and for institutional purposes. The latest network campaign readied is that of RKO Pictures, Inc., which has set a 20-station network over the Blue Mountain and Pacific stations, starting Feb. 28.

If the program, yet untitled, proves as successful as hoped by RKO,

(Continued on Page 6)

—Buy A Bond Today—

### "First Nighter" To Wed.; Going Full Mutual Web

"First Nighter," sponsored by Campana Sales Co. moves from Sunday to Wednesday nights, effective March 8, with a new time also, 9:30-10 p.m. EWT. At the same time, the program will expand to the full Mutual net-

(Continued on Page 2)

—Buy A Bond Today—

### Over 5,000 Girl Singers Enter Spitalny Contest

Phil Spitalny's "Hour of Charm," contest for a new girl singer, has resulted in some 5,000 girls entering the General Electric quest for a "Singing Star."

(Continued on Page 3)

Washington Bureau, RADIO DAILY  
Washington—Donald J. Flamm, former owner of WMCA, New York, continued his story of the WMCA sale transaction before the Lea committee investigating the FCC yesterday. Proceeding from the date of the signing of the contract, in early December, 1940, Flamm told a story which included a near fist-fight between himself and William J. Dempsey, attorney for Noble, and charges of treachery against Donald S. Shaw, Blue web executive who was formerly vice-president and general manager.

(Continued on Page 6)

—Buy A Bond Today—

### FCC Grants Permit For New 250-Watt Station

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday granted the application of the Sacandaga Broadcasting Corp., Gloversville, New York, for a new 250-watt station, broadcast on the 1,340 band. Chief stockholder, with 100 per cent is George F. Bissell, who also holds

(Continued on Page 3)

—Buy A Bond Today—

### Dominion Web Announces New Outlet In Vancouver

Ottawa—CBC headquarters announced yesterday that station CJOR, Vancouver, was to be the outlet in that city for programs on the new Dominion Web.

(Continued on Page 2)

## Radio Daily Marks Birthday; This Issue Starts Eighth Year

### FM Organization Membership Growing

With FM highly geared for extensive exploitation this year, FM Broadcasters, Inc. announce another membership meeting on April 14, in New York City, with members only permitted to attend.

The following 36 new members (Continued on Page 2)

RADIO DAILY had a birthday yesterday. It was just seven years ago, February 9, 1937, that the first issue of the paper came off the press.

Yesterday veterans of the RADIO DAILY staff reminiscently told of the first paper as they received the congratulatory messages of industry leaders on seven years of progressive publishing.

Scanning the first issue of RADIO DAILY (Continued on Page 3)

### Tribute

Both the CIAA and Cyril Armbrister are getting a pat on the back for the successful strides of "The Sea Hounds." A propaganda show to cement inter-American relations the show which has a daytime rating of 4.3, distributed 200,000 maps to listeners the past few weeks, indicating that such a program can be made attractive to the listeners at large.



Vol. 26, No. 29 Thurs., Feb. 10, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18). N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338, Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545, Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL					
(Wednesday, February 9)					
NEW YORK STOCK EXCHANGE					
	High	Low	Close	Chg.	Net
Am. Tel. & Tel.	157 1/4	157 1/4	157 1/4	+	1/8
CBS A	27 1/8	27 1/8	27 1/8	-	1/4
CBS B	27	27	27	+	3/8
Farnsworth T. & R.	12 3/4	12 1/2	12 5/8	-	1/4
Gen Electric	36	35 3/4	35 7/8	...	...
Phico	27 3/4	27 3/4	27 3/4	+	1/4
RCA Common	9 1/2	9 1/4	9 1/4	+	1/4
RCA First Pfd	72	71 7/8	72	+	1/4
Stewart-Warner	12 1/2	12 3/4	12 3/4	+	1/8
Westinghouse	92	91 3/4	91 3/4	-	3/8
Zenith Radio	34 1/2	34 3/8	34 3/8	...	...
OVER THE COUNTER					
WCAO (Baltimore)				Bid	Asked
WJR (Detroit)				20	30

Sally Noble

Sally Noble, daughter of Edward J. Noble, chairman of the Blue Network board of directors, died yesterday at Bronxville Hospital. She was a sophomore at Sarah Lawrence College in Bronxville.

Noble, who was on the West Coast, was informed Tuesday of his daughter's illness and came East immediately by plane, arriving here yesterday afternoon.

The deceased is survived by, in addition to her father, her mother and a sister, June.

20 YEARS AGO TODAY

(February 10, 1924)

Ramsay MacDonald, Premier of Great Britain, was heard over WJZ recently when he was interviewed by Richard Walsh, editor of Colliers... Boxing fans not able to attend the Pancho Villa-Georgie Marks bout at Madison Square Garden the other night were treated to a vivid description of the fight by Major J. Andrew White over the microphone of a local outlet.

FM Organization Membership Growing

(Continued from Page 1)

were accepted by the board of directors recently, bringing the total membership to 108—more than twice its pre-war size:

New active members include: E. Anthony & Sons, Inc., New Bedford, Mass.; Bremer Broadcasting Co., Newark, N. J.; Mercer Broadcasting Co., Trenton, N. J.

New affiliate members are: The American Network, Inc., New York City; Belmont Radio Corp., Chicago; Capital Broadcasting Co., Inc., Montgomery, Ala.; Carter Publications, Inc., Forth Worth; Chicago Sun, Chicago; Federal Telephone & Radio Co., Newark; Fetzer Broadcasting Co., Kalamazoo, Mich.; FM Company, New York City; Freed Radio Corp., New York City; Gazette Printing Co., Janesville, Wis.; Iowa Broadcasting Co., Des Moines; Josh Higgins Broadcasting Co., Waterloo, Ia.; Macon Telegraph Publishing Co., Macon, Ga.; Maryland Broadcasting Co., Baltimore; May Broadcasting Co., Shendoah, Ia.; McClatchy Broadcasting Co., Sacramento, Calif.; Minneapolis Star-Journal & Tribune, Minneapolis; Minnesota Broadcasting Co., Minneapolis.

Nashville Radio Corp., Nashville; Ohio Broadcasting Co., Canton, O.; Press Publishing Co., Sheboygan, Wis.; Racine Broadcasting Co., Racine, Wis.; WBNY, Buffalo, N. Y.; Speidel News, Inc., Colorado Springs, Colo.; Western Electric, New York City; WFMJ, Youngstown, O.; WHB, Kansas City; WKBH, LaCrosse, Wis.; Wisconsin Network, Inc., Wisconsin Rapids, Wis.; WAKR, Akron, O.; Tulsa World Tribune, Tulsa, Okla.; Oshkosh Broadcasting Co., Oshkosh, Wis.; Agricultural Broadcasting Co., Chicago.

Night Clubs Contribute Heavily To War Bond Drive

(Continued from Page 1)

cast to be heard from the swank La Rue restaurant tomorrow night (Saturday morning), 12:30 to 1, consists of: John Reed King, Jerry Lester, Benay Venuta, Eddie Davis' band, Betty Garrett and Martha Falconer. The following day at the same time, the program will originate from the Waldorf-Astoria with a cast numbering Helen Hayes, Lois January, Diana Barrymore, Xavier Cugat, Paula Kelly and the Glen Gray singers. The concluding show is to be announced.

Participating night spots, co-operating in some cases with New York newspapers, as indicated, have been: "21" Club ("Journal-American"), Monte Carlo, Pierre Hotel, Stork Club ("Daily Mirror"), Casbah, St. Regis Hotel, One Fifth Ave., Versailles ("Daily News"), Cafe Society Uptown ("PM"), Diamond Horseshoe, El Morocco ("Herald Tribune"), Leon & Eddie's and the Latin Quarter.

Totals are not yet available on the CBS hotel broadcasts, which up to now have been heard from nine hostilities throughout the nation. Local talent is used on these shows staged through the co-operation of the American Hotel Association. Conclu-

KOIN Turns in Record Sales For 4th War Bond Drive

(Continued from Page 1)

total for an individual station's efforts during the "CBS-Kate Smith War Bond Day," it was reported by Columbia network headquarters in New York.

In the space from one midnight to the next, KOIN, with the cooperation of sponsors of many programs, plugged away on War Bond sales, pledges for which were handled mostly by telephone calls direct from listeners.

The day's activities were headed by Henry M. Swartwood, Jr., program director, and Chester R. Duncan, director of public relations. Emcee duties were shared by Johnny Carpenter and Art Kirkham. The station's special features for the day were produced by Ted Cooke and Bill Mears, and educational director Luke Roberts was in charge of the smoothing system of tabulations.

"First Nighter" To Wed.; Going Full Mutual Web

(Continued from Page 1)

work of 124 stations. Currently the show is heard Sundays 6-6:30 p.m.

Present format will be continued with dramatizations of original half-hour stories, specializing in comedy and light romances, with Barbara Luddy in the lead. Change in time coincides with Campana's plan to run through the summer months.

Agency is Wallace-Ferry-Hanly Co. of Chicago.

Soviet Composers On NBC In Program From Moscow

(Continued from Page 1)

will perform Shostakovich's "Piano Concerto," with the composer on the podium and Prokofiev at the piano as soloist.

Stars of the theater and screen both in Moscow and Hollywood will greet each other via the airwaves.

Dominion Web Announces New Outlet In Vancouver

(Continued from Page 1)

CBC Dominion network. A previous announcement made in December named CKWX as the Vancouver Dominion network outlet. The switch in stations was announced following the CBC board of governors' meeting here last month.

Bonds And Stamp Admissions Chicago—"That Brewster Boy" program is following in the patriotic steps of its predecessors by "charging" the purchase of War Stamps and Bonds for the broadcast originating in the WBBM studios on Friday, Feb. 11, (WABC-CBS, 9:30-10 p.m., EWT).

ing trio of airings, which are heard at the same time as the night-club productions but on different nights, will originate tonight at the Nicolette, Minneapolis; Wednesday, Roosevelt, New Orleans, and next Thursday from the Mayflower, Washington.

COMING and GOING

O. B. HANSON, vice-president and engineer of NBC, has returned from Philadelphia, where he conferred on engineering plans.

MERLE S. JONES, general manager of CBS-owned outlet in St. Louis, and W. B. CAMPBELL, II, national sales director, assistant manager of the station, are in New York for a short visit.

LINDSAY WELLINGTON, North American director of the BBC, has left on a three-day trip to London, where he will further coordinate British-American broadcasts.

C. H. COTTINGTON, radio director of Wasey & Co., Inc., is back in town after a week's business trip through the west.

ODIN S. RAMSLAND, commercial manager of KDAL, Duluth, Minn., is spending several days in New York. The station is an affiliate of CBS.

RAY OVINGTON, staff announcer for Salt Lake City, is expected in New York shortly. He plans to remain in the city a month.

PIERRE WEIS, formerly of Lang-Worth and now in the Army, is in town on short furlough and calling on his associates at the L-W office.

JEAN DICKENSON, soprano, and MARY BERINI, tenor, are singing in joint recital at Canton, Ohio. They will return to New York tomorrow.

DEWEY LONG, general manager of New Haven, Conn., conferring at the office of the Blue Network.

OWEN F. URIDGE, assistant general manager of WJR, Columbia Network outlet in Detroit, is in New York on station and network business.

BEATRICE KAY off for a theater date in Columbus, Ohio.

CORP. MEL ALLEN, former sportscaster of CBS, is in town for a few days from Fort Worth, Ga.

\$6,000 in War Bonds Given Away!

It's a 30 day promotion during the 4th War Loan by W-I-T-H in Baltimore! 8 Bonds a day... 24 hours a day. Everybody listening has a chance to win... with or without telephones! Chance of a lifetime to test a sales idea. Get the facts!

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

# Summer Institute University Co-Op

(Continued from Page 1)

ed in 1942 on an experimental This pioneer method of radio was so successful that two institutes were started on the East Coast in 1943. In the past years, more than 400 students have been trained at the summer sessions and absorbed by the radio in and allied fields. The demand for graduates has far exceeded the

as the case last year, the three institutes will have as their specific training of students to serve placements, thereby alleviating the serious shortage of manpower in radio as a result of the courses will carry full university credit and all applicants must have at least two years of college or previous radio experience.

NBC-Northwestern Institute is held during the nine-week period between June 26 and August with enrollment limited to a student body of 100, Miss Waller re-

## Hunter, Crews Associates

ing with Miss Waller on the of directors of the Northwestern Institute are Armand Hunter, act-airman of the Department of School of Speech, Northwestern and Al Crews, NBC dramatic

duction at this year's institutes will be facilitated through use of text books, prepared by two of directors and published by Ton-Mifflin Company. Miss Waller has authored a survey book on and the other three treatises, and to Production, Writing and Planning, were written by Crews. Courses to be offered at the Northwestern Institute and their instructors are as follows: Introductory course to Radio, Miss Waller; Announcing, Paul Knight, private teacher; speech, and William Kephart, chief of announcers; Newswriting, John Thompson and Basket; NBC news editors; Program Planning, John Simpson, NBC music production director; Control Room technique, Beverly Fredendall, NBC writer; Sales Problems, Lou Tilden, local and spot salesman; Copy Writing, William Murphy, continuity editor, and Dramatic g, to be taught by Crews.

## Bond Rally Planned

Members of the WJZ Victory League will participate, along with a list of "Winged Victory" and Elman, in the "War Bond Rally" to be sponsored by the U. S. Army Department Feb. 14 at the Bryn Academy of Music. Tickets are sold to war bond purchasers.

## Old Annual Banquet

The Chicago section, Institute of Engineers held its annual banquet and entertainment at the El M Club in the Merchandise Mart on Saturday.

# ★ PROMOTION ★

## New Client Service

For the purpose of giving its advertisers written proof of efforts and definite facts about ideas and schedules for their products, WSAI, Cincinnati, is mailing to its advertisers an informal folder telling them how and when their merchandising plans will be miked over the air. These folders are mailed within two days after the merchandising plan has been set. Judging from the colorful folder, properly headed on each page with the following—Schedule Courtesy Announcements, Copy For Courtesy Announcements, WSAI Merchandising Plan For—, it should prove a practical move to answer the felt need for measuring the intangible evidence of what is being accomplished for the advertisers, by presenting the facts before them in a speedy fashion.

## Honoring War Mothers

When 10 mothers appeared on a special broadcast over WBML, Macon, Georgia, for the purpose of boosting bond sales in the present War Loan Drive, listeners were informed that these women represented 48 sons and daughters in Uncle Sam's Service. During the program, each mother was interviewed by Rosemary L. Jones, women's activities director of WBML, and each was presented with an American Beauty rose. Lamar Swift conducted the bond sales.

## Post-War Planning

Post-war planning is seen in the Emerson Radio & Phonograph Corp's new national program on a Mutual Coast-to-Coast hookup, which will have its premier on Sunday, Feb. 20 at 5 p.m., EWT. Titled "Green Valley, U. S. A.," show will be carried over 30-odd stations of the Mutual network. National newspaper advertising will tell about the program as well as regular consumer advertising in local papers and magazines. Account is handled by William H. Weintraub & Co., Inc.

## Over 5,000 Girl Singers Enter Spitalny Contest

(Continued from Page 1)

"Cinderella." Contestants represent 84 cities and the winner will be signed for a certain number of broadcasts at a good salary.

Final judges will be the "Hour of Charm" girls, heard on the NBC broadcast of the program. First auditions will be held in various sections of the country sometime in March.

## FCC Grants Permit For New 250-Watt Station

(Continued from Page 1)

26 per cent of WMFF, Plattsburg. John Fababreque is to be director and F. E. Gilmore, vice-president and secretary.

## KMBC's House Organ

Stations in the East might take a little tip and read carefully Kansas City's radio merchandiser called "Heart Beats"—a peppy and informative tabloid on KMBC's purpose in radio. Highlights in this semi-monthly publication include New Business, digests for Druggists, newsy items on sponsors and programs, but most important is its editorial column which describes KMBC's inspiring credo: "I am the joy of free men by which all lives are cheered—I am the right of free men, their culture, mirth and song—a college for their children, a guard 'gainst every wrong—I am radio."

## WTAG Sales Brochure

In a two page glossy brochure, station WTAG of Worcester, Mass., has produced a compact and effective seller for post-war marketeers. The copy reveals pertinent facts about the populace WTAG reaches in its daily airings. In addition, it discloses to the marketeers the roles Worcester plays at the present time—what it intends to play "After V Day." Some of Worcester's peace-time products: steel and rolling-mill products, paper goods, cotton goods, firearms, jewelry, furniture, soap and numerous others.

# Radio Daily Completes Seven Years In Trade

(Continued from Page 1)

DAILY one finds news stories, some outdated, of important events at that time. The front page headlines read: "Monopoly Hearing Set; Investigation of Broadcasting by Congressional Committee Will Be Speeded, Says Connery"; "Foreign Radio Outlay Boosted Nearly 300 Per Cent"; "Good Will 'Court' Is In Court Again"; "Local Advertisers Hot For Co-op Web Shows"; "Philco to Demonstrate Practical Television."

## Publisher's Statement

In a front page editorial, John W. Alicoate, publisher, wrote in part as follows:

"We are not here to revolutionize the radio industry. Thanks to its understanding pioneers and efficient executives it has long since been on a fine, substantial foundation. Radio spells progress. The industry is expanding rapidly. It is both romantic and colorful and its usefulness is only beginning. Radio has its faults. So have we. That makes us all even at the start."

Today, RADIO DAILY, entering its eighth year looks forward to the industry's part in the nation's march to victory in 1944 and to the post-war world which will follow.

## LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

For example:  
THE  
**"SHORT-SHORTS"**  
OF RADIO

Complete 5-minute programs. Sponsorship identity at little more than cost of spot announcements. Timed for sales messages at opening and close. Programs include such favorites as: *The Name You Will Remember*, people in the news; *Five Minute Mysteries*, thrilling and complete; *Getting the Most Out of Life Today*, inspirational philosophy by Dr. William L. Stidger, and two Stella Unger shows, *Let's Take a Look In Your Mirror*, and *Hollywood Headliners*.

★ ★ ★  
Many other NBC Recorded Programs—  
5 minutes to half-hour.



**NBC** RADIO-RECORDING DIVISION  
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.  
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

LOS ANGELES

By RALPH WILK

**BARITONE** Hal Hodge and Announcer Martha Moore, who have been active in radio since 1922, are now appearing on the new "Sing With Me" show, over KMPC Mondays through Fridays, 10:30-10:45 a.m. The program is sponsored by the Mee Distributing Company, which manufactures dishwashing powder.

Paul Pierce, producer-writer, has passed his Army physical examination and will be inducted Feb. 20th.

Harry W. Flannery, Columbia Pacific Network news analyst, returned to his Columbia Square duties this week after a month of travel in Mexico.

Petite Marilou Neumayer, the intrepid Joyce Ryan of the Blue Network's "Captain Midnight" series, has just completed the ground school training offered by the Civil Aeronautics Administration. She hopes to solo by Spring.

Red Skelton (NBC star) and his personal manager, Edna Skelton, did more than 18 shows during the two days they were in Washington, when they went East to attend the President's Birthday Ball. They visited all the Navy Hospitals, the Canteens, and in one evening performed at nine hotels in behalf of the "March of Dimes."

Enlisting in the U. S. Treasury Department's Fourth War Loan Drive, Fanny Brice, Frank Morgan and the entire "Maxwell House Coffee Time" troupe will stage their NBC broadcast this evening for an all-bond audience at the Beverly Theater, Beverly Hills, Calif. Only purchasers of war bonds will be admitted to the two broadcasts—the early one for eastern release, and the repeat for the West Coast.

New Mystery Series

The Blue Network will launch a weekly series of mystery dramas entitled "Creeps By Night" starring Boris Karloff, beginning Tues., Feb. 15, 10:30-11 p.m., EWT. The plays will be written by Gene Wang and Alonzo Dean Cole. Guest stars scheduled to appear with Karloff for future dates are: Bela Lugosi, Peter Lorre, Laird Cregar and Raymond Massey.

NCAC Staff Additions

National Concert and Artists Corporation announces the addition of two new men to its sales department: Richard Dubois to the popular division and George Seaman, formerly with Arthur Fisher agency, in charge of night club and theater bookings.

Yes, It's Us!

"I go for a man who wears an Adam Hat (whistle)"

And we think you'll go for the spot campaign we do for you.

Write or call

"GINGER & LANNY" GREY

595 Fifth Ave., New York City LEX. 2-1100

MAIN STREET



Unscrambled Wattnotes ! !

• • • Tuesday nights are good program nights..... as we all know who go in for comedy..... there's Duffy's and Burns & Allen, and if you don't want serious fare at the moment you can follow up with Fibber McGee, Bob Hope and Red Skelton..... a sequence that needs no further introduction..... but what makes the latter trio sprawl across their allotted half-hour periods is something that can easily be remedied, instead of the show winding up in a dead heat with the sponsor who bought the succeeding half-hour, and who wants it and is entitled to it..... all adds to the seeming confusion and greatly detracts from the total effect created during the half-hour of comedy just heard..... very frequently Jack Benny is there with the "We're a little late folks" etc..... then Don Wilson carrying the ball across the goal line with the Notre Dame team on his heels—that's the way he sounds—hops in and says so-and-so appeared through the courtesy of the Joe Bush Picture Company..... etc., etc..... Tuesday night of course, many listeners perked up their ears and wondered "what was that for?"..... when Bob Hope asked the audience, "Didn't It Stink?"..... presumably he thought he was off the air and tried for a final laugh with the Marines..... or maybe he was mad about something on the show he didn't care about..... at any rate, if Pepsodent was set to quit "on the nose"..... there wouldn't have been that unnecessary query..... then comes Raleigh and Red Skelton..... maybe they were early..... only the last half of the opening line was heard..... the full line reads, "Does your cigaret taste different lately?"..... whether the Skelton show coming down the home stretch was due to a late start because of the show that preceded it, or its own lagging..... Skelton this time didn't "appear through the courtesy of Warner Bros."..... and the labor union that donated the last batch of cigarets overseas..... got in its full name, we believe..... and it must be admitted that the hitch-hiker announcements do not help toward the smooth performance and leave the listener with a total sock when he is immediately diverted into a new line of thought..... at any rate..... nearly every show entertaining at servicemen camps..... makes sure that the announcer starts at 3 seconds before the station-break to remind us that the product is not endorsed by the Army or Navy, whatever it might be..... their breathlessness tires the listener out of relaxation.



• • • Sonora radio and tele studios holds open house today at its New York spot just opened..... Martha Linn, who handled the promotion for the National Safety Council program over the Blue..... is now in a new post as exec secretary of Education for Freedom, Inc..... organization, non-profit, airs a weekly show over Mutual..... glad our faith in "It Pays to be Ignorant," has not been misguided and that the show has a very substantial sponsor in Philip Morris, starting soon..... Tom Slater, Mutual special events head, is still receiving congrats on his yeoman efforts in getting up the Raymond Clapper tribute on such short notice..... Ralph Weil elated over WOV's 86 per cent business increase over Jan. 1943.



• • • Would any individual or records-for-soldiers-organization wish to contribute or send a small package of recordings, jazz or classical, to probably the most lonesome air squadron in the service..... stationed in that hellhole better-known as Upper Assam, that corner of India-Burma and points north..... this group busily engaged in flying "over the Hump"..... highest mountain peaks in the world, to bring supplies to China..... has no entertaining or recreation beyond a small phonograph and a few worn out records..... we have the specific request which will permit mailing, if you have a few disks..... we're all out of them..... we'll forward the request letter or, you can tell us that you have the records, Thanks.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

**THIS** is the Underground," matization of the activities of underground movements in occupied countries, returns to the air WBBM Sunday, Feb. 13, from 6:30-7 p.m., CWT under sponsorship of Atlas Brewing Co., Chicago. See for "This Is the Underground" based on actual stories smuggled this country. Facts are supplied by the United Nations Information Office and the OWI.

Hezzie Trietsch, washboard virtuoso for the "National Barn Dance" Hoosier Hot shots, went a-prospect when gang was in Hollywood making a picture recently and Hezzie struck it rich. He advertised for pie plates, a valuable attachment to his washboard and Calif. housewife came through nobly. Trietsch now enough to last for the duration.

Several network bigwigs in Chicago Monday and Tuesday from New York to give the Executive Committee of the Musician's local the lowdown on FM broadcasting and the probable place of union musicians in the picture. Discussion along with an demonstration for Executive Committee members, took place at the Stevens Hotel. Representing NBC were Niles Trammell, president, Frank Mullen, vice president. Blue Network executives attending were Edgar Koback, executive vice-president and Kenway assistant to Koback.

New Commercials On WOV

A brace of 13-week commercial contracts have been inked by WOV. New York. Renewal of "Victory Our Business," weekly transcription series sponsored by General Motors has been set through Campbell-Ewens Inc., Detroit. "Pegeen Prefers," five-a-week femme airing conducted by Pegeen Fitzgerald, has added to its list of sponsors, beginning March 5, through Meldrum and Peterson, Inc., Cleveland, agency controlling the Glidden account.

Music-Licensing Pacts Set

Associated Music Publishers, Inc. has signed a music-licensing pact with KFSD, San Diego. Agreement between AMP and the following outlets have been extended for additional periods: WTOL, Toledo; WSOB, Charlotte, N. C.; WSBT, South Bend, Ind.; WOC, Davenport, Ia.; WKAC, San Juan, P. R.; WIP, Philadelphia; WHO, Des Moines; WFSM, Indianapolis; WCAE, Pittsburgh, and KREB, Price, Utah.

WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.

AGENCIES

VARIOUS CLINICS of the Advertising and Selling Course of the Advertising Club of New York will be held today in charge of the following leaders: Sales Promotion: J. Ingram, assistant sales manager, Bristol-Myers Co., "Drug Production"; Copy: Joseph Katz, assistant of Joseph Katz Agency, Baltimore, Md., Walter J. Weir, vice-president and copy director, Kenyon Bernardt, Inc., Howard Newton, president and copy director, J. M. Inc., and John B. Cunningham, vice-president and copy director, Well-Emmett Co., "Headline"; Radio Production: Junus Schach Jr., vice-president in charge of programs, WOR, "Program Advertising Production: Fred Rudge, president, Wm. E. Rudge's Inc., "Graphic Arts Knowledge and Export Advertising and Hugh McKay advertising United Brewers Ind. Foundation, "Opportunities in Export Advertising." The clinic meetings, conducted by students of the course and will be held at the club at 6:15 p.m., with the exception of the radio production clinic, which will be at the Bamberger Broadcasting Co. Inc., 1440 Broadway.

ANGEL M. MORTOLA, of the Fair Thompson Company Buenos Aires office, has been elected president of the Asociacion Argentina de Publicidad, the advertising association in that country. Mortola is a graduate of the University of Missouri School of Journalism and before joining J. Walter Thompson in 1929, he was advertising manager of General Motors Argentina.

MISS B. LIVINGSTON, New York advertising man, has joined the creative division of Brooke French and Dorrance, Inc., New York and New York advertising agency. For eight years he was associated with the New York office of the Inc.

HANCOCK MUTUAL LIFE ASSURANCE COMPANY, Boston, appointed McCann-Erickson, Inc., to handle all of its advertising. Plans were announced within the near future.

Watson Returns To NBC

M. Watson, formerly head of language programs for NBC's National Division, and more recently loaned for six months to the Government's Wartime Information Board, has joined NBC's Relations Dept. staff. He succeeds James M. Gaines who was made assistant director of the department and promotion.

Schedule Changed

WABC, FM outlet of WOR, New York, has changed to a new broadcast schedule. New hours are 5 to 10 p.m. daily except Sunday.

★ WORDS AND MUSIC ★

By BEN KAUFMAN

Undertones

Now that a certain longhair biggie's hue and cry about boogie-woogie's evil influence on the small fry has died down, let's take a look at the so-called musical Fagin. A production of American Negro folk music of the 1910's, b-w is essentially a hot piano style characterized by a left-hand rolling bass and a contrasting rhythmic right. Chicago was its birthplace. There, on the South Side, Jimmy Yancey developed a keyboard technique, which has been credited as the forerunner of the blues type of boogie-woogie.

★ ★ ★

Father of b-w was Pine Top Smith, who gave the torrid style its name with his matchless "Pine Top's Boogie-Woogie." Around 1928 he happened to live in a Chicago rooming house, where Albert Ammons and Meade Lux Lewis, who had worked together as cab drivers, were staying. Albert had a piano, and the three used to meet for turns at the ivories. A short time before Pine Top came to an untimely end in a brawl, he taught Albert his beloved b-w. Ammons and Lewis, together with Pete Johnson, an alumnus of Kansas City boites, later brought boogie-woogie to fame in New York at concerts in Carnegie Hall, over the networks and at the Cafe Society night club.

★ ★ ★

In the saloons and late spots of the Windy City, other jazz musicians contributed to the growth of boogie-woogie in eight-to-the-bar and swifter tempos. Among the colorful Chicago characters that helped bring b-w to its full bloom were "Cripple" Clarence Lofton, Will Ezell, Charley Spand, Romeo Nelson and Cow-Cow Davenport. As the pioneers of a new musical expression, these humble ivory-thumping wizards made a priceless contribution to American artistry.

★ ★ ★

Keynotes: Billy Shaw of the William Morris office is excited about his latest find, 24-year-old Georgie Auld, whose new 17-piece combo, incidentally, is breaking a few records at the Commodore's Century Room in Gotham. Georgie, one of the best tenor-sax players in the business, is also having a shot at important air time via remotes over CBS and Mutual. He's a lucky boy to have Shaw looking after his affairs. It was Billy Shaw, if you remember, who brought Charlie Barnett to the fore.

★ ★ ★

When Harry Link, top man of Leo Feist, Inc., returns next week from a vacation at the Roney-Plaza in Miami, he'll stop in New York just long enough to pick up a lead sheet of "Good-Lookin', It's Good Lookin' at You." The tune is a bouncy rhythm composed by Caesar, Herman and Marks, which Link will take to the Coast to be spotted in a forthcoming M.G.-M musical. . . . Music War Committee of the American Theater Wing is working on a tribute to the late Larry Hart to be staged in a Broadway house. Number one patriotic song of the MWC is currently "West of Tomorrow" by Henry Manners and Bob Sour.

★ ★ ★

Two generations of composers came face to face at the two-day open house hosted by the Edward B. Marks Music Corp. in celebration of the founder's golden anniversary of service. Oscar Straus met Morton Gould, and Alexander Gretchaninoff greeted Elie Siegmeister. Tin Pan Alley met the longhair set on an informal basis as "Doc" Sigmund Spaeth and others helped entertain an audience that totaled 1,200 for the twin session in Gotham's Radio City on Monday and Tuesday. Among those seen were Teddy Powell, Jose Morand, Willard Robison, Joe Laurie, Jr., the Mills Brothers, Joe Howard, Leonard Joy, Harry Fox and Walter K. Douglas.

PROGRAM REVIEWS

"THE AMERICAN STORY"

NBC Inter-American University of the Air  
WEAF-NBC, Sat., 7-7:30 p.m., EWT  
DEBUT OF EXPERIMENTAL SERIES  
FALLS SHORT OF MARK.

Poetic license did not smooth the debut of NBC's literary cavalcade of the Americas by Archibald MacLeish, Pulitzer Prize winner in poetry and Librarian of Congress. Retaining the flavor of the original, the program bowed in with the distinguished poet's version of the "Columbus Journal," which was enacted as a two-man literary reading by MacLeish as narrator and Edwin Jerome as the Admiral. Sole relief to the sing-song patter of narration and reading of the Columbus diary entries was the background of sounds, occasional voices and singing.

Frankly experimental, the new series played around with sound effects, which, though reportedly authentic, did not result in a resounding performance. Something seemed to be lacking. Perhaps it was a dramatization of the lyrically effective type heard in MacLeish's "Fall of the City." The present method left a lot to be desired. Frank Papp's direction could not be distinguished from the reading, which it really was.

Though it was pleasant for this reviewer to hear the cultured accents of poet MacLeish for a time, his small voice became tiresome before the broadcast ended. Nor was it relieved by the booming voice of Ed Jerome, who seemed grotesquely theatrical by comparison. The highly touted sound background began to wear, too, and at one point the sound of canvas filling in the wind conveyed the audible impression of chattering monkeys. It is to be hoped that future airings of this monumental experiment, which is to run from the discovery of America through the wars of liberation, will improve the listening quality of a meritorious literary goal by the NBC Inter-American University of the Air.

Joan Edwards Guesting

Joan Edwards, singing star of "Your Hit Parade," will make a guest appearance on "The Broadway Matinee" program today over CBS at 4 p.m., EWT.

Denver Delivers  
LIVESTOCK  
KLZ Delivers  
THE DENVER MARKET

## Nomination Of Jett Approved By ICC Com.

(Continued from Page 1)

Republican member and Senate GOP Leader, had declared, before leaving for another meeting, his full support of Jett. White said he has known and respected Jett for a number of years, and that he has been impressed by his technical ability and his service to the Commission and to his country. Jett's experience in international communications affairs is unexcelled, he said, paying "highest tribute to his ability, integrity and character."

### Questioned on Voting

Jett was questioned briefly by Republicans Chan Gurney, S. D., and Clyde M. Reed, Kansas, who thought it to his discredit that Jett has never voted. Jett has been eligible to vote for the past 12 years, since he has resided in nearby Maryland. After Jett had made the point that he has never voted—first because he was in the Navy, then because he lived in the District of Columbia, where residents are not permitted to vote, and finally because he felt that FCC engineers should keep as far as possible from identification with political parties—Reed remarked, "for the first time, Mr. Jett, I have some doubt about your qualifications to the post of communications commissioner."

Jett's failure to exercise the voting privilege, he said indicated lack of interest in the Government.

### Senate Action Today

The committee vote was not announced, and it could not be ascertained whether Reed or Gurney had opposed confirmation. The full Senate will receive the nomination today, and early action is expected.

## WQXR Beethoven Cycle Marks Town Hall Anni.

Current Beethoven-cycle airings sponsored by the Book-of-the-Month Club over WQXR, New York, will celebrate an anniversary Sunday when the New Friends of Music, producing organization, marks its 150th concert at Town Hall, the originating point. Series began there Nov. 7, but the concert total includes all recitals by the New Friends group, which is under the co-direction of Ira A. Hirschmann, vice-president of Metropolitan Television, Inc., New York.

### Covering Track Events

Ted Husing and assistant Jimmy Dolan will mike the running of the main-event relay at the Boston A.A. track meet from the Boston Garden, Sat. Feb. 12 (WABC-CBS, 11:15-11:30 p.m., EWT). Subsequent Saturdays will voice Husing and Dolan from New York's Madison Square Garden on the following: Feb. 19, New York Athletic Club track meet; Feb. 26, Senior National A.A.U. Track & Field Championships; Mar. 4, IC4A Track and Field Championships; Mar. 11, N. Y. Knights of Columbus Games.

## Flamm Continues Testimony Before Committee Of House

(Continued from Page 1)

ager of WMCA. His story will be concluded today, with his New York attorney, William Weisman, also scheduled to appear.

Flamm revealed also that before signing the contract with Noble he had approached Morris Ernst, New York attorney, with a proposal that Ernst's client, Mrs. George Backer, publisher of the New York "Post," might purchase a half-interest in the station. This was apparently on the theory that Mrs. Backer might have influence in Washington to block re-

### Observer

*Among the spectators in the hearing room yesterday was Neville Miller, NAB president. Miller came in when the session had been on for about an hour, disappeared for a short time, then sat through to the end. He left for lunch with committee counsel Eugene L. Garey. Miller said he has no definite plans for the future as yet.*

vocation of the WMCA license if Flamm refused to sell to Noble. Flamm said Monday that Dempsey had threatened such action would be taken. Although an appointment with Mrs. Backer was made for Flamm by Ernst, the meeting never took place because Flamm signed the contract with Noble before it was to be held. Noble, said Flamm, was demanding immediate action, with the threat of license revocation proceedings in the background. On Monday, December 2, five days after the proposition had first been broached to him, Flamm signed the contract, he said. He said he signed at 2 p.m. and FCC records disclose that the application was filed in Washington the same day. The signing took place in Noble's Waldorf Towers apartment, in New York. Prior to the signing Flamm had asked for more time he said but Noble was adamant. Flamm then said the deal was off, his story continued, whereupon Dempsey, "lunged at me. Mr. Noble separated us and said, damn it, if this weren't my apartment I'd like to finish the job myself."

### Proceeded Carefully

At a meeting with the late Col. Thad Brown, former communications commissioner, and attorneys Weisman, John Littlepage and William Porter—the latter two of Washington, Flamm had decided not to go through with the deal, he said. This occurred the day after the signing of the contract. Because Brown reported that he had talked with Gov. Norman H. Case, FCC member acting as chairman in Fly's absence, and had been assured that immediate action was unlikely, Flamm proceeded slowly in his fight against the contract. Weisman called Dempsey the day after the signing of the contract, he said, that he informed Dempsey that deal was off. Half an hour later Flamm received a telephone call from Noble, in Greenwich, in which the purchaser

of the station said he would not honor any WMCA time contracts whose terms or execution deviated from the normal, if they were signed later than Nov. 30, the contract date. Flamm then told him the deal was off, he said.

### Letter Alleged Sent

A few days later Noble sent Flamm a letter repeating his warning about time contracts. Flamm said that this convinced him someone then in the WMCA organization was keeping Noble informed of what was going on in the station. A number of contracts were up for renewal at this time. Flamm said he suspected first that Leslie E. Roberts, his Washington contact man, was the guilty party, but learned that Donald S. Shaw was also working with Noble. He discharged Roberts, whom he said he had been paying \$125 weekly. When Noble came in, Flamm continued, Roberts was taken back with additional duties at \$150 weekly, and Shaw was retained as general manager with \$30,000 yearly salary. Shaw later went to the Blue Network when Noble bought that net. Roberts, former WPA radio head, has since admitted his complicity in the deal, Flamm said. During the week of December 8, Flamm said, Brown sent him from Washington a form to fill out petitioning the Commission for withdrawal of the transfer application. This was not filed at once, however, because it was not believed that the Commission would act on the application at once. A letter dated December 13 reached Flamm from the Commission on the morning of December 16, requesting additional information from both Noble and Flamm. A notation on the Commission's file copy reveals that the original of this letter had been given Dempsey's representative, with the copy sent Weisman, as Flamm's attorney.

The next day, December 17, the transfer application was added to the agenda for the Commission's regular meeting, and the transfer was approved by Commissioners Walker, Case and Payne, with Craven dissenting and suggesting a hearing.

### Noble Advises Commission

The additional information requested of Noble had been documented by Noble on December 13, the day the letter was written, and received by the Commission the next day. Although Flamm had not replied, the three commissioners who approved the transfer decided they had sufficient information. Flamm then proceeded to ready his petition to the Commission to rescind its action. Before it was filed, he said, Noble offered him a 25 per cent interest in the station and a post as manager at \$25,000 per year. Flamm said he was considering accepting and dropping his fight against the deal until Noble stipulated that he must have an option to buy Flamm's quarter interest at anytime within the year. Flamm decided it was merely an attempt to

## RKO's Regional To Set On Blue Network

(Continued from Page 1)

it will be expanded to additional stations, possibly to the complete network. Nature of the proposed network is more or less a regional test program is a Monday through show 12:15-12:30 p.m., PWT, which in itself somewhat of a new venture. Most movie exploitation has been directed toward the late afternoon.

### To Originate At RKO

As planned now, the program will originate in RKO studios space built in the dining room on the top floor in Hollywood. Stars during lunch hour will be heard in additional interviews and portions of newscasts will be broadcast from that time. An orchestra and two ensembles will be permanent parts of the program.

Among the stars scheduled to be heard are: Ginger Rogers, Eddie Cantor, Frank Sinatra and Rosalind Wiseman. In the past, RKO's radio program has been limited to spot advertising.

RKO's first big splash in radio was as a result of the remarkable success of "Hitler's Children," which was obtained for "Hitler's Children" quickie, made at low cost and grossed unusually large sums from its box office. Radio was credited with most of the draw.

## WBBM Inaugurates News Round Table Show

Chicago—An innovation in airing the news has been devised by WBBM which features Al Steinkopf, analyst, and Dr. George Schacher on a special weekly question-answer program called "The Experts Answer."

The Bituminous Casualty Company of Rock Island, Ill., has contracted this program for 52 weeks which will begin with the first airing on Feb. 12. The 15-minute program will be broadcast every Sun. from 12:30-12:45 p.m. on CWI, and will discuss questions submitted by listeners on current events.

## Kaltenborn To Latin America

H. V. Kaltenborn will hit the air again on March 2, when he starts a new program for Havana, where he will interview government officials and industrial leaders in effort to obtain an inside picture of Latin-American developments. While Kaltenborn is away, Robert St. John will fill in for the program.

Mrs. H. V. Kaltenborn, an expert on the Spanish language, will accompany her husband and act as research assistant. Additional territory in Latin-America will be covered as necessary.

Noble set a meeting for December 11 in New York to close the deal. Flamm did not show up. On January 11 the FCC dismissed Flamm's petition for reversal of the transfer approved by Craven present but not participating.

# EQUIPMENT

Important?

***YES***

Coming?

***YES***

Soon?

***YES***

FULLY COVERED IN A  
COMPLETE SECTION IN THE

1944

**RADIO ANNUAL**

**Out Early in 1944**



# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## —MISSISSIPPI—

**COLUMBUS**—Much ado at WCBI: Jack V. Jones is new chief engineer, replacing Maxwell Williams who's with Uncle Sam... Yvonne Brisbane, staff announcer, is miking again after round with flu... James Eatherton, commercial manager, is back at his desk after biz trip to St. Louis... Bobshaw Seed Company on WCBI to plug sales of their special cotton seed... Mutual's Boake Carter is sponsored by Carey Salt Company over WCBI... Newest program sensation is "G. I. Jive," a wax show, playing Columbus Army Air Field soldiers' requests.

## —NEW YORK—

**NEW YORK**—WNYC's Fifth Annual American Music Festival will feature the following artists, in addition to those previously announced by Radio Daily: Paul Bowles, noted composer and music commentator; Leonard Bernstein, asst. conductor of New York Philharmonic Symphony; Sidney Foster, pianist; Beveridge Webster, pianist; Robert McBride, composer-virtuoso; Paul Nordoff, composer-pianist; Webster Aitken, pianist; Vera Brodsky, CBS staff pianist... Richard H. Hoffman, director of radio and public relations for Hillman Mags, played a super in the Met's production of "Aida" recently.

## —TENNESSEE—

**KNOXVILLE**—WBIR will auction off the following items to the highest War Bond bidders: The screwiest ever sent to Breakfast At Sardi's, one of Raymond Gram Swing's neckties, Boake Carter's ten-year-old eraser, complete set of Mystery Chef's recipes, Jimmy Fidler's Little Black Book... WHBQ: Universal Life Insurance of Memphis, Negro firm, is sponsoring a daily quarter-hour to report War Bond progress in the Memphis Negro section. The insurance company has purchased over \$750,000 in bonds!

## —COLORADO—

**DENVER**—On Feb. 11, Vic Blanks, KOA announcer and newscaster, dons the olive drab... An autographed photograph of Toscanini in the KOA Music Center is the inspiration to soldier musicians stationed in that Rocky Mt. zone. Soldiers are permitted to practice on studio's instruments



February 10

Sid Gary G. Stanley McAllister  
Jack Leonard George Hessberger  
James Monks Edwin S. Reynolds  
Ivy Scott Edward P. Shurick, Sr.  
Milton Robertson Bette Silver

... Bill Alexander a new member of KOA Guest Relations staff; Mary Lou Keyes and Dorothy Pollard are additions to secretarial staff; Fred Hamel is night man for NBC Building... T. Ellsworth Stepp, production manager, is back after ten days' siege of flu.

## —IOWA—

**DES MOINES**—Bets are being placed that Kem-Tone's Dunninger will be the most discussed performer of 1944. The mentalist's feats are unbelievable except that a large studio audience and several distinguished judges watch him each week. Besides, there's Dunninger's own standing offer of \$10,000 for proof of fraud or confederates... Staffs of both KRNT and KSO are divided into opposing camps for the Fourth War Loan Drive. General Mary Little heads the East Army and General Gene Loffler the West Army. Each army advances one mile toward Berlin with each \$1,000 in war bond sales by staff members.

## —TEXAS—

**PARIS**—Mildred Ford, formerly with WBTM-Blue and Mutual outlet in Danville, Virginia, is on the announcing staff of KPLT. Dorothy Thompson heads the continuity department of KPLT... San Antonio: The Southland Industries, Inc., which operates WOAI, has applied to the Federal Communications Commission for a permit to operate a frequency modulation station. The FM station would operate on 44,550 kilo with a coverage of 16,500 square miles, according to Hugh A. L. Hall, prex and general manager. If it goes through, it'll be the first application of an FM station in that area.

## —UTAH—

**SALT LAKE CITY**—KDYL's program director, George Provol, has been made vice prex of the newly organized Intermountain Radio Council which met recently in Salt Lake to adopt a constitution... Park and Tilford Tintex will sponsor five times weekly the program called "Women in the News"... W. E. Wagstaff, commercial manager, is back in Salt Lake City after a brief visit to San Francisco where he addressed the Pacific Advertising Association... Lillian Green, publicity, is back at her desk after a brief sojourn to New York.

## —DISTRICT OF COLUMBIA—

**WASHINGTON**—WOL announces that Art Brown henceforth will devote all his vocal efforts to the mike, terminating his Loew's Capitol Theater in Washington engagement Feb. 16... WTOP announces that Dolores Surber has replaced Elinor Case as secretary to Wm. D. Murdock, sales manager... Edna D. Edmondson takes over log operations for WTOP... Doris Joines, formerly with Western Union, is with the program department... Other news staff members on WTOP: Earl F. Downey as assistant to the chief engineer, Stanier E. Brayshaw on engineering staff and Robert A. Binkey.

## —VIRGINIA—

**RICHMOND**—cares away! One soup-foggy night the Willoughby-Old Point Ferry ran aground in Chesapeake Bay while en route with WRCA's Joe Brown and his young "Radio Gang" to perform for the men at Fort Monroe. This occasioned a six hours' wait, while panicky parents kept calling the Ferry Company for relieving news. All the time Brown and his troupers were entertaining the passengers until the ferry got under way at 2:30 a.m.... Fredericksburg—WFVA's Nan Winkler, station manager, was awarded a scroll of merit by Lt. Commander Charles Kessler, officer in charge of navy recruiting for the state of Va. Reason for presentation: Miss Winkler gave "valuable assistance to the navy recruiting program."

## —OHIO—

**CINCINNATI**—Katherine Fox, public service director and coordinator of war activities for WLW-WSAI, is attending the Institute of Education by Radio at Ohio State University... Roger Baker, director of public relations and baseball commentator, is in New York for the Baseball Writers' Dinner... WCKY has new quiz program under the direction of Jerry Belcher, public events director. Program is broadcast direct from the USO Service Center in Cincinnati Union Terminal with format calling for interviews with members of the armed forces as they enter or leave the city... Fred Palmer, manager of WCKY, is the new chairman of the program committee for the District Rotary Convention sked for April 2.

## —COLORADO—

**DENVER**—Latest development in the suit of KFEL against the Denver "Post" for refusing to publish daily programs is appeal to the Supreme Court. KFEL, managed by Gene O'Fallon, sued for damages and to compel the "Post" to include outlet's programs along with those of three other Denver network affiliates, now being published. District Judge Luxford has approved newspaper's motion to dismiss the case on the basis of common law.

## —FLORIDA—

**ST. AUGUSTINE**—A new high in billings for January has been set by the sales staff of WFOY, with an increase of 83 per cent over the same period of 1943.

## —MISSOURI—

**ST. LOUIS**—This year's joint effort of KMOX and the Globe Democrat in the Mile O' Dimes campaign has carried them over the top for a four-year record, according to Jerry Hoekstra, war programs head of KMOX. Figure at closing date, Jan. 29, with contributions still arriving, was \$34,229.38. It is expected that the final count will considerably exceed \$40,000.00... Announcement comes from "Chet" Thomas, manager of KXOK, that V. N. "Bud" Springgate, veteran of advertising and radio, is the newly appointed sales manager at the outlet.

## —PENNSYLVANIA—

**PHILADELPHIA**—Red Cross here in Philadelphia has notified that the two programs currently broadcast in behalf of the blood service are meeting with outstanding success. First program is a twice-a-week minute spot with visiting celebrities singing the appeal. The other show "Men We Love," a half-hour dramatic broadcast each Saturday afternoon.

## —ILLINOIS—

**CHICAGO**—For the fourteenthsecutive year, WLS has been recipient of over one million of fan mail, according to Snyder, general manager of the station. During 1943, WLS listened to the 48 states, Canada, Mexico, Central and South America, and parts of the world, sent in 1,000,000 pieces of mail. Postmarks for mail came from Alaska, Australia, Newfoundland, England, Jamaica, British Honduras and New Zealand among others.

## Rankin Files Application On WMAZ Deal With

Macon, Ga.—If transfer of control in the Southeastern Broadcasting Company (WMAZ) is granted by FCC to applicant George P. Rankin Jr., he will possess 279 shares—4 per cent interest in the station and value are valued at \$120,000, according to the application. This would make Rankin owner of the largest in dual block of outstanding stock which is owned by E. K. Cargill, who was president of the business until December 1942 when he entered the U. S. Naval Reserve.

WMAZ, originally owned by Missouri University, went on the air in 1927 making it one of the first stations in the nation. In 1927 it was leased to the Macon Junior Chamber of Commerce and later sold to the present stockholders, Wallace Miller, Sr., president; Wilton E. Cobb, secretary-treasurer and manager, and Carl Rankin helped build WMAZ's transmitter and has been connected with its operation ever since. He made president of the business when Cargill entered the U. S. Naval Reserve.

Rankin helped build WMAZ's transmitter and has been connected with its operation ever since. He made president of the business when Cargill entered the U. S. Naval Reserve.

## Will Premiere Symphony

Leopold Stokowski and the National Symphony Orchestra will premiere "Symphony No. 4" by the American composer, George Antheil on "General Motors Symphony of Air" on Sunday, Feb. 13, over NBC at 5 p.m., EWT.

## 'P.W.' Beauty Judge

Paul Whiteman, musical director of the Blue, is doubling as a beauty test judge. From 25 pictures sent by the college paper, he has selected the "Big Five Montana Queens" from Montana State College.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 30

NEW YORK, N. Y., FRIDAY, FEBRUARY 11, 1944

TEN CENTS

## NAB Warning To Stations

### BOND ROUND-UP

's versatility in promoting War Bond sales is reflected in releases received yesterday:

#### —PENNSYLVANIA—

**PHILADELPHIA**—In an all bond sale over WFIL, 26 the Heart award recipients 95,000 worth of War Bonds. n invited the wounded ser- ven to tell their own stories a voice a plea for sales.

#### —MISSISSIPPI—

**MOBILE**—The rendition of "Pis- kin' Mama" by the sponsor of program over WCBI stepped up sales when listeners heard the or every \$1,000 bond sold.

#### —COLORADO—

**DENVER**—"Sell Denver for Bonds" is the title of a half-hour show over KOA. Mock titles deeds to historic Denver parks are drawn up for auc- tion the highest purchasers.

#### —NEW YORK—

**NEW YORK CITY**—Former Govern- or E. Smith ushered in the Greater New York Boy Scout Bond Drive by making the first one purchase from his office in Empire State Building. Telephone will continue through Saturday.

#### —OHIO—

**CLEVELAND**—Station WHIO's staff ers went on a few fox hunts killed 10 of the animals. The and gun shells were "sold" tal of \$34,000 in Bonds.

#### —MASSACHUSETTS—

**BOSTON**—WAAB's War Bond man is Lt. Colonel Lee H. Tucker, n of the first World War. He's rge of selling bonds to all mili- and civilian posts in the First Command and headlined the War Bond rally yesterday.

### Fourth Term

people's Platform" program on this Saturday night at 6:15 p.m., EWT will delve into the and con merits of a fourth for FDR. In favor will be Helen r. Washington correspondent e "New Republic" and Dr. y Kingdon, author and com- ator. Opposed will be Col. ley Breckenridge and Dorothy ular Bromley.

### Honored Mother

Mrs. Nellie H. Twele, 45, of Balti- more, was picked out of 18,000 contestants as the typical Navy mother and will appear on the "Meet Your Navy Program" over the Blue, Friday, Feb. 18. Five Navy wives at Great Lakes, Ill. were judges.

### Advertising Industry Praised By OWI Exec.

The advertising industry was praised for its outstanding contribu- tion to the war effort by George W. Healy, OWI domestic director, in an address last night at the Roosevelt Hotel, New York. Healy spoke before a meeting of 400 ad copywriters and artists sponsored by the New York Council of the Four A's in co-operation with the War Advertising Council.

"Through the War Advertising Council," said the OWI domestic

(Continued on Page 6)

—Buy A Bond Today—

### NBC News Specialists Confer on Wartime Matters

NBC held a special conference yesterday to determine the treatment of news and special events concerning military operations, with emphasis on the impending European invasion, William F. Brooks, NBC director of news and special events, announced yesterday.

Attending the meeting at Radio

(Continued on Page 4)

### Noble Sends Protest To Lea; Probe Deferred Until Tues.

### Pres. Roosevelt To Speak Over All Nets Tomorrow

President Roosevelt is expected to be carried by all networks this Sat. Feb. 12, at 4:30-5 p.m., EWT when as Commander-in-Chief of the Army and Navy, he will speak from an Eastern shipyard and present the new de- stroyer S.S. "Sengalis" to the French

(Continued on Page 2)

### Urges Canvass Of Manpower At Once On Selective Service Status; Cites Regulations

### NBC Schedules Tele Sports Events Cover

One of the three special television sports events scheduled to be tele- cast by WNBT during the next two weeks will be the New York City finals in the Daily News Golden Gloves boxing tournament at Madison Square Garden, Feb. 28. Clarence L. Menser, vice-president in charge of programs, announced yesterday.

NBC's telecast of the country's out-

(Continued on Page 2)

—Buy A Bond Today—

### Clark Candy Co. On Blue Sets "Mary Small Revue"

The "Mary Small Revue," will start on the Blue Network Feb. 27, as the replacement for "Where Do We Stand," sponsored by the D. L. Clark Candy Co. of Pittsburgh. New show, for Clark candy bars will be heard

(Continued on Page 2)

—Buy A Bond Today—

### Radio Researcher To Address Meeting

Radio research is scheduled for a reportedly frank scrutiny by Arch Crossley, president of Crossley, Inc., at the next luncheon meeting of the

(Continued on Page 2)

Revision in the Selective Service Act in which the list of non-defer- able activities and occupations is abolished, has resulted in a special plea to broadcasters by the NAB that every station make special effort to secure replacement for employees who now may be subject to immedi- ate service. By finding the exact sta- tus of the man's replaceability, the broadcasters will be in a position in talking to the draft board, to readily

(Continued on Page 6)

—Buy A Bond Today—

### CBS Sets Dividend; Earnings, \$4,535,000

In declaring a cash dividend of 40 cents per share on the present Class A and Class B stock of \$2.50 par value, Frank K. White, vice-president and treasurer of Columbia Broad- casting System, announced that the consolidated net earnings for the year 1943 were approximately \$4,535,000.

The statement to stock holders reads as follows:

"The annual financial report for the

(Continued on Page 3)

—Buy A Bond Today—

### AFRA-Equity Conferences Continue On Merger Plans

Prolonged parley for the proposed AFRA-Actors Equity merger into one big talent union is at present con- sidering a dues scale. Other unions

(Continued on Page 5)

### Dual Debut

Ethel Barrymore Colt will make her operatic debut as the title roleist of the new American version of "Martha" by novelists Vicki Baum over WMCA, New York, Tuesday evening. Event also marks the radio premiere of the Americanized opera, which is be- ing given as a thumbnail preview of the New York City Center opera season, opening a week later.

(Continued on Page 3)



Vol. 26, No. 30 Fri., Feb. 11, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone W15consin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545, Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL (Thursday, February 10) NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE OVER THE COUNTER Bid Asked Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit)

Margo Replacement Announced

Hollywood—Columbia's "Stars Over Hollywood" program will feature cinemactress Irene Manning in "Sing Me a Love Song" Sat., Feb. 12. (WABC-CBS, 12:30-1:00 p.m., EWT, from Hollywood). Margo was originally scheduled to appear this date in the production of "Madame Expone."

20 YEARS AGO TODAY

(February 11, 1924)

President Coolidge and Senator Wadsworth will be the principal speakers at the Republican Club dinner tomorrow when the event is aired over WJZ, New York. Listeners were surprised recently when a scheduled program over WJY was cut. Reason was that WOR which shares the wavelength with WJY ran over its allotted time. The famous football coach, Walter Camp, spoke over WEAJ in connection with Boy Scout anniversary week.

Coming and Going

EDGAR KOBAK, executive vice-president of the Blue Network, is expected back today from a business trip to Chicago.

HARRY C. BRIGHT, manager, and PAUL MOYLE, commercial manager, of WFNC, Fayetteville, N. C., left yesterday for the home offices following a few days of conferences with the New York station representatives.

"CY" LANGLOIS, of Lang-Worth Feature Programs, Inc., leaves this evening for Quebec, where he will attend the convention of the CAB. LOU TAPPE, also of L-W, left yesterday for Miami, where he will spend two weeks.

WILLIAM F. MALO, commercial manager of WDRG, Hartford, is in Boston

DE MOWER, of the Western office of WOR, has arrived from Chicago for confabs at the local offices of the station.

CECIL L. SLY, vice-president of Universal Microphone Company, is en route East with stops scheduled at Cleveland, Washington, Philadelphia and New York. It's his annual jaunt to contact laboratories and representatives.

JOE SEIFERTH, MAURICE JOACHIM, JOHN HADE and JOHN McNEIL, accompanied by the other members of the WJZ "Victory Troupe," go out on Long Island this Sunday to put on a show for the servicemen at the U. S. Naval Training Receiving Station.

TED HUSING and JIMMY DOLAN, sports reporters on CBS, leave tonight for Boston, where tomorrow they will broadcast the track meet of the Boston Athletic Assn.

JOSEPH C. BURWELL, president and manager of WMBS, Uniontown, Pa., is back at the station following a brief visit in New York.

RALPH EDWARDS and his "Truth or Consequences" program company will be in Richmond, Va., on Sunday. From that point they will broadcast another in their series of Bond-selling shows.

WILLIAM M DAWSON, JR., commercial manager of WARM, Scranton, Pa., is in New York. He paid a call yesterday at the headquarters of his local reps

ELMER HANSON, commercial manager of KILO, Grand Forks, has returned to North Dakota after having spent this week in town.

TOM McCULLOUGH, commercial manager of WIOD, Miami, up from Florida for a few days on station business

JOE WEEKS, CBS announcer, off to Wilmington, Del., where he will announce this week's stanza of "Trans-Atlantic Call: People to People."

BRUFF W. OLIN, JR., general manager of WKIP, Blue Network affiliate in Poughkeepsie, spent yesterday in New York.

Clark Candy Co. On Blue Sets "Mary Small Revue"

(Continued from Page 1) in the same spot Sundays 5-5:30 p.m., EWT and on the same 161 Blue outlets. Walker & Downing, is the agency.

New program features Mary Small, currently in the Broadway musical hit "Early to Bed." Others in the cast are Sunny Skylar, romantic singer, guest comedians and Ray Block and his orchestra. Production has been built by Wolfe Associates and Jack Rubin of the organization will direct the program.

NBC Schedules Tele Sports Events Cover

(Continued from Page 1) standing amateur boxing tourney renews a feature which was made available annually to television set owners early in 1939. Although wartime restrictions made it necessary to omit the telecasts in 1942-43, NBC's decision to provide more entertainment for soldiers and sailors in hospitals near New York caused the network's tele department to schedule the tournaments.

The following sports events scheduled to be telecast from the Garden are: the intercollegiate basketball games on Feb. 17 and 23; St. Johns vs. Temple and St. Josephs vs. C.C. N.Y. on Feb 17; two court battles on the 23rd between N.Y.U. and St. Johns, C.C.N.Y. and West Michigan.

Basketball telecasts were made possible through the cooperation of Ned Irish, acting president of the Garden. WNBT will transmit a program of short subjects and a film feature on the evening of Feb. 21.

Blue Guest Relations

The Blue Network has appointed a guest relations division at the Fitz Theater supervise the printing and distribution of broadcast tickets pertaining to the theater's productions of radio programs. Ernest Theiss is the manager of the new division and will be assisted by Frank Freeman, both formerly with NBC guest relations. Robert Daggett has been appointed the theater's manager.

Heads Coast Announcers

Hollywood—Frank Barton has been appointed the new chief of announcers at NBC, Hollywood. Val Brown, formerly of the Blue Network, succeeds Barton on the announcing staff.

Pres. Roosevelt To Speak Over All Nets Tomorrow

(Continued from Page 1) people. Vice Admiral Senardi, Chief of the French Naval Commission to the U. S., will accept the warship in the name of the French people.

It is expected that numerous independent outlets will also carry FDR's talk, the exact nature of which is not known.

Jett Confirmation Delayed By Motion Of Sen. White

Washington Bureau, RADIO DAILY Washington—Confirmation of E. K. Jett to the FCC by the Senate was held up yesterday on motion of Minority Leader Wallace H. White, Jr. It is likely that the matter will come before the Senate again today. No strong opposition to approval is foreseen, but White's objection apparently signifies that approval will not be unanimous.

White, who has personally endorsed Jett, could not be reached for comment.

CBS Stations Chalk Record War Bond Sales

Sixteen stations of the 13 outlets chalked up sales of more than \$1,000,000 on the net's "Kate War Bond Day," Tuesday, Feb. 8, and the grand total of the radio 18 1/2 hour appeal was \$106,616, was announced yesterday.

Leading in station sales was Los Angeles, which topped all outlets of the network with a \$4,650 total. Second was KOIN, Por with \$15,086,650; WGAR, Clev third with \$10,543,800 and W New York, fourth with \$4,129,3

The remaining 12 "million stations" with their total sales low: WERC, Erie, Pa., \$3,11; WBT, Charlotte, N. C., \$2,64; WADC, Akron, O., \$2,087,050; Washington, D. C., \$2,061,300; W Jacksonville, Fla., \$1,726,625; W Columbus, Ga., \$1,693,825; W Peoria, Ill., \$1,544,075; WLBC, M Ind., \$1,509,100; WCOV, Montgo Ala., \$1,500,000; KILO, Grand N. D., \$1,473,200; WNOX, Knox Tenn., \$1,132,825, and KTUL, Oklahoma, \$1,018,725.

Radio Researcher To Address Meeting

(Continued from Page 1) American Marketing Association New York branch in the Sheraton Hotel, Wednesday, beginning at 8 p.m. Consumer research in radio, television and electronics will be outlined by another speaker, E. W. Brown of RCA, Chicago, who will give a slide-talk on consumer-electronics wants in the post-war market in the United States.

"Night Owls" own Baltimore!

"Night Owls" is a radio club of good entertainment from midnight to dawn. A different kind of late show. It just doesn't kill the night with recorded music. It offers prize news, club memberships, contests and fast, live entertainment. A part of the people of one of the biggest chunks of Baltimore's population love it. Time available. Reach the audience with money to spend.

WITH TOM TINSLEY President Represented HEADLEY RE BALTIMORE

## Salute Of WLW For Sponsors' Execs

Deacon—In what is believed to be the first way of dramatizing the effective operation between radio merchandising and point-of-sale executives and dealers-managers, and the value of that teamwork, the Dayton Drug Company of Dayton, Ohio, has arranged, with the cooperation of WLW, Cincinnati, for executives and store managers to meet at the Miami Hotel in Dayton on Feb. 15. Personal messages of greetings and thanks from a number of prominent national network stars, all of whom take leading parts in drug product-sponsored broadcasts heard over the station. Under the direction of A. R. Griffes, merchandising director and R. E. Visser, director of drug trade relations at WLW, a complete transcribed script for the show has been built for the meeting. Bill Meredith of WLW continuity staff has written the entire script, which gives each network and WLW headliner the opportunity to get off some of his best and entertainment directed material at the Gallaher executives managers who will hear the program.

New York shows and stars cooperate Bob Hope, Bill Stern, Bob "Lum 'n' Abner," "Ellery Queen," "Date With Judy," "Basin Street," "National Barn Dance," and "Irish Rose." WLW talent to appear on the program includes Tom Reilly, Gregor Ziemer, Dolly and the Buccaneers, Miriam Red-B. S. Bercovici and Deacon.

## Social Bond Program

Dr. Serge Koussevitzky conducted the Boston Symphony Orchestra Saturday, Feb. 12, for a special social bond broadcast at the auditorium of Hunter College in New York. \$1,000 in war bonds are expected to be sold, according to Allis-Chalmers Mfg. Company, sponsoring the broadcast. This program will be broadcast 8:30-9:30 p.m., EWT, over the stations of the Blue Network. Tickets for the concert will go to purchasers of war bonds valued from \$1,000.

## Mail Heroic Radiomen

tribute will be paid to the heroic radiomen of the Allied armed and air services at the United Nations Radio Victory Dinner Saturday at the Astor Hotel, New York. Dinner sponsored by the Veteran Wireless Operators Association, which will also present awards. Representatives of the United Nations will be among the

# Noble Sends Protest To Lea; Probe Deferred Until Tues.

(Continued from Page 1)

of New York. Wood asked that an adjournment be taken until the suit was adjudicated.

This protest by Wood was contained in a letter sent to Clarence F. Lea, chairman of the investigating committee, forwarded on Feb. 5, and followed up by a telegram on Feb. 9. In his letter to Chairman Lea, Wood outlined the status of the suit filed against Noble by Flamm and said that on two occasions now, when the suit was filed and when the recision action by Flamm was changed to one of damages, the FCC probe counsel Eugene L. Garey brought out the sale of WMCA at the committee hearings.

Wood stated on behalf of his client that he wished to protest the use of the Committee hearings, "as a forum and to gain publicity for charges" made by Donald Flamm, which form the basis of his personal lawsuit now pending in the Supreme Court of New York. In the wire, Wood said in part: "I again submit that Flamm's case and any justifiable complaint he may have, is pending before a court of competent jurisdiction able to do complete justice between the parties, and I again formally protest his abuse of the Committee's public position for private purposes..." Chairman Lea was also advised that Flamm himself had said through a daily trade paper that his suit for damages against Noble, in no way in-

## WLW Appoints Herman Asst. Program Manager

Cincinnati—Chester Herman, who has been with WLW-WSAI for the past four years, the last two as production manager and supervisor of announcers, has been appointed assistant program director of WLW, it was announced here yesterday by James D. Shouse, vice-president of the Crosley Corporation and General Manager of WLW.

In his new position Herman will assist Howard Chamberlain, WLW program director, who was promoted recently to head the WLW program department from the position now taken over by Herman.

The new assistant program director has wide experience in the vaudeville, motion picture and legitimate theater fields and came to WLW four years ago from the Municipal Opera in St. Louis, where he was stage manager and assistant to Richard H. Berger, producer. He aided in developing such entertainers as Cary Grant, Allen Jones and Marion Claire.

## Skelton To Dallas

To climax Dallas' efforts in the Fourth War Bond Drive, the Red Skelton broadcast of Tues., Feb. 15, will originate from the Grand Prairie Naval Station before a civilian audience of about 15,000 people, admissions granted upon the purchase of War Bonds.

involved the FCC. (RADIO DAILY, Feb. 3).

Wood wrote Lea that it was a "peculiar coincidence" that counsel Garey should bring up the Flamm sale of WMCA twice when the FCC probe was in session, each time to coincide with the progress of the pending action. It was Wood's plea to the House Committee headed by Lea "that it was only fair and proper that it adjourn" the WMCA angles at least, until the suit pending had been finally adjudicated.

Washington Bureau, RADIO DAILY

Washington—Yesterday's session of the Lea committee investigation of the FCC, which was to see a conclusion of the testimony of Donald Flamm and the testimony of Flamm's attorney, William Weisman, was called off because of the death in California of the brother of Chairman Clarence F. Lea. Lea left at once for the Coast. Next session is scheduled for Tuesday morning of next week.

Committee Counsel Eugene L. Garey revealed yesterday that in addition to Tommy Corcoran, Leslie Roberts and attorneys William Dempsey and William Koplowitz, he has also subpoenaed three New York brokers, Warren Snow, Harry Cushing and John Curtis. These three represented Edward J. Noble in one phase of his negotiations for WMCA. Noble is to appear within the next ten days.

## 'Quiz Kids' Program To Visit Boston And New York

Chicago—Dickie Tyler, eleven year old actor in "Tomorrow the World," will appear with the Quiz Kids when the program originates from Chicago, Feb. 12. Also on the board of young experts will be Richard Williams, 14; Harve Fischman, 13; Patrick Conlon, 6; Tommy Franklin, 11.

When the Quiz Kids appear in Boston, Feb. 20, only War Bond purchasers will be permitted to see the broadcast which will include: Joel Kupperman, Richard Williams, Harve Fischman and Ruthie Duskin. Fred Allen will be the guest quizzer when the Kids appear in New York, Feb. 27, at the Manhattan Center. Only Bond purchasers will be admitted.

# CBS Sets Dividend; Earnings, \$4,535,000

(Continued from Page 1)

fiscal year ended January 1, 1944 (52 weeks) will be distributed on or before April 1st.

"In accordance with past practice, however, your Board of Directors desires to inform you at this time that preliminary figures, subject to the audit now being made by our Certified Public Accountants, indicate the consolidated net earnings for the year to be approximately \$4,535,000 (equivalent to \$2.64 per share) as compared with consolidated net earnings of \$4,123,700 (equivalent to \$2.40 per share) for the fiscal year ended January 2, 1943 (52 weeks). Per share earnings for both years are calculated upon the 1,716,942 shares of \$2.50 par value stock presently outstanding.

"The 1943 earnings, as shown above, are after providing \$7,575,000 for estimated Federal income and excess profits taxes, an increase of \$3,225,000 over the \$4,350,000 provided for such taxes during 1942. The \$7,575,000 tax provision for 1943 is after deducting from the taxes payable in respect of 1943 the ten per cent excess profits post-war credit (amounting to \$583,000)."

## Blue To Honor Red Cross With Special Day, Feb. 29

On the eve of the opening of the Red Cross War Fund Drive, the Blue Network will dedicate Tuesday, Feb. 29, as a kickoff to the March campaign. The web has also planned special programs during March in support of the Red Cross Drive for a nationwide war chest of \$200,000,000.

Slogan for the Blue's Red Cross Day will be: "It is an extra day's pay you get today—give it to your Red Cross." Direct appeals or interviews with RC workers will be presented on every program that day over WJZ, New York, and the web. Red Cross aides to be interviewed include recreation and medical social workers, Gray Ladies, nurses' aides and field directors.

## Stork News

George Heller, national associate secretary and treasurer of AFRA, is the father of a second daughter, Jessica, born Wednesday, Feb. 9, at Doctors Hospital, New York.



## Again Making Radio History

The  
**VOICE OF EXPERIENCE**  
PROGRAM

MILLIONS OF FANS FROM COAST-TO-COAST  
SELLS ANYTHING ANYWHERE

Write or wire for unusually low rates  
to stations and sponsors

**VOICE OF EXPERIENCE PROGRAM - 140 W. 42nd St., New York, 18, N. Y.**

LOS ANGELES

By RALPH WILK

NELSON PRINGLE, CBS analyst, will have lots of trouble when it comes to the paper shortage. Nelson, an inveterate taker of notes, figures he uses about a ream of paper a week just to jot down interesting sidelights which he incorporates in his news analysis.

"Breakfast at Sardi's" will emanate from the Paramount Theater in Portland, Oregon, today and tomorrow, the popular show will originate at the Paramount Theater in Seattle, Washington. Tom Breneman took the Blue Network show to San Diego January 29th to participate in that city's Fourth War Loan Drive, and 3,300 eager fans bought a like number of bonds, totaling over a half million dollars, to see the broadcast. John Masterson, manager of the program, will fly to Oregon City, and also visit Seattle prior to Breneman's arrival, to make arrangements for ticket distribution, etc.

Our Passing Show: Frank Sinatra doing a "double take" while passing Dave Willock, of the Jack Carson show, who bears a very strong resemblance to the singer.

Besides being one of the busiest actresses in pictures what with important roles in "Since You Went Away," "Dragon Seed" and "The Seventh Cross," Agnes Moorehead is about to become the busiest actress in radio. She's a regular member of the Jack Carson and Orson Welles shows, and appeared with Ida Lupino on the "Suspense" shows broadcast February 3 and 7.

Bing Crosby, Bob Hope, Chet Lauck, Bob Crosby, Harry Von Zell, Sam Hayes, Truman Bradley, Horace Heidt and Jimmy Fidler participated in the Crosby-Hope pro-amateur golf charity meet at the Lakeside Club.

"Hollywood Inn," a new KNX-Columbia Pacific network program, made its debut last week. Replete with variety, the show features Tobe Reed as master-of-ceremonies; Anita Ellis, vocalist; and Wilbur Hatch and a 17-piece orchestra with guest stars. Guest stars of the opening broadcast included Johnny Mercer, well known song writer, entertainer and comedian, and the "Pied Pipers." The program, which started on a sustaining basis, is produced by Al Jarvis and directed by David Titus. Bob Carroll and Larry Roman handle the scripting chores.

NBC News Specialists Confer on Wartime Matters

(Continued from Page 1)

City were: John W. Elwood, manager of KPO, San Francisco; Carleton D. Smith, manager of WRC, Washington, D. C.; Francis C. McCall, manager of operations, news and special events dept.; Adolph Schneider, assistant manager in charge of news; William Ray, manager of news and special events, Central Division of NBC, Chicago, and William McAndres, WRC News editor.

MAIN STREET



Reporter At Large . . . !

● ● ● The scripter of the Bob (Believe It Or Not) Ripley, MBSurprised?? series is Charlie Speer, ex-Olympic swimmer, who is also one of the very few men ever to have beaten Johnny Weissmuller (b.i.o.n.). . . . Falstaff Beer, starting early next month, will CBSponsor a new 15-minute thrice weekly variety show, featuring a comic, the Jon Gart Trio, songs by Mary Small with Dan Seymour, announcer-emcee. . . . Morton Gottlieb, smart young praise agent, associated with the Sobol, Hartman & Faggen office, has collabbed with former Maestro Leonard Keller, on a new radio idea, that has several agencies plenty interested. . . . Peter Donald has been renewed for another 13 weeks on the MBSHow, "Guess Who?" heard Wednesnites. . . . After 10 years, taking direction on CBSHow, Carl Eastman now gives the orders, having been named director for "We Live and Learn."

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● ● ● The handsome young trumpeter, on whom the camera was focussed during most of the band close-up shots in the Benny Goodman, Fox flicker, "The Gang's All Here," is Lee Castle, who has since formed his own musical aggregation and is currently featured at the Pelham Heath Inn with lots of air time. . . . Comic Henny Youngman, who has appeared in several motion picture shorts in the past, has signed for a featured role in his first full length movie, the forthcoming Abbott & Costello production, "A WAC, a WAVE and a SPAR". . . . he leaves about March first. . . . Bill Von Zehle of the Colonial Advertising Agency, is licking pneumonia at the Lenox Hill Hospital. . . . We got a chuckle out of the Billie Burke CBSaturday program, "Fashions In Rations," in which she 'planned a victory garden' and a thrill from the music of the organ. . . . (checking we learned that the organist was Johnnie Hereford who formerly was heard via NBC). . . . Denver Darling, whose swingbillies are featured daily over WNEW, has been renewed to a five-year recording contract by Decca Records and World Transcriptions. . . . Joey Nash, tenoriole has opened a stay at the Hurricane Club, Miami. . . . should have a wire. . . . While Martin Block takes a well-earned rest in upper New York State, the "Make Believe Ballroom" program will be in the capable hands of Maurice Hart, another staunch Disc-iple of platter-chatter.

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● ● ● For the next five years, Max Marcin will forget plays and flickers but will devote himself entirely to writing and directing the CBSleuther, "Crime Doctor" for Philip Morris. . . . Ed (Archie) Gardner is so pleased with the fine record Hildegarde made of his song, "Leave Us Face It," that the 'Beat The Band' femcee will appear soon as guest on the Duffy's Tavern show. . . . Lew Lipton, writer, producer and director, whose stories have appeared in the Saturday Evening Post, has joined the "Can You Top This?" organization. . . . Mr. and Mrs. Jack (Wheeling Steelmakers) Grimes, accompanied by Lois Mae Nolte, femcee of that popular Blue Network Sunday program, will arrive in Gotham Monday. . . . Miss Nolte will guesstar that night on "Blind Date" and "Alma Kitchell" programs via the Blue Net. . . . All Tin Pan Alley is rooting but hard for one of its favorite sons, Sammy Mysels, who has been reported wounded in action somewhere in Italy. . . . Sammy is the writer of many hit tunes, including "I'm in Love" and "The Singing Hills". . . . While one Buddy (Moreno) joins the armed forces, another Buddy (Di Vito) replaces him as vocalist with Harry James' Orchestra. . . . Lucille Manners, NBCconcert soprano has just signed for her ninth consecutive year with the same sponsor. . . . If Bob Kerr, is still seeking a name for the 63 acre farm, he recently purchased in New Jersey, we might suggest KERR-choo. . . . (alright, let's merely add 'gezunthell' and forget the whole thing).

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— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

BUSINESS placed with WMA past week included spons of a news program, renewal of "400 Hour" and placement of 16 minute spot announcements, a ing to Oliver Morton, manager NBC central division's local an sales department.

Bond Stores, Inc. (Bond Cl through Neff-Rogow Agency, pl 52-week contract for sponsors the Chicago "Sun" news period. Don Elder as newscaster, beg Feb. 13. Currently heard for 10 utes seven nights a week, the will be expanded to 15 minutes, aired from 11:00 to 11:15 p.m.

The "400 Hour," sponsored b Chicago and Northwestern Ra through Caples Company will its ninth year on WMAQ on Mar when the 52-week contract bec effective. The program feature cordings of classical music i spersed with comment by Patsy llichio, emcee, and is aired Mo through Saturdays from 7:00 to a.m., CWT.

Largest of the new spot orders placed by Armour Soap Works (A fon Soap Flakes), through F Cone and Belding, calling for 156 announcements by Elizabeth Ha tre rate of three a week for 52 w starting March 1.

The NBC Orchestra, under d tion of Dr. Roy Shield, and bari Curt Massey will join Upton C NBC commentator, in a new we half-hour series sponsored by the A. Sheaffer Pen Company, sta Sunday, Feb. 13, from 2:00 to 1 p.m., CWT. Formerly aired on a q ter-hour basis and known as "W News Parade," the new expan series, with musical features, will titled "Sheaffer World Parade." S is aired on a full NBC network, w Russel M. Seeds Company, Inc., pl ing the contract.

Charles Urquhart, former NBC t ral division production manager n now a private in the Army Si Corps at Camp Crowder, Mo, is furlough in Chicago while recov from a fracture of the left heel.

Lee Marshall, former copy wri with the Russel M. Seeds Agen Chicago, who has been statione Fort Knox, Ky., with the armo forces, is in Chicago on a 10-d turlough, after which he will transferred to California.

June Robinson and Hub Jacks time buyers at Russel M. Seeds Ag cy, will attend the Canadian Na convention in Quebec from Feb. 14-16.

Preston Sellers, who has bee organist in Chicago theaters for past 25 years, has joined the WC staff as organist. Sellers is now hea on June Baker's "Home Management program, "Tunes and Opportunities," "The Deacon," "Open House," "Johnn Neblett" and on Tuesdays, Wednes days and Fridays, he gives an orga recital at 4:15 CWT.

**NEW BUSINESS**

Chicago: Procter & Gamble American Family Soap), new 52-week contract for "John Harrington News," Monday through Friday through H. W. Kastor & Sons; Creamery Co. (La Choy), contract for thrice-weekly program in "Sunrise Salute," 13 through Foote, Cone and Beldeter Paul, Inc., Naugatuck, (Mounds) 52-week contract for broadcast Tuesday, Thursday starting from 7:15 to 7:30 a.m. starting March 7, 1944, through Forbes, Inc., New York; Manhattan Soap Co., New York City, (Heart Soap), renewal for "7:15 to 7:30 a.m., CWT, Monday, Wednesday and Friday, effective February 28, 1944, through Franklin Corp., New York; Atlas Breweries, Chicago, 42-week contract effective February 13, 1944, Monday through Saturday, 10:00 to 11:05 p.m., CWT; "Manhattan" (transcribed), Sunday, 10:30 to 11:05 p.m., CWT; and transcribed steak announcements Monday through Saturday, 6:00 p.m., CWT, Tuesday, 5:15 p.m., CWT, through Meyerhoff & Co.

Los Angeles: Western Family Soap, 26 150-word participations "Chuck Wagon Jamboree," Manhattan Soap Company, (Sweetheart Soap), through Bruck Advertising Corp., C., 156 quarter-hour news to be used thrice weekly through Feb. 2, 1945; Johnson & Johnson Brunswick, N. J., (Tek Brush), through Ferry-Hanley, N. Y. C., 260 50-syl. ET to be five times weekly through 1944; Marlin Firearms Company, Marlin Razor Blades), through Hedrick, Inc., N. Y. C., 39 1/2 ET anns., to be used three times weekly through April 10, 1944; Salt Company, through J. Thompson Company, 30 50-syl. 1/2-min. anns., to be used as

Los Angeles: Nehi Beverage Co., (Soft Drinks), BBD&O, Hollywood, 260 1/2-hour programs to be used thrice weekly, also "Dick Tracy" Jan. 31, 1944 to Jan. 26, 1945; Nut Packing Company, (Gum), Newell-Emmett Company, N. Y., 2 or more 50-syl. anns. to be used a week through Feb. 22, Kelley Kar Co., (Used Cars), Western Coast Advertising Co., Los Angeles, 156 or more anns., scheduled; M. Weinstein, Los Angeles, (Jewelry), through Adolph Adv. Agency, Los Angeles, 1/2-hour programs, "Today in America" to be used one a week through May 22, 1944; Dr. Pepper Co., (Dr. Pepper Drink), Dallas, through Tracy-Locke, Dallas, 1/2-hour programs to be used thrice weekly through Jan. 12, Joseph Tetley & Co., (Soup and Dressing), through Duane Jones Co., N. Y., 1/2-min. ET anns. to be used

GENE TIERNEY, on Groucho Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 8 p.m.).

MILDRED BAILEY, vocalist, on the "Fitch Bandwagon," Sunday (WEAF-NBC, 7:30 p.m.).

RALPH BELLAMY, on "Atlantic Spotlight," Saturday (WEAF-NBC-BBC, 12:30 p.m.).

DR. BEARDSLEY RUMML, father of the Rumml Tax Plan, on "Victory F. O. B.," Saturday (WABC-CBS, 3 p.m.).

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

JARMILA NOVOTNA, soprano, and E. ROBERT SCHMITZ, pianist, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

LYMAN BEECHER STOWE, grandson of Harriet Beecher Stowe, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

HILDEGARDE, on "First Nighter," Sunday (WOR-Mutual, 6 p.m.).

**AFRA-Equity Conferences Continue On Merger Plans**

(Continued from Page 1)  
in the projected consolidation are Chorus Equity, the American Guild of Musical Artists and the Screen Actors Guild.  
Major problem confronting the committee of executives of the participating unions is to find out how many card holders are interchangeable. This information is now being collated for a report to the general committee arranging the merger. Last meeting of the conferees was held 11 days ago, with another confab on call as soon as the needed data is available.

**NBC Speakers Set**

NBC's Speakers Bureau has booked Dr. James Rowland Angell, NBC public service counsellor, to speak at a meeting of the Canadian Association of Broadcasters in Quebec, Feb. 15; and Miss Anita Barnard, manager of the correspondence division of the NBC Information Dept., to participate in a panel discussion of "How Women Can Help Radio Serve the Public Better," at a meeting of the N. Y. Federation of Women's Clubs, Feb. 16.

**Nurse-Appeal On CBS**

Lt. Gov. Joseph R. Hanley of New York will speak on "The Need for Nurses" over CBS at 4:45 p.m. on Thursday, Feb. 15.

12 times weekly through April 8, 1944; Searl Merrick Co., (Investments), through Robert F. Dennis Adv. Agency, Los Angeles, 45 quarter-hour programs, Edward Jorgenson, commentator, twice weekly.

EDDIE DOWLING, comedian, and CASEY JONES, aviator, on "Aviation in War and Peace," Sunday (WOR-Mutual, 4:15 p.m.).

REV. H. A. CARLIN, Pastor of Holy Rosary Church, Pittsburgh, on Columbia's "Church of the Air," program, Sunday (WABC-CBS, 1 p.m.).

WILLIAM B. HERLANDS, NORMAN THOMAS and REV. DR. LLOYD E. FOSTER, on A. L. Alexander's "Mediation Board," Sunday (WOR-Mutual, 8 p.m.).

AUDREY MARSH, soprano, on Lyn Murray's "To Your Good Health," Monday (WABC-CBS, 6:15 p.m.).

ERROL FLYNN, in an adaptation of "Gentleman Jim," on the program of the "Screen Guild Players," Monday (WABC-CBS, 10 p.m.).

NAN WYNN, vocalist, on Alfred Drake's "Broadway Matinee," Monday (WABC-CBS, 4 p.m.).

WILLIAM H. DAVIS, chairman of the War Labor Board, on "Information Please," Monday (WEAF-NBC, 10:30 p.m.).

**WBBM Signs New Biz And Two Renewals**

Chicago—Two new contracts and two renewals were announced by WBBM. The new business is a 20-week contract signed by Park and Tilford (Tintex), effective Jan. 31, for sponsorship of "Dan Ryan Sings" Mondays, Wednesday and Fridays, 3:25 to 3:30 p.m., CWT, through Charles Storm Agency, New York and a 52-week contract, signed by Chicago Motor Club, for sponsorship of "King's Jesters and Janette," effective January 25. Program is aired Tuesdays, Thursdays and Saturdays, 10:15 to 10:30 p.m., CWT. Business was placed through Aubrey, Moore and Wallace, Inc. renewals are by M. J. Lanahan Co., for 13 weeks for the King's Jesters, male trio, Sundays from 12:00 to 12:15 p.m., CWT, effective Feb. 20, through George H. Hartman Co., and by Stephano Bros. (Marvels Cigarettes), for 52-weeks sponsorship of three news period; 8:00 to 8:15 p.m., CWT, Mondays through Saturdays; 6:00 to 6:05 p.m. Mondays through Fridays, and 5:55 to 6:00 p.m., CWT, Saturdays. Renewal, placed through Aitkin-Kynett Co. was effective Jan. 1. Jim Keenan joined the WBBM sales department on Feb. 1. He replaces Shelton Houx, who has joined N. W. Ayer as account executive.

**"Norma" From Met.**

The opera "Norma," masterpiece of Vincenzo Bellini, will be broadcast in its entirety from the stage of the Metropolitan Opera Company over the Blue Network tomorrow starting at 2 p.m. Zinka Milanov and Bruna Castagna will be starred.

**PROMOTION**

**Fulton Lewis Folio**

A promotion that is at the same time a service to its fellow Mutual affiliates has been released by WOL, Washington, D. C., in the form of a folio on Fulton Lewis, Jr., nationally known Washington commentator whose programs, emanating from WOL, are carried over the entire Mutual line. Booklet adapts the idea of the motion picture industry's Press Book to radio use.

Interestingly presented in black and white on heavy stock, it contains four pages sized approximately 17 x 11 inches. The first page is headed Press Book and pictures Lewis leaning over a mike. Across the bottom of the page is the commentator's full name. Foreword by William B. Dolf, station manager, explaining the purpose of the piece, fills the entire second page, and the rest is devoted to publicity releases, photographs of Lewis at work and at play, plus ad mats and promotion pieces.

**Bookmarks**

Cleveland's station WGAR has a clever and practical promotional idea that serves a two-fold purpose for its listeners. The station provides the Cleveland Public Library with bookmarks which are distributed to all the library branches in the city. Each bookmark calls the readers' attention to a special network or local show—and also lists books which are related to the subject matter on the particular show. The first bookmark mentioned "The Gay Nineties Review" and on the reverse side were listed the library books available on the Gay Nineties era.

**Servicemen's Plaque**

An unusual plaque honoring the employees of the Blue Network station WCBS, in Springfield, Illinois, who are now in the service of their country is displayed at the station. It is unique in that the inscription was made by a sandblasting machine, the first such piece of art work of this type ever attempted in Illinois. Photographs are counter-sunk into the inch and a quarter solid walnut plaque and finished in a special lacquer which will preserve them for many years. This plaque appeared in picture form in the Illinois State Journal and Register on Armistice Day.

**Theater Tieup**

Station WKBN of Youngstown, Ohio, tells its present and prospective advertisers that it has a new angle for keeping its call letters before the "eyes" of the public. The 44,000 theatergoers visiting the three first run theaters every week in Youngstown aren't deprived of WKBN newscasts because the station has an exclusive tie-up with these theaters whereby twice each night, usually following the newsreel, two minutes of late news is broadcast to the audience. While pertinent newscasts are being broadcast, the audience sees a motion picture trailer produced exclusively for WKBN.

## NAB Urges Industry To Canvass Manpower

(Continued from Page 1)

answer whether a registrant is a "necessary man." Until now he may have been defensible due to his occupation.

NAB makes strong recommendation that broadcasters make more than a superficial effort to establish the availability or non-availability of replacements and toward this end written inquiry should be made if possible to the U. S. Employment Service. This correspondence along with other evidence will be better proof, it is pointed out, than mere conversation.

### Requests In Triplicate

Broadcasters desiring to secure new or extended deferment of employees between the ages of 18 and 22, should file with the State Director of Selective Service for the state in which the registrant's principal place of employment is located an original and two duplicates of Form 42-A Special. If upon investigation the State Selective Service Director finds the man eligible for deferment he will recommend it to the local board.

Since men over 22 to 38, will receive more liberal consideration, the NAB states that extreme care should be taken in presenting new or extended deferment in such cases. Again complete facts and all supporting evidence should be submitted.

Length of employment will be an important factor when an employer seeks deferment for a man. A "necessary man" carries more weight when he has been in one place a considerable length of time as compared with one who is new in the position. In this respect, the NAB feels that no broadcaster would consciously lend himself to assisting a person in avoiding his duties under selective service.

### Consultation Invited

NAB requests that broadcasters consult freely with the organization on procedure or other advice on the subject. A reproduction of Form 42-A Special is being sent to NAB members for perusal and to familiarize themselves with its contents.

## Sponsor Returns East After Hollywood Visit

Hollywood—Royce G. Martin, president of The Electric Auto-Lite Company of Toledo, has returned East after spending a week in Hollywood, while completing a tour of inspection of his company's 22 plants throughout the country, all devoted to war work.

Martin, whose company sponsors the Ronald Colman radio show, "Everything for the Boys," also visited with Colman while here and discussed future programs on the dramatic series with his top star and with Arch Oboler, writer-producer on the show. The company executive also met with heads of Ruthrauff & Ryan, agency handling the equipment manufacturer's radio account.

## ★ AGENCY NEWSCAST ★

WILLIAM B. McGRATH, production manager of WNEW, was named sales promotion manager of the station effective February 1, it has been announced by Bernice Judis, station manager. McGrath succeeds Jerome Sill, who resigned. After graduating from Syracuse University, McGrath worked for the Yankee Network in Boston and KYW, Philadelphia, before joining the WNEW staff in 1936.

ROBERT M. GANGER, vice-president and director of Geyer, Cornell & Newell, Inc., will discuss "1944—The Crucial Year" in an address to the Joint Conference on Post-War Credit Planning in the Hotel New Yorker on Monday. The conference will include credit executives from 13 eastern states.

ALFRED PAUL BERGER has resigned from the Emil Mogul Company, to open his own independent radio production offices.

HARRY BURWELL, Atlanta, Ga., representative for Solar Manufacturing Corp. and other companies in the Southern states for many years, is now a major connected with the Army Service Force of the Signal Corps. During his service in the armed forces his business activities are being carried on by his wife, Mrs. Abby Burwell, who continues to maintain his office in Atlanta.

WILLIAM (BILLY) HILLPOT is resigning from the William Morris Agency to accept a new post. Hillpot had been associated with the Morris Agency's radio department and prior to that had been eastern program manager of the Blue Network. He will announce his new affiliation shortly.

AD-PLAN CO., offering advertising services, directed toward radio and television, to advertising agencies and their clients, has been formed in New York.

### Heller CBS Producer

Robert Heller is with the CBS Program Department as a producer, Douglas Coulter, network vice-president in charge of programs, announced yesterday. Before Heller was honorably discharged from the Army, he was a film production consultant for the War Department. Prior to that he was associated with the United Nations Information Office as director of the radio division. He has also worked with Norman Corwin and Davidson Taylor.

### Club Discusses Frequencies

Tuning systems at very high frequencies will be compared at a meeting of The Radio Club of America in 309 Havemeyer Hall, Columbia University, N. Y. Speaker is S. Young White, consulting engineer of the General Communication Co. of Boston. Range of 50 to 500 megacycles will be discussed, with emphasis on post-war problems.

LOUISE K. TIEDEMAN, formerly with Compton Advertising, Inc., has joined Duane Jones Company as premium buyer and merchandising assistant.

AL W. LITTLE, for 15 years advertising and sales promotion manager for Rollins Hosiery Mills, Inc. and for the past year director of publicity and organization in Iowa for WPB has joined the Cary-Ainsworth, Inc., advertising agency, Des Moines, as account executive. Fred A. Reed of WJJD and WIND, Chicago, also joined Cary-Ainsworth, Inc., on February 1. He was with the Chicago stations for the past three years as publicity and public relations director.

DOUBLE-DIAMOND products of Dailey Mills, Inc., Binghamton, N. Y., manufacturers of specialty products and livestock feeds, has placed its account with Charles W. Hoyt Company, Inc.

AMBRO ADVERTISING AGENCY, Cedar Rapids, Iowa, has been elected to membership in the American Association of Advertising Agencies.

STOCKTON - WEST - BURKHART, INC., Cincinnati, Ohio, has been elected to membership in the American Association of Advertising Agencies.

JESSICA WEST, formerly advertising executive with Elizabeth Arden and fashion director of Julius Kayser and Co., has joined the writing staff of McCann-Erickson.

SAM SHAYON, assistant to the president of Fanchon and Marco, the late J. A. Partington, has severed his association with that organization. He had been with F&M for the past 12 years in New York and Los Angeles. He will continue with his duties at Fanchon and Marco until March 1st, at which time he will join the William Morris Agency, Inc.

### Andrews Joins CIAA

Loring Andrews, former chief of the Planning Division in the bureau of communications facilities for the Office of War Information, has joined the Radio Division of the Office of Coordinator of Inter-American Affairs as an executive, it has been announced. Andrews has been named assistant director of the CIAA radio division in New York which is headed by Wilfred S. Roberts.

Before joining the OWI in 1942, Andrews was chief of programming and production for the Coordinator of Informations and before that was director of English shows for WBOS, operated by Westinghouse Electric Co.

### Marion Claire As "Mimi"

Puccini's "La Boheme," set in the famed Latin Quarter of Paris, will be the operatic presentation of the "Chicago Theater of the Air" over the Mutual network, Saturday, February 19, 9 to 10 p.m., EWT. Marion Claire, soprano, will sing the role of Mimi.

## Advertising Industry Praised By OWI

(Continued from Page 1)

chief, "the advertisers, the agency and the media have given to us of the strength with which we are waging the information battle on the front. In dedicating its money, energy and its superb talent to the task at hand, advertising has given eloquent proof that enterprise and democracy works."

Calling for more help from the advertising industry, Healy stated that he knew he could count on the industry "to make advertising messages even more vital, more dynamic and more persuasive than they have been so far." He stated that it was essential that the industry stay on the job of winning the war. "With your help," he told the agency and ad-agency staffers, "the industry can be informed fully of the need for carrying on to a victory."

As for assistance from the industry, Healy stated that the Government agency would furnish every bit of information it could assemble to facilitate advertising's work. "It is important, however," he stated, "that you should be your question as to the kinds of jobs we and the OWI will ask you to do. My answer is that we shall plan for you and ask you to perform only jobs which contribute directly toward the winning of the war."

Other speakers on the program were Theodore S. Repplier, general manager of the War Advertising Council; Carleton Spier, copy supervisor for BBD&O, and William J. Calahan, twice-wounded veteran who returned to civilian life after service with the RAF and the U. S. Army in several major Pacific campaigns.

### Melton Guesting

James Melton of the Metropolitan Association will appear as guest on "The Telephone Hour" program, Mon., Feb. 14, 9 p.m., EWT, over the NBC network. Melton will be accompanied by Donald Voorhees and the 57-piece Bell Symphonic Orchestra and the Ken Christie Chorus in a program of romantic music.

### Discuss Tube Prices

The proposed dollars-and-cents maximum price regulation on the sale and retail sales of radio receiver tubes has been discussed by members of the industry advisory committee representing radio tube distributors and jobbers in a meeting with the Office of Price Administration officials in Washington, OPA announced.

### Earl To CRC

Paul Southard vice-president of Columbia Recording Corporation, announced the appointment of Al Earl to Columbia's advertising staff. Earl, long active in Connecticut musical circles, will continue these activities in conjunction with his new position.

# ADVERTISING AGENCIES

Important?

***YES***

Coming?

***YES***

Soon?

***YES***

FULLY COVERED IN A  
COMPLETE SECTION IN THE

1944

**RADIO ANNUAL**

**OUT SOON**



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## —SOUTH CAROLINA—

**SPARTANBURG**—On the last day of WSPA's war bond drive, listeners heard Jim Reppert offer a month's pass for two people to every Spartanburg theater to the person purchasing the largest amount of War Bonds in the closing 45 minutes of the day. The following day, when results were tabulated, WSPA announced that the winner was a blind man... Joseph R. Trott, Jr. has joined the WSPA announcing staff. He was formerly with NBC in Hollywood.

## —OHIO—

**MARION**—Local talent on WMRN: The "Chuck Wagon Pals" will soon complete their third successful year of happy hoe-downing at this station. Their names and talents: Frankie Shumate at the bass, Hank Johnson at the violin, Slim Markley the guitar, Anna May Thomas at the guitar and also vocalist, Louis Burkett vodeling.

## —MISSOURI—

**ST. LOUIS**—KWK's Newsline: May Kennedy McCord, KWK's First Lady of the Ozarks and who is listed in "Who's Who" as an authority on the legends and customs of the Missouri Ozark Mt. people, recently addressed the members of the Kansas Federation of Women's Clubs at Fort Scott, Kansas... Mrs. Martin Bowin, wife of KWK's supervisor of announcers, passed away last month. Mrs. Bowin had just returned from Miami where she had gone for her health... Nick Zehr, chief engineer, was chairman at a meeting of the St. Louis Section of the Institute of Radio Engineers last week. Speakers were: Carl H. Meyer, chief engineer of KFUP, St. Louis; the Rev. Doctor E. C. Zimmermann.

## PICTURE OF THE WEEK



"Drips Dispossessed"—euphonious but inaccurate—might be the caption for this picture. The facts are: William Drips, NBC's agricultural director, tired of being shifted from office to office, claimed squatter's rights on the back stairs of Chicago's Merchandise Mart.

## —CONNECTICUT—

**NEW HAVEN**—Changes at WELL: Dewey H. Long, general manager, announces the resignation of Marion Reynolds as program director, with duties to be taken over by regular staff. Virginia Leveille has been made traffic manager, formerly occupying secretarial and assistant to program director capacities... Blair Ebersole and Nancy Clark are doing the continuity... Hartford's WDRC: Dennis King, Jr., is new addition to announcing staff. Yep, he's the popular singer's son!

## —NEW JERSEY—

**JERSEY CITY**—Patriotic highlights at WHOM: The station has been conducting an essay contest on the theme "What America Means to Me" which

will be climaxed tonight by presentation of prizes at a special dinner. Winners will be awarded War Bonds and Stamps as prizes, ranging from \$100 to \$5. Joseph Lang, general manager, will award the prizes.

## —MASSACHUSETTS—

**BOSTON**—WCOP info: George Lasker, general manager, announces appointment of George Michael as program director. Michael was formerly with WORL... Roland C. Hale, chief engineer, has added the following to his staff: Louis Goodman, Vernon Miller and Carlton Emery... Geoffrey Harwood, WBZ and WBZA world news analyst, lists public speaking among his pet interests... Photographer-Lecturer Alton Hall Blackington began a new series of New England dramas and he

very appropriately calls them "Yarns." The Federal Savings and Loan Association of Mass. sponsors the program and Bresnick and Solomon is the agency.

## —MICHIGAN—

**DETROIT**—CKLW's news commentator, Val Clare, is solidly booked to give talks to service clubs next week... Hazel Nelson, in the accounting dept., is back in the hospital after three operations, to have one more, which is supposed to put Hazel on her feet again.

## —NEW YORK—

**NIAGARA FALLS**—WHLR's Lost Found Dept: A two-year old boy was lost until four minutes after the station's announcement. Seems the kid fell on a walk which took him two miles from his home. When he grows up he should be a radio addict.

## —ILLINOIS—

**CHICAGO**—WEDC has contracted Adele Broz, concert pianist, to give 13 performances beginning in March.

## —FLORIDA—

**MIAMI**—Lee Mason of WFTL's "Circle of Friends" and "Over Miami" has added to his job most pleasant way. Every Saturday Lee at the Sea Gulls Pool and the Club emceeding the "Beautiful Legs" test sponsored by Venida. Finale will place Feb. 13 when the winner of statewide contest receives a \$1,000 bond.

## —TEXAS—

**SAN ANTONIO**—Much added to KTSA: Edna Forrester has replaced Lucille Peters in the promotion department. Miss Peters promoted secretary to George Johnson, station manager... Jim Taylor has been added to the staff as receptionist. Mary Jane Spear has replaced Brewer who has resigned... "N in a Coffee Cup" is the title of a new series of newscasts throughout each day for one month over KABC. H & H Coffee Co. is sponsor.

## Canadian Radio Artists Record For Armed Forces

Toronto—Canadian radio artists have collaborated to produce the first of a series of recordings, which will be flown by bomber to Canadian forces in Britain, Italy, India, North Africa. All services donated including those of two orchestras whose A. F. of L. union restrictions were waived for the performance.

The series, titled "Fighters Chorus" is being produced by Major R. Diespecker, former program director for a Vancouver station. Artists included comedian Alan Young, pianist Rex Battle, contralto Norma Coker and Judy Richards, soloist. Miss Richards dedicated a song to her husband, Sgt. Tom Braden, now overseas.

HAPPY BIRTHDAY TO YOU

### February 11

Ben Alley Barry Drew  
Billy Halop Ben Hirsch  
George Ker Martin Oebbecke  
Sam Rothstein Harry Swan

### February 12

Bob Cotton Lee Grant  
George Griffin Pat Hurley  
Raymond Knight Philip G. Lasky  
Kathryn Royle Leeds W. A. Myers  
Curt Peterson Tom Waring  
Barry Wood Murry Zuckor  
Joe Kearns Newton E. Meltzer

### February 13

Joan Edwards Jay Fallon  
Lennie Hayton Russ Morgan  
Thomas Dunning Richworth  
George A. Hazlewood

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 31 NEW YORK, N. Y., MONDAY, FEBRUARY 14, 1944 TEN CENTS

## Jett Confirmed By Senate

### W-W Bill Be Ready Soon

Washington Bureau, **RADIO DAILY**—Revision of the White House bill by its co-authors Sen. H. White Jr., and Burton is now nearing completion. It is expected that the bill will be passed before the full Senate Commerce Committee this month. White and his staff have conferred on the bill three times weekly for the past month and are believed to have given it enough shape now so that it can be laid before the full com-

mittee and present the bill is expected to pass before the full Senate.

### Reports Increase Number Of Clients

Washington Bureau, **RADIO DAILY**—A steady rise in the number of clients using WOR facilities in the past five years, survey by the station reveals that 312 advertisements were placed in the outlet in 1943. This compares with 307 in 1942 and 181 in 1939.

The station's gain in any classification is in the amusement field which has increased 100 per cent since 1939.

### Named Manager WSB, Atlanta Station

John M. Outler has been named manager of WSB, the Atlanta station, it was stated here today. Outler, managing director of WSB; WHIO, Dayton, and WFLA, Fla. Outler has headed the station's special department of the station since 1931.

### Big Bond Sale

A bond appeal made by Bob Outler Thursday during his NBC "Traveler" program was a telegram from Myron B. Outler, Buffalo, N. Y., president of the Savings Banks Association of New York State, who subscribed to \$1000 in bonds on behalf of the bank depositors. A Buffalo Outler hustled around to Shor's and picked up the order.

#### Tea Time

Kathryn Campbell, office manager of CBS' London bureau, on her first visit to America, reports that all the American correspondents in the bureau have become afternoon tea drinkers. Kathryn has been with the net's news bureau since its inception in January, 1930.

### CAB Convention Opens At Quebec

Quebec—With formal opening today of the Canadian Association of Broadcasters' fifth-wartime annual meeting, Glenn Bannerman, president and general manager of the CAB, characterized the assembly as being probably one of the most important in the organization's history, with attendees from all parts of Canada as well as a strong representation of radio and allied industry men from the United States.

(Continued on Page 5)

### Treasury Asks Industry For Final Bond-Sale Push

Washington Bureau, **RADIO DAILY**—Washington—A last-ditch plea for all possible aid in the windup of the Fourth War Loan Drive was made over the week-end by officials of the Treasury War Savings Division. "Radio has done a magnificent job—better than ever before," said Thomas Lane, director of radio, press and advertising, and added, "We must now ask for the final push."

The Department has been more than willing to cooperate.

(Continued on Page 6)

### Now Joins FCC; Will Serve Until 1950; Approval Voted Without Opposition; Commission's Only Independent

### WOV Station Sale Re-Submitted To FCC

Washington Bureau, **RADIO DAILY**—Washington—The application for FCC approval of the sale of WOV, New York, from Arde Bulova and Harry D. Henschel to Murray and Meyer Mester, proprietors of the Balbo Oil Co., was resubmitted at the Commission Friday. An earlier application had been returned last month because it was not in proper form; it was resubmitted today.

(Continued on Page 6)

### Named Program Director With Don Lee Network

Los Angeles—Sid Fuller, former production manager at KHJ was named to the post of program director of the Don Lee Broadcasting System by Willet H. Brown vice-president-assistant general manager.

(Continued on Page 5)

### Group Discusses Tele At ATS Round-Table

Television in any form must recognize very early when it is playing with gadgets, or when it is getting down to fundamentals, Clarence L. Brown said today.

(Continued on Page 6)

Washington Bureau, **RADIO DAILY**—Washington—E. K. Jett on Friday was confirmed by the Senate without opposition to serve as a member of the FCC until June 30, 1950. Jett, formerly chief engineer, replaces the Republican, George Henry Payne, who was renominated last June by President Roosevelt, and, two days later, before Senate action, the President withdrew Payne's name. Although FCC Chairman Fly has been charged with responsibility for the withdrawal, this fact has never been established.

Jett has been with the Commission since 1935.

(Continued on Page 6)

### Corwin's New Series Starts On CBS Mar. 7

New Norman Corwin series has been set by CBS under the title of "Columbia Presents Corwin," starting Tuesday, March 7, 10-10:30 p.m., EWT. Corwin will be producer, director and for the most part author of the series. He will have a free hand.

(Continued on Page 6)

### ACLU Files Objection To Conduct Of Hearing

Protesting that the FCC representatives have not been given a chance to testify in answer to "recent grave charges," the American Civil Liberties Union today filed an objection to the conduct of the hearing.

(Continued on Page 5)

## ★ THE WEEK IN RADIO ★

### Lea Probes WMCA Deal

By BEN KAUFMAN  
MELODRAMATIC note of the past week's broadcast news was struck by the testimony of Donald Flamm, former owner of WMCA, New York, before the Lea committee investigating the FCC. In one of the strangest stories in radio annals, he alleged duress in the sale of WMCA three years ago to Edward J. Noble, present head of the Blue Network. Protest was made by Franklin S. Wood, Noble's attorney, against the use of the Washington hearings as a forum for Flamm's personal suit against the Blue chief now pending in the New York Supreme Court. Wood asked, in a letter and wire to Rep. Clarence F. Lea, chairman of the House probe group, that an adjournment be taken until the suit was adjudicated. Hearings were called off until Tuesday because of the death in California of the brother of Lea, who left for the Coast. Broadcasters were urged by the

(Continued on Page 2)

### Birthday

London — Sir Ambrose Fleming, famous inventor and sometimes referred to as the "father of modern broadcasting," celebrated his 94th birthday at Sidmouth in Devonshire recently. Sir Ambrose invented the thermionic valve that made radio telephony and broadcasting possible. He is one of the outstanding figures in the radio field of Great Britain.



# THE WEEK IN RADIO

## Lea Probes WMCA Deal

(Continued from Page 1)

Vol. 26, No. 31, Mon., Feb. 14, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscribers should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336. 7-6337. 7-6338. Chicago (15), Ill., Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif., Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

### Revision Of W-W Bill Will Be Ready Soon

(Continued from Page 1)

believed to be somewhat of an omnibus measure, with far more matters covered than in the original S 814. These are believed to deal with political broadcasts, the business affairs of station licensees and networks, as well as with the FCC directly. Only a portion of what White and Wheeler place before the full committee is expected to be retained, however, where the bill is reported on the Senate floor.

NAB to canvass their manpower needs at once due to a revision of the Selective Service Act. Since the draft change wiped out the list of non-deferrable activities and occupations, outlets were asked by the Association to make a special effort to secure replacements for employees, who might now be subject to immediate service. Determination of replaceability was recommended in order to find out whether an employee was a "necessary man" in the view of his draft board. Up to this time deferments of men considered for the Army were granted on occupational grounds.

**News Shorts:** Rivalry between the two leading research organizations serving radio, ad agency and client approached a climax as the Co-operative Analysis of Broadcasting and C. E. Hooper, Inc., both revealed long-prepared plans for expanded service. James L. Fly, chairman of the FCC, charged the Lea committee with delay in giving the Commission a voice in the House probe. Confirmation of FCC Chief Engineer Ewell K. Jett to membership in the Commission was held up in the Senate on motion of Minority Leader Wallace K. White, but no strong opposition to approval was foreseen. FCC approved the sale of WHAT, Philadelphia; granted the application for a new 250-watt outlet in Gloversville, N. Y.

Resignation of three ranking members of OWI's overseas staff was announced by Director Elmer Davis, who prevailed in a dispute over authority with Robert E. Sherwood, overseas chief of the war-information agency. Blue Network execs mulled Hollywood as a future center of operations. CBS declared a dividend on stock, disclosed consolidated net earnings of \$4,535,000 for last year. The same web set plans for coverage of the GOP Chicago convention. Radio-Radar Week in the Windy City capped a drive to recruit 10,000 additional women workers in those industries. Canadian Broadcasting Corp. was charged with being under control of the Dominion Government instead of its Board of Governors by a Progressive-Conservative speaker in the Canadian House of Commons.

**Personalities:** Gardner Cowles, Jr., president of the Des Moines Register and Tribune Co. and of "Look" magazine was re-elected president of the Iowa Broadcasting Co., comprising KSO and KRNT, Des Moines, and WMT, Cedar Rapids and Waterloo. Ralph Edwards, emcee of NBC's "Truth or Consequences," was classified 1-A; refused to allow his agency (Compton for P & G's Duz) to seek a deferment for him. John J. Gillin, Jr., general manager of WOW, Omaha, was re-elected a district director of the NAB.

**Obituary:** Donald Dixon, 31-year-old production manager of KDKA, Pittsburgh, was killed in a taxi accident.

### COMING and GOING

**WILLIAM S. HEDGES**, NBC vice-charge of stations; **C. LLOYD EPP**, president in charge of radio-recording relations department, and **JAMES ANGELL**, public service counsellor, day for Quebec, where they will convene of the Canadian Association of casters at the Hotel Frontenac.

**KEITH KIGGINS**, vice-president of Network in charge of stations, left from a five-week business trip through the Eastern and Southern States.

**LT. EM'L VELASCO**, of the U.S. Navy, up from Washington last Friday to visit in New York.

**MAJ. GARLAND POWELL**, director Gainesville, arrived from Florida on conferences with the New York representatives of the station.

**PARKS JOHNSON** and **WARREN H. Benmorel**, Va., for the broadcast night's "Vox Pop" program over CBS housing reservation of the U. S. Navy part of the Norfolk Naval Base.

**NATHAN MILSTEIN**, violinist, is expected from a concert tour early this week, be soloist with the New York Philharmonic next Sunday.

**W. C. IRWIN**, vice-president and manager of WSOC, Charlotte, N. C., at the home offices following a trip to New York.

**JOAN ALEXANDER**, star of the "Babson" heard on the Columbia Network Lake Placid accompanied by the others of the program company. They will broadcast from that point.

**NORMAN D. WATERS**, head of rising agency bearing his name, left for three weeks in Palm Beach.

**DORIS CLINE**, Eastern editor of a magazine, has left for a two-month Hollywood with **RUTH WATERBURY**, chief.

### NBC Management Group Holds Special Meeting

Meeting was held Friday afternoon in the Ferrouquet Suite of the Waldorf-Astoria Hotel by the NBC Management Committee, which holds several such confabs each year. Meet is usually confined to NBC officials and department heads, but whenever out of town officials are available, they are invited to attend. Both Niles Trammell, president and Frank Mullen, vice-president and general manager attended the meetings, also Sidney Strotz, West Coast vice-president of NBC, and John Elwood, San Francisco official.

### WOR Reports Increase In Number Of Clients

(Continued from Page 1) shows an unprecedented rise from five such clients in 1939 to 19 in 1943. Sharp drop is indicated in such items as are affected by the war, including household appliances. Foodstuffs led the list on WOR with 72 such sponsors with drugs and pharmaceuticals second with 37. Toilet goods and cosmetics was third with 25 sponsors. Miscellaneous products under no specific classification number 79.

### Time's Hard to get!

On W-I-T-H in Baltimore anyway! At this writing there are mighty few minutes left out of 24 hours! That gives you an idea how W-I-T-H produces for advertisers! When you hear of an open spot on W-I-T-H grab it!



### 20 YEARS AGO TODAY

(Feb. 14, 1924)

Answering the universal question of what is a wave length, an outstanding scientist has likened it exactly to the undulating circles tracing outward from the spot where a stone hits water. . . The People's Concert program aired over WJZ the other day, was personally staged by Mayor John Hylan of New York.

**WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS**  
PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly.

### FINANCIAL

(Friday, February 11)

NEW YORK STOCK EXCHANGE			
	High	Low	C'ose
Am. Tel. & Tel.	157 3/4	157 1/2	157 3/4
CBS A	27 5/8	27 3/8	27 5/8
CBS B	27 1/4	26 7/8	26 7/8
Crosby Corp.	18	18	18
Farnsworth T. & R.	13	12 3/4	12 3/4
Gen. Electric	35 3/4	35 1/4	35 1/4
Phlca	27 3/4	27 3/4	27 3/4
PCA Common	9 3/8	9 3/8	9 3/8
PCA First Pfd.	72	72	72
Stewart-Warner	17 3/4	17 1/4	17 3/4
Westinghouse	93 7/8	93 1/4	93 1/4
Zenith Radio	34 3/4	34 3/4	34 3/4

NEW YORK CURB EXCHANGE			
	Bid	Asked	
Nat. Union Radio	4 1/4	4 1/4	
OVER THE COUNTER			
WCAO (Baltimore)	21	23	
WJR (Detroit)	31 1/2		

**AGENCY NEWSCAST** ☆

HOUSE has named Wil-  
emington, Inc., Springfield,  
to place the advertising for its  
conditioning equipment.

STATES RUBBER COM-  
stepping up its advertising  
and the slogan "Serving  
science" as a foundation for  
competitive conditions of the  
world. All media, including  
being utilized.

ROBERTS has rejoined  
ago office of J. Walter  
and will serve on the Ford  
board.

GENE TUNNEY will  
address at the luncheon  
of the Advertising Men's  
American Legion, which will be  
held at the Hotel Lexington.

HER, VAN NORDEN &  
Los Angeles, he added to its  
Lucille Gavin, formerly of  
Water Thompson Company.

KAMP has joined the staff  
Benton & Bowles, Inc. as an art  
has been announced by  
Goshorn, president of the  
Kamp comes to B&B from an  
partnership at O. S. Tyson & Co.,  
previously served in the same  
with the Commercial Invest-  
ment Corporation, Morse Inter-  
national, Inc. and Paris & Peart.

**Insight  
into Post-War World**

Radio Bureau, RADIO DAILY  
War-inspired experi-  
radio's different departments  
revolutionary changes which  
guaranteed research data will  
be released, the FCC announced re-  
cently in its annual report of the Com-  
mission and the information cannot  
be released at this time for military

Commission revealed that one  
educational institution in  
employs several hundred  
engineers and physicists whose func-  
tion is to develop and perfect radio  
equipment and ranging, and referred

Government is sponsoring the  
investigation through its  
National Defense Re-  
search Committee.

Commission pointed out that  
detecting department, FCC's  
has protected the radio chan-  
nel from enemy hands by maintain-  
ing constant patrol of the ether,  
in 1960 cases of suspected ille-  
gal transmissions, furnished direc-  
ting service for more than 300  
including military plans and  
other sources of interference to  
civil and military services.

**W. Landis On CBS**

W. Landis of Indiana will  
begin Post-War Planning Begins  
on the "Congress Speaks"  
show over CBS at 10:30 p.m. on  
Feb. 15.

WINTERSMITH CHEMICAL COM-  
PANY, Louisville, Ky., is including  
radio in the media which will adver-  
tise its products in Latin-America.  
The account is controlled by Export  
Advertising Agency.

THE RALPH H. JONES AGENCY  
of Cincinnati has appointed Special  
Attractions, Inc., their national "spe-  
cial" sales representatives in conjunc-  
tion with station WKRC and has  
turned over to Special Attractions,  
Inc. two of the outstanding trans-  
cribed drama serials in the field, by  
arrangement with the B. H. Kroger  
Company. The shows are: "Linda's  
First Love," which has over 1,000  
15-minute episodes, and "Mary Foster,  
Editor's Daughter" with over 1,500  
15-minute episodes. Both of these  
shows are currently running as five-  
time-a-week broadcasts by the  
Kroger Company in 28 different mar-  
kets in the Middle West.

LOUIS E. WADE, INC., Fort Wayne,  
Indiana, has been elected to mem-  
bership in the American Association  
of Advertising Agencies.

NEW LINDA MARVIN "HOUSE-  
KEEPING MADE EASY" transcrip-  
tion series has just been released and  
is being distributed by Charles  
Michelson. Forty-three stations have  
already been lined up. The list will  
be released shortly.

**Staff Changes Announced  
At Benton & Bowles Agency**

Milton L. Kiebler has been named  
manager of the media department of  
Benton & Bowles, Inc., Clarence B.  
Goshorn, president of the agency, an-  
nounced. Kiebler has been a media  
buyer at the agency for the past  
eight years. Coincident with the  
Kiebler promotion it was announced  
that H. H. Dobberteen, agency vice-  
president and director of media, will  
assume new duties in the manage-  
ment of the agency.

**Staff Newcomers**

CBS announced the following new-  
comers to its staff: William Purvis, as  
shortwave transmitter technician at  
the Wayne, New Jersey plant, form-  
erly with the Civil Aeronautics Ad-  
ministration; Gerald Bartlett, to the  
shortwave production staff, formerly  
a senior announcer of WSPR, Spring-  
field, Mass. George Roosen, writer-  
producer for WABC, leaves the net-  
work shortly to enter the Army on  
Feb. 19. Roosen joined WABC in  
June, 1943.

**Fiedler Guesting**

Conductor Arthur Fiedler of the  
Boston Pops orchestra is scheduled  
to make six guest appearances with  
the WOR "Sinfonietta" orchestra on  
the broadcasts to be aired over WOR  
and Mutual, beginning tomorrow,  
11:30-12 midnight. Other appearances  
will be on subsequent Tuesday broad-  
casts.



**Fulton Lewis, Jr.**

**GOES EVERYWHERE  
HUNTING FOR NEWS**

Wherever the four winds blow . . . there you'll  
find Mutual's Ace Reporter digging up the facts  
. . . getting to the bottom of things . . . reporting  
certainties instead of rumors.

No wonder Fulton Lewis, Jr., is America's  
"most listened to" news reporter. No wonder he's  
the man with more satisfied sponsors than any  
other news reporter.

*You can sell him at your one time  
quarter hour rate per week. Call,  
wire or write WM. B. DOLPH,  
WOL, WASHINGTON, D. C.*

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

# LOS ANGELES

By RALPH WILK

**A**N engraved blue and gold plaque was presented to George Burns and Gracie Allen by Tune-In, radio magazine. The award was made by guest star Adolphe Menjou on behalf of Richard Davis, publisher. It goes to Gracie and George because "their comedy team has created two lovable characters who have become a national institution; because their program has brought hearty laughter into the American home; because they have given freely of their time to entertain the men and women in the services."

George L. Moskovich, sales manager for the Columbia Pacific Network, has gone to San Francisco for a week's stay, where a series of business conferences on network business are scheduled.

The "Sportsmen Quartet" of radio and pictures, this week cut two Columbia records. The numbers, "Suddenly It's Spring" and "Irresistible You," featured Ginny Simms.

Spike Jones City Slickers are developing inferiority complexes. The band, heard Thursdays on Bob Burns' aircast, was not allowed to play the cherished grand piano of a Southern California University last week at a war bond rally because the president thought the band was too raucous. What he missed, as two trade paper editorials have indicated, is that Jones' music is one of the finest satirical travesties of badly played classical music.

Walt Lantz has signed Walter Tetley, radio actor, as the permanent voice of "Andy Panda" for his Cartunes series released by Universal. Tetley plays "Leroy" on the "Great Gildersleeve" radio program over NBC-KFI Sunday nights.

Hundreds of "I Love a Mystery" listeners have applauded Carlton Morse's recent adventure thriller, "The Hermit of San Felipe, Atabapo" and many of them have requested the writer-producer to publish the story in well-illustrated book form.

Paul McClure, of Chicago, NBC Central Division sales manager, is spending a week here on network business.



"Mama! Daddy zoomed in—just like Captain Midnight on WFDF Flint!"

# MAIN STREET



## Memos Of An Innocent Bystander. . . !

● ● ● Jay (Mr. District Attorney Jostyn) will produce a special War Bond Rally show, tomorrow nite at the Manhasset Theater. . . . other radiolites who will do their bit in favor of Uncle Sam include Harry McNaughton, Tim Healy, Ed East and Ruth (Mrs. Jostyn) Hill, who will appear opposite Jay in "Hospital in the South Pacific," a dramatic sketch, especially written by Robert Sloom. . . . Mildred Russell, assistant to Charlie Martin, director of the Gertrude Lawrence-Revlon program, may accept the offer to produce-direct for BBC in London. . . . Vaughn Monroe's band, currently theatre-touring, will make the jaunt to Gotham, March 12 to make with the music on the "Fitch Bandwagon" NBCommercial. . . . The phenomenal success of the song "Mairzy Doats," is responsible for Fickle Dame Fortune bestowing a gracious smile in the direction of Bert Kalmar and Harry Puck. . . . about twenty-five years ago, this pair of songwriters, turned out a song titled, "Where Did You Get That Girl?" which became an instantaneous hit. . . . Al Trace, whose recording of Mairzy Doats," is backed by the Kalmar-Puck oldie, convinced Fred Fisher, Inc. publishers of the latter tune, that a "revival" should prove a lucrative venture. . . .



● ● ● NBC's morning variety program, "Mirth and Madness," (9:00-9:30 a.m.) is "big-time" entertainment and deserves an evening spot. . . . the vocalisthenics of Dick Brown and Alice Cornell is definitely a treat to the ears. . . . and if the apartment seems a bit chilly, the "hot jive" of Irving Miller's musical aggregation, could be depended upon to raise the temperature considerably. . . . Bernardine Flynn observes that a wise man will buy his wife such fine china, that she won't trust him to wash the dishes. . . . Phil Baker has enriched the language and future dictionaries may "list" the well-known "Take It Or Leave It" phrase, to wit: "The Sixty-four dollar question" . . . . Even FDR has used the phrase on occasion. . . . Buddy Colvin, formerly vocalist with the Wheeling Steelmakers, is featured vocalist with the All-Navy Dance Band at the University of Louisville, where he has been stationed since joining the U. S. Navy. . . . Peter ("Can You Top This?") Donald, has been signed to make a second series of "Treasury Salute" transcriptions plugging the sale of War Bonds. . . . David Broekman' Orchestra and guest stars will also be heard on the platters. . . .



● ● ● Gertrude Niessen, in Gotham to rehearse a star role in the forthcoming Broadway Production, "Follow the Girls," belongs at the microphone. . . . where she originally started her career. . . . Budd Hulck on the "Hook 'n Ladder Follies," quipped, "I used to be a Boy Scout and got quite a lift out of it. . . . I was rubbing two sticks together to make a fire. . . . strangely enough they turned out to be two sticks—of dynamite. . . . yes "I got Quite a Lift out of it" . . . . yep and it got a rise out of us. . . . hence the item. . . . A booklet, issued to every enlisted man in the U. S. Army Special Service, includes copies of scripts used by Garry Moore and Jimmy Durante on their Friday nite CBSint. . . . Sidney Caesar, Seaman, First Class, whose clowning on the weekly "Coast Guard Show," is definitely something "WNEW under the sun," was formerly clarinetist with Shep Fields and Charlie Spivak bands. . . . Wilbur Evans, romantic lead in "Mexican Hayride," and one of the original "Stars from the Blue," tells about the time a producer, seeking a leading man, who could sing, finally got to Evans, heard his voice and said, "fine, you are just what I want. . . . but I can't believe my good fortune. . . . I KNOW there must be something wrong. . . . are you sure there isn't anything wrong with you?" . . . . Evans replied, "Well, I have an allergy. . . . I'm allergic to horses. . . . they make me sneeze" . . . . the Producer almost collapsed. . . . for he had just signed the Christiani Brothers—an act comprised of 12 trained horses. . . . Peter Van Steeden's daughter, Margery is studying for a career as concert violinist.

— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

**A**NNOUNCER Marvin Muehl is packing up for Hollywood, April. Health of his wife prompted the change.

Laura Skidmore, secretary McCluer, NBC central division manager, has been informed brother, Pvt. James Skidmore military police, was killed in on Jan. 25. Details of his death not revealed.

Business trips this week to McCluer NBC central division manager, to California, and (Sen.) Kaney, station relations manager for central division, to Dallas, Omaha and Dallas.

Merritt Schoenfeld, Blue NBC central division sales manager, a business trip to Texas, Oklahoma and Mexico.

Charles Jackson, scripter Blue Networks "Sweet River" has a best-seller on his hands critical reception accorded his published novel, "The Lost End," is any indication. The deals with the despair and of a dipsomaniac who struggles control his appetite for alcohol.

R. E. Jeffers, public relations for Russel M. Seeds, left for New York on Sunday, 13, visiting also Washington and in connection with the and Williamson overseas plan distribution of cigarettes among vicemem.

## Jackson Beck Is Signed To Pathe Film Contract

Jackson Beck, radio actor, has signed by Pathe to a long-term contract to appear in a series of and newsreels. Beck is heard early as the "Cisco Kid" over tual, narrator for the "Man the Gun" over CBS, and as Emory "A Woman of America" over NBC.

# WDRG

CONNECTICUT'S PIONEER BROADCAST

GET ALL 3 IN HARTFORD!

An important market calls for a good advertising job! Get all 3 on WDRG—(1) coverage, (2) programs, (3) rate! That's the tried and true formula of successful adcasters.



CONNECT IN CONNECTICUT.

PROMOTION

Offer Free ET's

The National Society for the Prevention of Blindness, 1790 Broadway, New York City, is offering free a double-faced recording of two dramatized 15-minute radio programs entitled "The Ultimate Victory Is In Sight" and "A Stitch In Time." One program deals with the protection of eyes from industrial accidents in war plants, and the other program dramatizes the safeguarding of eyes from glaucoma, a disease which frequently causes blindness in middle age. The Society will submit this electrical transcription, produced by the Radio-Recording Division of the National Broadcasting Company, for use by any broadcasting station exclusively in each city.

"Home News"

GAR of Cleveland, tagged the "friendly station," is putting out a monthly paper called "Home News" which goes to its many ex-employees and friends now in the armed forces. It is named, its pages carry stories about the outlet, pertaining to new business, production and administrative; chit-chat about personnel activities at work and at play; interesting bits of doings in and around Cleveland; and retells the news received from service men away at the camps. "Home News" gives—and hopes to receive—the news!

NBC Institutional

"Decade Without Diatribe" is the appropriate title for NBC's new pamphlet describing the birth and growth of its ever pertinently popular program entitled "The Round Table" which originates in Chicago's station WCAQ. In brief, the inside pages tell how the programs are planned, from the research department of Chicago University's radio to the participants scheduled to appear on the program. Men and women who appear on this program are chosen for their competence and ability to discuss the selected subject-matter.

Metrola Financial Report

Earnings of \$4,188,517.89 and a net profit of \$1,191,517.89 were listed in the fiscal yearly report ending Oct. 31, 1943, of the International Machine Corporation (now International Metrola Corporation).

Opening Of CAB's Convention Reflects Wartime Atmosphere

(Continued from Page 1)

the States. Convention which starts today runs through Wednesday, at the Chateau Frontenac.

Although wartime problems will be discussed at length, majority of the business on hand will be of general concern to broadcasters of Canada and many items will be of mutual interest to both Canadian and American radio men. Report and subsequent resolution pertains to the Joint Committee, which seeks to set up a standard method of measuring radio circulation, similar to that used in the United States.

Frequency modulation will also come in for considerable discussion and a talk by Paul Chamberlain, sales manager of General Electric's FM division, is looked forward to, at the Wednesday morning session. Another important speaker from the States is Dr. James Rowland Angell, public service director of NBC, who holds forth tomorrow night at the annual banquet. Many additional speakers will be heard from both Dominion and American radio, the latter including Col. C. J. Palmer of

WHO. Well-known speakers will be heard at each of the three luncheon sessions.

Among the early registrants here from the U. S. are representatives of transcription and recording companies as well as station representatives themselves. These include: Joseph Hershey McGillvra; Joseph Weed, Cornelius Weed, Peter McGurk, of the Weed & Co., New York offices and William Reilly of the Chicago office and Richard F. Connor, director of station relations for Mutual Broadcasting System who is accompanied by Ed Otis, also of MBS station relations.

In addition to American equipment manufacturers here mostly on good-will and possible post-war sales, the Radio Recording Division of NBC (Thesaurus); Standard Radio and AMP are represented. Matt Chappell, director of C. E. Hooper, Ltd., speaks at today's luncheon and Major-General the Honorable L. R. LaFleche, Minister of National War Services, is scheduled to be the principal luncheon speaker.

ACLU Files Protest Conduct Of Hearing

(Continued from Page 1)

ties Union yesterday wired Speaker Samuel Rayburn of the House, and Chairman Clarence Lea of the House committee investigating the FCC. The Union's message declared that "elementary principles of fairness demand that the FCC have a chance to answer charges to prevent prejudicing its work, public standing and appropriations."

Bond Announcements

The following programs complied with NBC's request to devote one minute of their programs to announce bond sale totals compiled by the Treasury Department this week: Colgate-Palmolive-Peet Company's "Million Dollar Band"; Pepsodent's Bob Hope program; the American Tobacco Company's Kay Kyser show; Lever Brothers' Amos 'n' Andy show; R. J. Reynolds' Abbott & Costello program.

The figures are being read over the air by Theodore Gamble, War Finance Division director.

Named Program Director With Don Lee Network

(Continued from Page 1)

ager of the network. Van C. Newkirk, former Don Lee program director, resigned from that position last month.

Fuller, who became associated with the Don Lee network when he was manager of station KGB in San Diego, begins his new duties with the network immediately.

The post of KHJ production manager will remain unfilled for the time being, Brown said. Brown also announced the appointment of Tony LaFrano, producer-announcer at KHJ, to the position of Don Lee War Program Director. LaFrano will have charge of the scheduling, production and coordination of all network war programs.

Chase Gets Appointment To State Advisory Post

Gilbert Chase, supervisor of music for NBC's Inter-American University of the Air, is the newly appointed member to the State Department's Advisory Committee for Music, Dr. James Rowland Angell, NBC Public Service Counsellor, announced recently.

The Advisory Committee makes the recommendations to the Department of State, via the Division of Science, Education and Art channel, regarding the stimulation of musical interchange among the American republics and the coordination of activities in this country pertaining to inter-American music.

Prior to his appointment to NBC in July, 1943, Chase was supervisor of Latin American music at the Congressional Library.

NEW BUSINESS

DKKA, Pittsburgh: Vick Chemical Co. (Cough Drops), through Morse International, two weekly station breaks through March 25, 1944; Johnson & Johnson (Baby Powder), through Young & Rubicam, six weekly station breaks, through March 31, 1944; Hulman & Company (Clabber Girl Baking Powder), through Poll-yea Advertising Agency, four weekly station breaks, to December 22, 1944; North American Accident Ins. Co. (Insurance), through Franklin Bruck, one weekly 15-min. news program, to March 12, 1944; Swift & Co. (All Sweet Margarine), through J. Walter Thompson, three weekly participations in Shopping Circle, to June 23, 1944; Dr. Ellis Sales, (Beauty Aids), through Smith Taylor & Jenkins, one weekly participation in Shopping Circle, to March 23, 1944; Rockwood Co. (Chocolate Bits), through Federal Adv. Agency, three weekly participations in Shopping Circle, to April 21, 1944.

Creamette Co. (Creamettes and Mothers Macaroni), through Rogers and Smith, five weekly participations in Home Forum, to March 10, 1944; Ward Baking Company (Tip Top Bread), through J. Walter Thompson Co., three weekly station breaks, also three weekly participations in Home Forum—January 3 to December 29, 1944, and one-min., five-weekly anns., to December 29, 1944; Benrus Watch Co. (Watches), through J. D. Tarcher Co., six weekly station breaks, to December 18, 1944; Little Crow Milling Co. (Cocowheats), through Rogers and Smith, one weekly 15-min. program, to March 12, 1944; Soy Food Mills (Golden Soy Waffle Mix), through J. Duffy Agency, two weekly participations in Home Forum, to March 23, 1944; Ex Lax Inc., Brooklyn, N. Y., through Joseph Katz Co., N. Y., three weekly one-min. announcements, to March 23, 1944; American Express Co., N. Y. (Travelers Cheques), through the Caples Co., N. Y., one weekly 15-min. transcribed program, to March 22, 1944.

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

ARE YOU

The Man We're Looking For?

Experienced announcer wanted immediately for prosperous regional station. Salary and advancement will keep pace with your ability. Send full particulars first letter to WPIC, Sharon, Pennsylvania.

## Corwin's New Series Starts On CBS Mar. 7

(Continued from Page 1)  
according to CBS in putting on the shows, neither being restricted to material or technique. Series will contain diverse and new types of programs, including documentary dramas, fantasies and radio cantatas, musical comedies, satires, monologs, original plays and any type of show the spirit moves Corwin.

List of guest stars to be used include: Charles Laughton, Robert Young, Orson Welles, Minerva Pious, Everett Sloane. The first four programs already set are: March 7, "Movie Primer," by Corwin, and is a companion piece to his "Radio Primer," and a satire on the motion picture industry; March 14, "The Long Name None Could Spell," also by Corwin, a dramatic poem paying tribute to Czechoslovakia courage; March 21, "The Lonesome Train," by Earl Robinson, a radio cantata of the Abe Lincoln funeral train; March 28, "Savage Encounter," by Corwin, a radio drama dealing with South Pacific fliers and dedicated to Eric Sevareid who also had to bail out over Burma.

Other program to follow will include a trilogy separately synthesizing the works of Walt Whitman, Carl Sandburg and Thomas Wolfe. Various other features also on tap.

Corwin has been in Hollywood the past year, working part of the time at M-G-M studios as script consultant as well as recuperating from ill health.

On March 6, a new collection of his radio dramas will be published by Henry Holt & Co. titled, "More by Corwin."

## WOV Station Sale Re-Submitted To FCC

(Continued from Page 1)  
sale price is \$300,000, for transfer of 100 shares of Class A stock and 800 shares of Class B stock. Bullova is owner of WNEW, New York, and the sale was apparently arranged as a result of the recent FCC ban on dual ownership.

## Dunninger's P.A. Tour Extended To 36 Dates

Dunninger, mental wizard, is touring the continent from Texas to Canada, with his 17 bookings scheduled for the period Jan. 20 to March 1, increased to 36. To date, he has appeared in the following cities: Memphis, Tenn.; Toronto, Can.; Austin, Texas; New Orleans where 1,000 persons had to be turned away; Dayton, Ohio; Houston and San Antonio, Texas. He is scheduled to appear in Birmingham, Ala.; Atlanta, Ga.; return engagement at Memphis.

His weekly program is aired over the Blue Network on Wed., 8:00 p.m., EWT, and during the 15 ensuing minutes he does his act. His appearances off the mike are one hour engagements.

## WHO'S WHO IN RADIO

### JOHN M. OUTLER

NEWSPAPER advertising was the likely avenue that led John M. Outler into radio and to his present new post as manager of WSB, the Atlanta "Journal" outlet. Commercial manager of WSB for the past 13 years, Outler began his broadcasting career by organizing that key department.

A native of Georgia, John Outler was brought up and educated in his home state. After winning his sheepskin from Emory College in 1914, he became an advertising staffer on the Augusta (Ga.) "Herald." Two years later a better job offered, and he switched to the ad department of the Atlanta "Journal."

America's entry into World War I interrupted Outler's advertising record. For two years he served overseas with the Army as a first lieutenant. After the war was over, he returned to "The Journal," where he stayed until his transfer to WSB in 1931.

Industry recognition for John Outler was recently marked by his selection as regional radio consultant for the OWI. A member of the Sales Executive Committee of the NAB, he served as chairman of that group from 1942 to 1943. He is also fifth-district chairman of the NAB Sales Managers' Promotion Committee.



Atlanta "Journal" Alumnus

## Canadian Radio Set Sales Decline During Past Year Treasury Asks Industry For Final Bond-Sale Push

Montreal—A decline of 28.4 per cent in the sales value of radios, musical instruments and supplies by department stores in Canada in 1943 is reported by the Dominion Bureau of Statistics, which gives the total as \$3,248,842 compared with \$4,534,463 in 1942. The decline was on a still heavier scale in December last, despite Christmas shopping demands, sales being down to \$332,786 compared with \$609,762 in December, 1942 a drop of 45.4 per cent. Shortage of radio receivers and parts are given as reasons for the sales decline.

### Will Christen Ship

Mrs. Cleo Musick, member of NBC's Guest Relations Department in New York, will christen the Liberty ship at the Kaiser shipyards, Richmond, Calif., named in honor of her late husband, Capt. Edwin C. Musick, pioneer aviator and pilot of the "China Clipper" on its maiden flight. Capt. Musick was killed Jan. 11, 1938 in an airplane accident at Pago-Pago, Samoa, while inspecting new routes for Pan-American Airways.

### Quartet To Be Heard

The "First Piano Quartet," key-board artists aired on NBC Saturdays at 3:00 p.m., EWT, will concertize at the 4,000-seat Mosque Theater in Newark, N. J., Sunday afternoon, Feb. 20, under the auspices of the Griffith Music Foundation. All music of the quartet is arranged by its four members, Adam Garner, Vee Padwa, Frank Mittler and Edward Edson.

### Margo Gets Role

Margo will star in the four-week serialization of "Suspicion" when it bows in over Star Playhouse starting Feb. 21 to March 13. Star Playhouse is aired over the NBC network Mondays through Fridays at 10:45 a.m., EWT.

(Continued from Page 1)

than pleased with the cooperation of the industry throughout this drive, with both nets and individual stations making up in large part through their constant bond selling for the falling off of support by press and advertising. The newsprint shortage is reported to have meant that Treasury has had to ask a good deal more of radio than ever before. With the drive entering its last days, one final call is entered. Don't let an hour go by—or a half hour—without a bond message—that is the substance of the Treasury plea. Although the overall sales totals are high, there is no assurance that the E Bond goal will be met. And it is E Bonds radio has done most to sell, and is asked to push today and tomorrow.

These, said Lane, are the bonds which are most important in combating inflation and in providing American citizens with a backlog of savings for the post-war period.

No figures on total time or sales accounted for by the industry are yet available. The industry has been too busy selling to stop and figure out how much time, or how many bonds it has accounted for, Treasury officials said. "And now we ask two all-out days to cap the magnificent effort the industry has put on."

### Pinch Hitting For Block

Maurice Hart is pinch hitting for Martin Block on WNEW's "Make-Believe Ballroom" program while the latter is vacationing at Lake Placid. Block left this week for the upstate winter resort after celebrating his ninth year on the station. Before leaving for his annual rest, Block announced the results of his 16th semi-annual "Make-Believe Ballroom" Orchestra Popularity Poll. Glenn Miller and his orchestra captured first place in the contest. Block returns to the microphone Monday, February 21.

## Jeff Ok'd By Senate For FCC Until 1945

(Continued from Page 1)  
for 10 years. Prior to that he was radio officer in the Navy. He is affiliated with no political party, and the Commission thus contains two Republicans—Wakefield and Case, two Democrats—Fly, Durr, Craven, Walker, and one independent.

## Group Discusses Tele At ATS Round-Table

(Continued from Page 1)  
Menser, NBC vice-president in charge of programs, told a round-table session of the American Television Society Thursday night in the Capital Hotel, New York.

People will look to television, Menser indicated, if their interest can be held with attention-getting mechanisms involving a two-fold application of the eye and ear. "And once you get them," he said to the audience tele enthusiasts, "it's your business to change the mental image—you'll hold their interest." Fundamentals of timing a comedy gag or dramatic movement, he stated, would hold an audience. "I think you're going to have in television," he asserted, "exactly what you've had in the theater." In radio, he added significant, he liked scripters to write good dramatic scenes and forget whether they were before the mike.

Public satisfaction was the one reason to produce a television show, Menser later indicated. "We're not to put on programs," he said, "and they're going to run through the day and night. I think there is going to be a tremendous lot of television coming," he predicted in closing.

Other speakers who took part in the discussion, which centered around questions submitted in advance, were: Sam commercial manager of the DuMont tele outlet, W2XWV, New York; John G. T. Gilmour, formerly manager of General Electric's WRG Schenectady; Thomas Hutchinson, former NBC producer and now tele director of Ruthrauff & Ryan; Ray Nelson, former head of tele program for WOR, New York, and presently radio director of the Charles M. Storm ad agency; Paul Knight, program manager of Philco's WPTZ, Philadelphia, and Will Baltin, program producer at W2XWV, Norman, D. Waters acted as moderator.

## Net Gives Previews For New Show Series

As a preview to the introduction of a new commercial net show, Mutual yesterday staged one of two programs designed to attract radio interest to "Wide Horizons" which debuts on the net on Sunday, Feb. 27, under sponsorship of Boots Aircraft Nut Corporation. Yesterday's show featured Casey Jones, famous pilot, talking on "Aviation in War and Peace" with Eddie Dowling, who will co-star with him in the new show.

# NETWORKS

Important?

***YES***

Coming?

***YES***

Soon?

***YES***

FULLY COVERED IN A  
COMPLETE SECTION IN THE

1944

**RADIO ANNUAL**



**OUT SOON**

★ ★ ★ COAST-TO-COAST ★ ★ ★

- CALIFORNIA -

A NEW variety show is aired over KFRC called "Vaudeville Hotel" and features Henry Grant, former Hollywood nightclub entertainer, as emcee. Pat Kelly is now producing the weekly "San Quentin on the Air" show over KFRC, which is miked from the big house.

- CONNECTICUT -

HARTFORD - WDRG's Jack Stevens, newscaster, scooped the Hartford stations last week when he discovered Mrs. Addie Adderman, maid in the late Lou Gehrig household for 16 years, working in a Hartford department store as an elevator operator. She was at Lou's bedside when he passed away. Five-minute interviews with returning war veterans may find a permanent spot on WDRG, following a conference between Program Manager Walter Haase and War Bond committee. The program was introduced a short time ago to stimulate War Bond sales in the Fourth War Loan Drive and did!

- MASSACHUSETTS -

BOSTON - Lt. Jim Britt, former Yankee Network sports director, just returned from Tarawa in the Central Pacific battle area where he participated in bombing operations on Marshall Islands. After a few rehearsals, Britt, co-starred with Jean Merrill, soprano, in Strauss's "Rosalinda" over WNAC last Sunday. He returns shortly to the fighting front. WORL's pay-off: Frederic S. Bailey, account executive, is rich in "pork" without the use of his ration book. He raised a pig that now weighs nearly 200 lbs., but hasn't the heart to kill it!

- MISSOURI -

ST. LOUIS - For a lift KWK is doing out vitapills daily to all employes for a three-month trial period. Ed Hennessy, formerly of WRBL, has joined the staff of KWK as an announcer. While Roy Dady, newscaster for KWK, was recovering from a recent siege of pneumonia, special telephone wires were installed in his home so that he might present his three daily broadcasts from his own home.

- PENNSYLVANIA -

PHILADELPHIA - WPEN hits: "Spotlight on Sinatra" is a new tri-weekly program of 15-minute milkings of the best recorded works of "the voice." The 13-week contract is sponsored by Exclusive Bridal Shop. Agency is Frank Wellman. A blessed event occurred at the home of the Doug Arthurs. Doug is program director for WIBG. Fifty-one people make up the cast for the "Melody Magic" half-hour weekly shows sponsored by Duquesne Brewing Company - the largest number of people on a single Pittsburgh airing.

- NEW YORK -

NEW YORK - Ann Thomas, NBC actress playing Casey in "Abie's Irish Rose" is turning her hobby to patriotic use. She's putting 40 dolls from her collection of more than 350 on display in the Fifth Annual Doll Show at Hearn's Dept. Store, Feb. 17. The exhibit is free, but voting is based on purchase of War Bonds and Stamps. WHN: Calvary Baptist Church is utilizing radio for the expansion of its ministry and will strive to improve the musical part of aired services by instituting musical programs of interest and importance to the public. WLIB, Brooklyn: Elias Godofsky, manager, announced that the station has contracted for the special AP radio news reports through the facilities of PA, Incorporated.

- NEW HAMPSHIRE -

KEENE - When students at Keene Teachers College were set to hear Jay Allen, foreign correspondent, speak last week, health authorities quarantined the whole campus - but not for long. Six hours before the scheduled lecture, WKNE engineers and telephone company men installed wires and equipment in the auditorium. P. S.: Everybody heard Allen. Dorathe A. Hassler is in charge of promotion and continuity at WKNE. She was formerly with WWNY, Watertown, N. Y.

- TENNESSEE -

MEMPHIS - New business: Pitluck Agency of San Antonio, Texas, has placed a five-a-week 15-minute airing with WHBQ to 52 weeks for Starkist Company. Dean Simmons Agency, Los Angeles, has a daily schedule for Movie Wave Hairset. When WHBQ goes Mutual March 6, the Fulton Lewis news show, sponsored by the Tennessee Brewing Co., will move from WMPS to WHBQ. For the fourth consecutive year North Dakota has placed a spot schedule on WHBQ to plug its state seeding department in the Mid-South area below the Mason-Dixon line.

- FLORIDA -

FORT LAUDERDALE - Several thousand dollars worth of diamonds were lost recently on the beach here. The loser immediately miked a spot ann. on WFTL of the loss on Lee Mason's "Circle of Friends" program 6:30-8:30 a.m. The finder returned the jewels five minutes after the announcement, saying, "Mason's is the only program I listen to."

- NEW YORK -

BINGHAMTON - Attention, Networks! The Children's Theater Council of this city recently initiated a series of radio programs over WNBW to inspire speech improvement, through oral readings and creative compositions. Boys and girls, assisted by a professional story teller, participate in the broadcast of these dramas. Scripts are original. However, one of the chief purposes of this program is to make the students critical listeners.

- ILLINOIS -

CHICAGO - Rudolph Friml's liltng operetta, "The Firefly," story of a beautiful street singer of New York's West Side, was presented on the "Chicago Theater of the Air" over the Mutual network, Saturday, February 5, from 9-10 p.m. EWT. Marion Claire starred in the role of Nina, with Attilio Bagglore, Bruce Foote and Ruth Slater in supporting roles. The WGN Symphony Orchestra was under the direction of Henry Weber, with the chorus led by Robert Trendle. Col. Robert R. McCormick, Editor and Publisher of the Chicago Tribune, delivered an address.

- OHIO -

DAYTON - WHIO talent: Richard Higham, poet and philosopher; Fred Campbell, vocalist and announcer, and Billy Campbell, violinist are making personal appearances - each projecting his pet hobbies.

- MONTANA -

MISSOULA - Overheard at KCVO: A. J. Mosby, general manager, and James A. Barber, assistant manager of the station, have been named to the post-war planning committee of the Missoula Chamber of Commerce. Tom Garlington is new on the announcing staff. He replaces Herbert Pijan who resigned to accept a position on the Montana State Univ. faculty. Bob Martin, news editor, has been appointed to the publicity committee of the Missoula County American Red Cross Membership campaign.

- INDIANA -

VINCENNES - Data on WAOV: Regional, semi-final, and final basketball play-offs will be broadcast for three successive week-ends beginning March 4. Coca-Cola Bottling Co. of Washington, Indiana is the sponsor. Vic Lund, station manager, will handle the game gab. Announcer Bob Young is referred to as the local Sinatra. His baritone is aired over the station twice weekly. Old and new songs are aired on the 15-minute program.

- VIRGINIA -

PORTSMOUTH - WSAP highlights: Sustains a new series of dramatic shows called "Radio Playhouse." To date, staff has adopted and produced Edgar Allan Poe's stories, Fall of the House of Usher, Black Cat, and Morello. Jane Eyre is now being scripted. Playhouse is directed by Bland Derby. Bob Story and Bill Humbert are new on the announcing staff. Bob Frazier is new on Fairmont's WMMN announcing staff. Jim McKinney has resigned his position on the announcing staff of WLVA, Lynchburg, to be mike man for WRVA, Richmond.

- TEXAS -

SAN ANTONIO - Pedro Infante, Mexican actor and singer, and his known "Trio Jamtizo" appeared on Pearl Troubador program for several weeks over KMAC, while appearing at local theater. Programs were entirely in Spanish. Johnny Rasco is the latest addition to the announcer staff. KMAC - new to radio. "The Newspaper of the Air" is the title of a series of daily 15-minute programs heard over KABC. World news, rental job ads, used goods ads and news the sponsor's offerings make up program.

- NEW YORK -

NEW YORK - "Your Request Program," one of the most popular features of WQXR's daytime schedule has earned for itself a night-time spot which started last week from 10:30 to 10:50 p.m. The late hour program will enable listeners in distant areas whose sets cannot receive WQXR during the day, to enjoy the classical and semi-classical selections which they have requested. "Your Request Program" will continue its week-day schedule, Mondays through Thursday from 2:30 to 3:55 p.m., Fridays and Saturdays from 3 to 3:55 p.m. Each Thursday afternoon, "Your Request Program" is devoted to the boys of St. Albans Navy Hospital.

Canadian House to Discuss Phases Of CBC Operation

Montreal - A full discussion of broadcasting in Canada is promised when a motion is made in the Canadian House of Commons committee. Heretofore, the committee's report has sometimes not been discussed owing to the session being in its dying days. This year there will be a discussion before the committee is created and, presumably, after its report is made.

This is expected to include the refusal of network time to John Bracken, Progressive - Conservative leader, the whole subject of political broadcasting the merits of public and private ownership, the extending of the CBC entry into the commercial field and the proposal that over both systems of ownership, there shall be a regulative commission, it would not be in the broadcasting business itself but would deal with wave lengths, station licenses and the technical phases of broadcasting. The government is looking for a qualified man to be a full time salaried chairman of the board of governors, as distinct from the general manager.

Dr. J. J. McCann, M.P. for South Renfrew, will again be chairman of the House committee.

Gunnison REC Speaker

Royal Arch Gunnison, commentator on Mutual who recently returned from a Japanese prison camp, will address the Radio Executives Club at its luncheon Thursday, Feb. 17.

HAPPY BIRTHDAY TO YOU
February 14
Peggy Allenby Jack Benny
Jessica Dragonette Art Harnes
Talbot Johns Carlton Moss
Bill Pearson Rose Bialick



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 26, No. 32

NEW YORK, N. Y., TUESDAY, FEBRUARY 15, 1944

TEN CENTS

## FCC Probe Will Continue

### B President Warns Centralized Power

Quebec—Opening here yesterday morning, the three-day annual convention of the Canadian Association of Broadcasters, got down to business promptly, the 200 delegates listening with interest to the speech delivered by President Glen Banerman of Toronto, who criticized the Canadian Broadcasting Corp. and argued against centralization of radio and administration.

Banerman said he personally favored creation of a three-man board of radio broadcasting commissioners

(Continued on Page 6)

### Shields Band, Singer Upton Close NBC Show

Shields orchestra and Curt Upton, singer, originating in Chicago, have been added to the Upton Sunday show on NBC. Program, sponsored by Shaeffer Pen Co., has been extended from 15 minutes to an hour, with Upton Close giving musical news commentary and Upton acting as a guest commentator. Upton is heard from 3 to 3:30 p.m.

### Campbell Named Assistant L. Menser, NBC Exec

John P. Campbell, former New York agency executive, has been appointed administrative assistant to C. L. Menser, NBC vice-president in charge of programs. Campbell was formerly associated with Maxon, Inc., account executive, and J. Walcott Thompson Co., as radio producer.

### Some Breakfast!

The happy custom established by Mary Lee Taylor of trying out new recipes which she broadcasts on CBS each Saturday, is doing a favor to her program staff. The producer, director and engineer sit down after each program to eat things as fried chicken, variety of desserts, coffee, cookies, stews, dumplings, hot rolls and butters and other "morning snacks."

### Topical Tele

Guns, mines, booby-traps, the bazooka and many weapons of war will be tele-demonstrated by personnel of the Ordnance Department of the U. S. Army, Wed., Feb. 16, at 8:15 p.m., EWT, over W2XWV, Dumont Television Station. Program is designed as a tribute to American women and their contribution to the fat conservation campaign.

### Stations In Syracuse Cooperate On Survey

Syracuse—For the first time all four stations here have become survey-conscious and it is reliably reported that a one-time study will be made by Crossley, Inc. which will survey the non-telephone residences in the metropolitan and 40-mile suburban area of Syracuse. It is expected that a possible 40,000 homes will be contacted by a corps of 25 women-workers in the field. Outlets are WOLF, Mutual; WFBL, CBS; WSYR, NBC, and WAGE, Blue.

Situation here appears that here—  
(Continued on Page 2)

### Shostakovich's "Eighth" To Be Premiered on CBS

American premiere of Dimitri Shostakovich's Eighth Symphony has been set for Sunday, April 2, 3 to 4:30 p.m., under sponsorship of U. S. Rubber Company, over the nation-wide  
(Continued on Page 2)

## Cowan Named Acting Chief Of The OWI's N. Y. Bureau

### Conn. Governor Visits WTIC For Bond Drive Talks

Hartford—Gov. Raymond E. Baldwin of Connecticut moved into the offices of WTIC bag and baggage yesterday in a last minute effort to put the state over the top in its \$60,000,000 "E" Bond quota. Gov. Baldwin made several appeals over WTIC and par-

(Continued on Page 7)

### Lea To Hold Hearings In Public Despite Protest Re WMCA-Sale Testimony; See Garey Retained As Counsel

### Hope Show Heads East For March Broadcasts

Bop Hope and company will board a transport plane following their broadcast at Long Beach, Calif., on Feb. 22, and will begin an eastern personal appearance tour at Brookley Field, Mobile, Ala., on Tuesday, Feb. 29.

Eastern itinerary includes: Annual White House correspondents dinner for the President of the United States,  
(Continued on Page 2)

### 'Green Hornet' On Blue Net Offered To Local Buyers

Plan to make "The Green Hornet" available to sponsors on affiliated stations of the Blue Network on a local co-operative basis effective Feb. 19, was announced yesterday. Show is heard Saturday from 10:30 to 11 p.m., EWT, originating at WXYZ, Detroit.

### British Empire Is Subject Of CBS-CBC Exchange

Montreal—The British Commonwealth of Nations, will be studied in classrooms throughout the Americas this week. As a Canadian contribu-

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—Riding over protests from the Blue Network and Edward J. Noble, the Lea committee this morning will resume its public sessions on the WMCA sale, Chairman Clarence F. Lea said yesterday. "So far as I know now, we'll just go ahead with the subject. No change is planned—at this time, anyhow," said Lea.

The decision to continue with the WMCA story is Lea's and he admitted yesterday that there has been no membership meeting on the mat-

(Continued on Page 6)

### Red Cross Planning Opening Day Shows

All of New York's network and independent stations will devote morning, afternoon and evening commercials of Feb. 29, to the opening of the Red Cross War Fund Drive beginning March 1, to the 31st, it was announced yesterday. Spot announcements will also urge persons to volun-

(Continued on Page 2)

### West Coast CBS Officials Meet With Writer Guild

Los Angeles—Negotiations between KNX-CBS and the Radio Writers Guild on behalf of the CBS staff writers have been under way since

(Continued on Page 7)

### Treasured

The Illinois State Historical Library in Springfield, Illinois, has requested copies of the scripts of the Mutual series "Abe Lincoln's Story." The scripts according to Bernice M. Eberhardt, assistant librarian, will be preserved for posterity in the library's Lincoln archives, which houses the outstanding collection of Lincolniana in the country.

(Continued on Page 2)



Vol. 26, No. 32 Tues., Feb. 15, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseur, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL (Monday, February 14)

Table with columns: High, Low, Close, Net Chg. Rows include NEW YORK STOCK EXCHANGE and OVER THE COUNTER.

Barrymore's Coast Show Los Angeles—When Lionel Barrymore's "Mayor of the Town" program starts broadcasting under the sponsorship of Noxzema Chemical Company, March 11, it will be heard on Pacific Coast network stations KARM, KFPY, KGDM, KIRO, KOIN, KROY, KQW and KNX (CBS).

20 YEARS AGO TODAY

(Feb. 15, 1924) Announcement of the first definite figures obtainable in the radio industry reveals that 60,000 homes have radio receivers and sales to date total 100,000. A recent address by the financier, Oto Kahn, before the Drama League was aired over WJZ, New York.

RADIO SALESMAN wanted for Bridgeport, Conn. Excellent station. Starting salary \$60 a week. Apply Box 802 for personal interview. RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

Red Cross Planning Opening Day Shows

(Continued from Page 1) teer as canvassers for the \$200,000,000 national goal.

The New York RC branch is waxing one-minute talks of celebrities which will be released for airings on and after March 1st.

The following are contributing their talents: Helen Hayes, Carmen Cavallaro, George Gibbs, Richard Himber, Ray Heatherton, Canada Lee, Vincent Lee, Vincent Lopez, Charles Spivak, Lani McIntyre, Bea Wain, Charlie Barnet, Milton Berle, Jean Hersholt, Gertrude Lawrence, Raymond Massey, Xaxier Cugat, Billie Burke, Frank Hogan, Katherine Cornell, Branch Rickey, Fred Waring and Guy Lombardo.

British Empire Is Subject Of CBS-CBC Exchange

(Continued from Page 1) tion to the CBS school of the air series, the broadcast will originate in the Toronto studios of the CBC, and will be heard over the Midwest network, Wednesday, February 23, at 10:00 a.m., EDT. The broadcast is one of the dramatized studies of "New Horizons," in which global geography and history are examined from an air age point of view. The aim of this week's program is to portray the sea power and enterprise which enabled Britain to establish the present-day system of colonies, protectorates, and independent dominions.

Hope Show Heads East For March Broadcasts

(Continued from Page 1) March 4; Special show for Cleveland Canteen on March 25. In addition there will be the broadcast schedule of March 7, U. S. Army Air Forces, Miami, Fla.; March 14, WAVES, U. S. Naval base, Jacksonville, Fla.; March 21, U. S. Army Air Forces, Macon, Ga.; March 28, Ski Troopers, Camp Hale, Colorado Springs, Colo. Artists making the Eastern trip with Hope will be Frances Langford, Vera Vague, Jerry Colonna, Wendell Niles and Stan Kenton's orchestra.

Shostakovich's "Eighth" To Be Premiered on CBS

(Continued from Page 1) CBS network. Dr. Artur Rodzinski will conduct the New York Philharmonic Symphony in the premiere of the Russian composer's opus. World premiere of the Eighth Symphonic occurred in Moscow, Nov. 4, at a concert of the State Symphony orchestra conducted by Eugeni Mravinski.

Relected NAB Director

Los Angeles—William B. Ryan general manager of radio stations KFI-KECA, was elected director of the 16th District of the National Association of Broadcasters at the regional meeting in Los Angeles. Ryan succeeds Cal Smith, manager of station KFAC.

Stations In Syracuse Cooperate On Survey

(Continued from Page 1) tofore only WAGE has taken advantage of survey facilities and C. E. Hooper, Inc. had delivered a job for WAGE a year ago and was preparing a duplicate study for this year. Three other outlets this year decided to combine and have Crossley do the one-time job, but WAGE went along with the other stations unexpectedly, in order to make the survey a four-network affair. Crossley is also reported as doing a similar job in Philadelphia and New York City.

Understood that as of May 1, a continuing measurement of radio listening audience will be started by Hooper for the four Syracuse stations which will be information not previously published by these outlets.

Lou Cowan Acting Chief Of OWI Office In N. Y.

(Continued from Page 1) includes the beaming of programs to Germany and enslaved European nations. Cowan, incidentally, retains the old title in addition to his new duties.

Larry Blockman has been named acting head of the radio program bureau under Cowan. Al Hollender, formerly of WJJD-WIND, Chicago, will continue to serve as an executive assistant to Cowan.

Prior to coming to New York to assume his first post with OWI, Cowan was active head of his own public relations agency as well as being the moving spirit during the development of the "Quiz Kids" show. He is a graduate of the University of Chicago, married, and has three children.

Dorothy Godwin To FDA As Radio Staff Member

Washington Bureau, RADIO DAILY Washington—Dorothy Godwin, who as Carol Gay was featured on women's shows for six years over KMOX and KWK, St. Louis, has joined the radio staff of the Food Distribution Administration. She has been in Washington for some months now, having done women's shows over WTOP while here. Miss Godwin will be writing the weekly feed roundup sent women's program editors for over 500 stations by the FDA.

Cpl. Hoe McMichael

Hollywood—Funeral services will be held today at Wee Kirk O'Heather, Forest Lawn, for Cpl. Hoe McMichael, 28, a former member of the "Merry Maas," who died at Santa Ana, Cal. He is survived by his wife, Inez James, a song writer, his parents and three brothers.

O'Brine Joins RCA Staff

Jack O'Brine, newspaper and magazine writer, has joined the staff of the department of information of RCA. O'Brine was formerly an associate editor of Popular Science monthly. In 1933, he was news representative of NBC in Havana, Cuba.

COMING and GOING

TOM SLATER, Mutual's director of sports features and sports, spending two days in Washington, where he is attending the meeting of the National Commission for the Conservation of Manpower in War Industries, division of the U. S. Department of Labor.

JACK RIMES, advertising manager of Wheeling Steel Corp., accompanied by RIMES, is visiting in New York this week. Also in town is LOIS NOLTE, mistress ceremonies on the "Wheeling Steelmaker" program heard over the Blue Network. She guested last night on the "Blind Date" show.

TED HUSING and JIMMY DOLAN, CBS sports reporters, are back from a week-end in Boston, where on Saturday they aired track meet of the Boston Athletic Assn.

JAMES V. MCCONNELL, manager of Spot Sales, off today on a business trip to Cleveland, Chicago, Fort Wayne, Pittsburgh and Philadelphia, where he will contact Westinghouse and NBC owned-and-operated stations.

JAMES A. HAGAN, commercial manager of WWNC, Asheville, N. C., and LEE CHADWICK, program director of the station, are here for conferences with the New York representatives of the outlet.

THOMAS D. CONNOLLY, director of program promotion for the Columbia Network, leaves tonight for a short trip to Cleveland.

WILLIAM ZALKEN, director of press information for KMOX, CBS-owned outlet in St. Louis, is in New York this week.

BILL IRVIN, radio editor of the Chicago "Times" and correspondent in the Windy City for RADIO DAILY, is expected in New York today on a vacation trip.

WILTON E. COBB, secretary-treasurer and general manager of WMAZ, Macon, and FRANK CROWTHER, sales manager of the station, return from Georgia for a few days here on state business.

"PETE" JAEGER, network sales manager of the Blue, has left town for a week or so for Chicago.

RAYMOND JEFFERS, public relations director for the Russel M. Seeds advertising agency of Chicago, spending a few days in New York. He is accompanied by MRS. JEFFERS.

Time Out! Yes... practically out of time for sale. There are some 190 reasons for it too. 190 advertisers who are getting results 24 hours a day—day after day. When you hear that there's time available on W-I-T-H... take it quick!

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



# “Burke, you made the rates too low”

When we set the low midnight-to-dawn rates on WBAL, we had in mind the thousands of night-shift workers in the throbbing Baltimore industrial area.

But when the results began to roll in—not merely fan mail, but actual cash orders for products advertised—we found that we had *underestimated* our audience by a wide margin. We discovered that WBAL had all-night listeners all over the Eastern seaboard as far west as Ohio!

Here's the reason: There are a surprising number of folks who listen to the radio all through the night—scattered all over the country. WBAL is one of the few stations that can

be heard clearly in these “wee hours”—it is the **ONLY** 50,000 watt station on the Atlantic Seaboard outside of New York on the air all night, every night. Our powerfully programmed “ALL NIGHT STAR PARADE” is reaching listeners all over the east.

75 million people live in the 22 states from which we have already received responses. Of course, they don't all listen to all-night radio, but you need only a very small percentage of that tremendous number to cash in on a whale of a “bonus” at our too-low midnight-to-dawn rates. Call in the Petry rep for details.

## ALL NIGHT



PRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

LOS ANGELES

By RALPH WILK

OUR Passing Show: Paul Snell, Milt Samuel, Noel Corbett, Barney McDevitt, J. Kiern Brennan, Mary Landa, Matt Barr and Harry Crocker, at luncheon honoring Morton Downey.

Our selection of the week of the most photogenic non-professional—Marjorie Gilbert of the Hillman, Shane, Breyer agency.

Phil Kramer, radio comedian, has been signed by Producer Walt Lantz to do incidental voices in the cartoon comedy, "The Painter And The Pointer."

Jack Carson spent a few days at Palm Springs, recuperating from a recent flu attack which almost developed into pneumonia.

Frank Bull and Pat Bishop handled the narration for the first six of 30 naval instruction shorts to be made for the U. S. Navy. The shorts, filmed in Technicolor and recorded at the RCA studios, are being made exclusively for navy trainees.

A few weeks ago, Judy Canova, star of "Judy Canova Show" over CBS, sang "Shortenin' Bread." Fan mail poured in, Columbia Pictures wants to use it in a forthcoming release, and record companies are dickering for a re-issue of this old number. It had a fine national "run" some years back when Nelson Eddy featured it in a picture.

Red Skelton is taking Junior and his air crew to Dallas, Texas, to stage a war-bond drive and broadcast his regular Tuesday program from the Grand Prairie Naval Base today over the NBC. The broadcast will originate at the base's gymnasium nine miles out of Dallas. Half of the audience of 9,000 will be made up of navy personnel with the remaining seats going to civilian bond buyers.

Remarking about a new army commander just appointed by Hitler, comedienne Joan Davis, star of the Sealtest Village Store Program with Jack Haley (Thursdays-NBC), ad-libbed: "He's a veteran campaigner—he's been in three major retreats!"

Constance Moore, soloist and feminine lead of the "America—Ceiling Unlimited" show, payed special tribute to the lady Marines on their First Anniversary when she sang Meredith Willson's "Yankee Doodle Girl" on the February 13 broadcast.

Songwriter Jimmy McHugh was interviewed by Andy Russell on all-McHugh program directed by Al Sacks, musical director for Blue Network on the West Coast.

Blue Execs. In Frisco

San Francisco—Discussion of current wartime radio shows on KGO, and plans for programming for post-war radio in this area, were discussed with KGO manager Don Searle by Mark Woods, president of the Blue Network, in a two-day confab here. Woods, who was accompanied here from Hollywood by Don E. Gilman, vice-president in charge of the western division, left for New York after the meeting.

MAIN STREET

WITH Ol' Scoops Daily

Radio Vitamins for Tuesday !!

● ● ● By way of reporting progress.....the other day this column mentioned something about some recordings for a squadron of the Air Transport Command carrying supplies to China from the India-Burma border.....no sooner had the R. D. been up from the press than we had a phone call from Gladys Dubois, of Young & Rubicam, who offered a very sizeable quantity of records.....next day Ben Kaplan, radio editor of the Providence "Journal" offered to fill the order, popular, classical or both.....then Dick Gilbert of WHN made a generous proposal, followed by one of Jimmy Rich of WNEW.....now that the disks are available.....it is up to us to get some of them going.....which is not so easy.....five-pound package has been sent as per limit of the Post Office.....and with the grace of God and good handling they may possible arrive unbroken.....however, before accepting the kind offers as above on behalf of the boys who urgently request the recordings.....we will have to complete a deal (ssh) for a priority which will okay more than willing airmen to stow away a good-sized package and start it on a pretty long trip.....again we thank those mentioned above for their ready help and of course the boys that will eventually get them will never forget them. Meanwhile, hold the fort.



● ● ● Although there is probably no station in the country which hasn't done itself and the industry proud in the Fourth War Loan Drive.....not to mention the campaigns in the past.....we are prone to overlook some of the comparative yeoman work done by some of the smaller outlets.....naturally we take it for granted when a big watter comes through with millions of dollars in pledges and sales.....but how about the 250-watter or so.....there too we assume the huge figures piled up is something that just happened.....take the case of a station like WERC, Erie, Penn. ....a second look at various totals compiled by networks and other sources.....reveals that WERC for instance, a 250-watter, ran up \$3,129,750 in Bond sales during Kate Smith's one-day drive.....stopping to note what many larger stations did, brings out the WERC feat all the stronger.....which again brings home the fact also, that the little watter is just as important a cog in the American Radio picture as the top powered key stations....."Truth or Consequences," in case you haven't heard sold \$7,374,990 in "E" Bonds during its five-week junket.....a special and tough assignment, because it is the type of Bond Uncle Sam wants to sell most.....somebody asks us did we know that George Reedy, Blue web's Washington correspondent, was one of Chicago's amateur billiard champs.....well, not until now.....Bob Phillips, one of the scripters on Duffy's show and RCA's "What's New?".....is readying a half-hour comedy starring Leonard Elliot, for one of the larger agencies.



● ● ● Curt Massey, baritone heard on several network shows out of Chicago.....arrives in New York, Feb. 21, to take a screen test by a Hollywood studio, and also to sign contracts with a recording company....."Frank Sinatra, Super-Salesman," is the title of an article which will appear in the March 7 issue of "Look" magazine.....Seymour Korman, who served as foreign correspondent for Mutual in Algiers and Naples.....has been lecturing since his return on the topic, "Italy Is Tough".....and a lot of people no doubt believe him by now.....McCall's Magazine for March will tell its readers that records should be handled with care because the shellac is scarce and the disks are much more brittle than ever.....but there is hope shortly that shellac situation will improve and records made more durable.



—Remember Pearl Harbor—

CHICAGO

By PEGGY BYRNE  
(pinch hitting for Bill Irvin)

VALENTINE'S day ushered in 14th semester of Chicago Board of Education programs, prepared the Radio Council of Chicago Public schools, over WIND and WJJD. All direct from the Radio Council studios, the quarter-hour shows heard Monday through Friday over WIND from 1:30 to 1:45 p.m., CW and over WJJD from 2:15 to 2:30 p.m. CWT. Stations carry different sets programs, and each day is devoted a special series.

Baritone Curt Massey leaves Windy City after his WMAQ-NBC "Shaeffer World Parade" broadcast February 20, for a week in New York to take a screen test and sign up recordings.

Don Elder has taken over WMAQ daily 11:00 p.m., CWT, new cast, which has been expanded from 10 to 15 minutes. Bond Stores, Inc. the sponsor.

Chicago and Northwestern Railway has renewed its WMAQ "Hour" for the ninth consecutive year effective March 20. Program airs six days weekly at 7:00 a.m., CWT, features Patsy Gallicchio as emcee and recorded classical music.

Charles Butler, NBC engineer 16 years, became a Blue production director on February 14.

WBBM salesman Ed Furman is the proud pater of seven-week-old Edwina. Mrs. F. is the former Martha Kay, radio and supper club chanteuse. Val Sherman, WBBM announcer, takes over the position of supervisor of announcers for the station when Bob Cunningham reports to the Navy February 28.

Ken Nordine joins the WBBM announcing staff on February 27, transferring from WBBM-FM. He has been a mikeman for the FM outlet for the past six months, coming there after a year at WJNO, West Palm Beach, Fla. Prior to going South, Ken was an actor on WBBM. Peter Lucas steps into Nordine's place as a WBBM-FM announcer at the end of the month. Lucas has been free lancing in Detroit.

Willard Conrad, junior control room supervisor of NBC Central Division, has resigned to join Western Electric. Marvin Eichorst succeeds Conrad. Frank Golder was shifted to Eichorst's job as control room engineer for the Central Division.

New News Program

San Francisco—A new and different type of commentator show has been launched as a Sunday afternoon feature over KGO, local Blue web outlet. Program features the editorial opinions of Pacific Coast newspapers, with the voice and writer being Sidney Roger, heard daily over short-wave stations in propaganda broadcasts to the Far East. Rogers has been with KGO and other local stations for six years. He is widely traveled abroad.

**More advertisers spend  
more money to sell more  
merchandise to more people  
on WLW than on any other  
radio station in the world.**



DIVISION OF THE CROSLY CORPORATION

***The Nation's Most Merchandise-able Station***

## FCC Probe Resuming Despite Appeal To Lea

(Continued from Page 1)

ter since protest wires were received from Blue attorney, Franklin Wood, last week. Lea explained that Rep. D. J. Hart, New Jersey, and Warren R. Magnuson, Washington, both Democrats, were not in town. Magnuson, due yesterday, was grounded in Chicago, and is expected here today.

As for the Blue request that hearings on the WMCA matter be held off because of the private litigation pending, Lea said "we certainly can't hold off indefinitely. After all, there is great public interest in this matter, and we can't drop it because of an abstract theory that because litigation is pending a Congressional committee must not study the facts. The committee agreed to go ahead with this matter and I see no reason to alter its decision." He admitted that the committee has not met since the filing of the Blue protest.

### Silent on Fly Protests

Lea declared that consideration of the FCC budget appropriation by Congress "might" be influenced by proceedings before his committee, but preferred to make no direct comment on the protests received last week from FCC Chairman James Lawrence Fly. Fly had charged that committee counsel Eugene L. Garey was purposely trying to delay the date when Commission members might refute charges made against the agency until after the Senate has disposed of the 1945 FCC budget. The House has already voted virtually to kill the Commission's Radio Intelligence Division and the Foreign Broadcast Intelligence Service, both partly as a result of charges made before the Lea committee and its predecessor—charges to which the FCC has not had sufficient opportunity to reply.

### Decision Not Unanimous

The FCC can, of course, make reply before the Appropriations Committee working on its budget, Lea said, then volunteered that it would be unlikely to get as full a hearing as it could reasonably expect from the committee.

The committee met prior to the beginning of the WMCA investigation, he said, and after receipt of Fly's letters, and decided to go ahead with the WMCA matter. The decision was not unanimous, he added. Magnuson was not on hand and Hart may be presumed to have opposed the further postponement of the first hearing. Once again it appears that Lea himself refused to take a firm stand in the face of the forceful unity of Republicans Richard B. Wiggleworth and Louis E. Miller, Massachusetts and Missouri, respectively.

### "Conclusions from Evidence"

Lea refused comment also on Fly's charges that Garey is running a "propaganda mill," saying that Fly's charges appeared to be "conclusions from evidence." He is extremely anxious, he said, to avoid being brought into personal disputes on the phases of the investigation. Injection of personal issues only tend to make

## PROGRAM REVIEWS

### "LONELY VALLEY"

Special Sustaining Program  
Sat., Feb. 12, 1:30-1:45 P.M. EWT  
WMCA

When a program features such distinguished actors as Paul Robeson and Canada Lee and the occasion is to commemorate the hundredth birthday of the Young Men's Christian Association, and produced on Lincoln Day, the airing deserves to have at the least a half hour in order to make the venture worthwhile and memorable.

Sylvia Berger's thumbnail biographical sketch of George Washington Carver, scientist and humanitarian, lacked inspiration for the simple reason that justice cannot be done to a dramatization of Carver's episodic life on a 15-minute airing. There were moments of great, simple charm in the script depicting Carver's life, and while they were more than adequately performed, they were too fleeting to be satisfying.

Listeners were taken all the way back to Carver's childhood when his greatest desire—rather hunger—was ravenous for an education. Mother nature was his only diet and on it he nourished and thrived. During the first world war, when the South was stricken with diseased cotton crops, it was Carver who taught the planters and landowners how to restimulate the soil. It was Carver who made scientific discoveries that have helped to cure victims of infantile paralysis. Yes, all these and numerous other contributions that have made the civilized world ever indebted to the humanitarian, the son of Mary, the slave girl.

The format of the script featured Robeson as the narrator, a role he underplayed with quiet dignity. Canada Lee interpreted his characterization of Carver, a man sincere, ambitious, persevering and unselfish. That was Carver.

Earl Magill, who directed the play,

worse what is already a difficult situation, he said, and would not comment when it was pointed out that the very personalities involved made personal clashes inevitable.

### Resignation Pigeon-Holed

The Californian is obviously on the hot seat these days as he sees the committee which bears his name charged with becoming an anti-Administration weapon. Lea himself holds Republican endorsement in his home district but has been a life-long Democrat and has been loyal to his party. When he first took over leadership of the committee, from Eugene E. Cox, he said there would be an early decision as to whether Garey would be retained as committee counsel. As chairman he had the right to replace the New York lawyer, and he has had Garey's resignation for several months now. He has not accepted the resignation and it now appears that he will not do so. He still refuses to say, however, that Garey's retention by the committee has been decided.

### "BELIEVE IT OR NOT"

Pall Mall Cigarettes  
WOR - Mutual, Mon. - Fri., 9:15 - 9:30 P.M.,  
EWT

Ruthrauff & Ryan, Inc.

Well, believe it or not, your reviewer is convinced that anything will make a good radio program, providing, of course, the person adapting the idea understands his medium. Bob Ripley's "Believe It Or Not" is a fascinating program because suspense greets the listener from the moment the program goes on until it ends. Yet the technique is as simple as the one he employs for the newspaper.

The strange and frequently exciting facts are projected to the listeners with an intensity that glues one's ears to the loud speaker until the announcer intrudes upon the scene with his unavoidable commercial. And Ripley impresses his audience with his findings simply because he has mike presence. More important, he selects items of dramatic appeal. He doesn't attempt to tire his audience by using the narrator's style throughout the 12 minutes his revelations occupy. Instead, if the believe-it-or-not fact warrants a dramatization, it gets it.

Yes, believe-it-or-nots should have a long, long life on the airwaves. The format designed for the series makes it easy on the ear.

The only objection one may have to the program as a whole is the thrice-aired commercials. A 15-minute entertainment program does not merit three separately miked Pall Mall plugs. One gets the impression that Ripley is the sponsor—Pall Mall the program.

wasn't confronted with the micro-phonics intricacies that usually make radio plays more inviting to the ear. However, he appropriately adapted the Golden Gate Quartet for transitions and background effects.

### Klingenschmitt Named Pres. Of Radio Club of America

F. L. Klingenschmitt of Amy, Aceves & King, Inc., was elected president of the Radio Club of America at the organization's annual meeting. Other officers chosen were: Vice-President, O. James Morelock, Weston Electrical Instrument Corp., Treasurer, J. J. Stantley, Continental Sales Company; Corresponding Secretary, M. B. Sleeper, FM Radio-Electronics Magazine; and Recording Secretary, J. H. Bose, Engineer connected with Major E. H. Armstrong at Columbia University.

### Off To West Coast

Charles P. Hammond, NBC director of advertising and promotion, and Joseph A. Ecclesine, promotion manager, are en route to participate in the third and final production display of NBC's "Parade of Stars" at the Hotel Ambassador, Los Angeles, Feb. 21.

## CAB President Warns On Centralized Policy

(Continued from Page 1)

consisting of a full time chairman and two members "who would be dependent as our judiciary."

They should be appointed for a period lasting until a set retage. The board would pass applications for licenses, would prove all applications and come from both CBC and private stations and establish a minimum of conditions governing the CBC and stations in the interest of serving the public.

The CBC would continue its present stations and open a national network. At the same time if there is need for two networks then the private stations should be given an opportunity to form another network.

Bannerman declared that the present system of broadcasting is dangerous to the best interests of the public and that there is a real danger of private radio being placed in a position where it is generally being impossible for it to meet its obligations to the community. He said broadcasting in Canada is reaching a point where it is attempting to break out of controversy. "There is a growing danger," he added, "that broadcasting may suppress criticism of people and governments."

Hon. L. R. LaFleche, War Sector Minister, said there was "no foundation" for the assumption that "government was influencing Canadian Broadcasting Corporation decisions whether it be about broadcast of political speeches or any other matter of policy."

He added that during the meeting he hoped to have an opportunity to speak about some of the opinions expressed by Bannerman.

### Latin-American Broadcasts Well Received in Mexico

Los Angeles—Harry W. Flannery, CBS West Coast commentator, returned from a month's trip to Mexico and disclosed that the NBC and CBS broadcasts to the Latin-American countries in the interests of better inter-American relations are having a marked effect in Mexico. Flannery reported that news broadcasts and music programs from the United States were widely listened to and more and more programs were being exchanged between the two countries.

While in Mexico City Flannery met the radio czar of Mexico, Don E. Azcarraga, who owns both NBC and CBS outlets there. He also interviewed President Avila Camacho and Foreign Minister Ezequiel Padilla.

### "Cinderellas" Now 14,000

Entries in the contest being conducted by Phil Spitalny and his "Charm" program on NBC to select America's "singing Cinderella" has jumped from 5,000 to 14,000 within the last few days.

**EU BUSINESS**

San Francisco: Shasta Water (sparkling water), weekly news, Feb. 2, 1944, through Brisacher, Brown & Staff; California Spray Corp. (insecticides), participation in Housewife's Protective until May 26, 1944, through Advertising Service; F. H. Inc. (tablets), weekly show, through Sorenson until April 9, 1944; Pillsbury Pills (Golden Bake Mix), cans, ETs, through McCann, Inc.; New Century Beverage (East Sparkling Water), two weeks weekly, through Ruth-yan; Bank of America, 14 weekly, through J. Walter; Pacific Brewing & Malting (Grand's beer), weekly station, through Leon Livingston Advertising Agency; Coronet Magazine, thru Schwimmer & Scott.

**Governor Visits For Bond Drive Talks**

(Continued from Page 1)  
 in the news broadcasts. Paul Hoeny, general manager of his office at the disposal of the governor, for several important matters during the afternoon. A bond-selling session on WTIC from noon until 8 p.m., at which it was revealed that total sales reached the impressive figure of \$47,600. Gov. Baldwin transacted business with his left hand while he sold bonds with his right. He accepted pledges in person by telephone.

in the Grove Laboratories good, on which Gov. Baldwin had the sponsor wired from offices in St. Louis an order for \$100 bond.

**Increase Programs**

International Division has increased its English Section broadcast to two to 14 hours a week. The new program, in charge of the Section, is announced. Daily programs transmitted on the European from 8:30-10 a.m., and from 11:30 p.m., EWT, to our armed forces and other nationals. Programs consist of music, sports, news and comedy.

**Denver Delivers  
 METALS  
 DELIVERS  
 DENVER MARKET**



★ **AGENCY NEWSCAST** ★

EDWARD T. INGLE, who returned recently from England, where he spent 14 months as director of field operations for the clubmobile division of the American Red Cross, has been named director of information service of the War Manpower Commission by Chairman Paul V. McNutt. Ingle succeeds Philip S. Broughton, who has resigned to enter the advertising business in New York.

VERNON BROOKS, advertising manager of the New York "World-Telegram," will speak on the topic "Sales of Grocery Products by Brands Before, During and After Rationing," at the luncheon meeting of the sales promotion group of the American Marketing Assn., which will be held on Wednesday at the Hotel Sheraton.

HAROLD A. THOMAS has been added to the executive staff of Gardner Advertising Co., St. Louis. He was formerly sales promotion manager of Schenley Distillers Corp.

SEN. JOSEPH C. O'MAHOONEY, Wyoming Democrat, will discuss "Economic Freedom in the Post-War World" at the weekly luncheon of the Sales Executives Club which will be held this noon in the Hotel Roosevelt.

RUTHRAUFF & RYAN, INC., has elected Leland G. Frierson a vice-president. Frierson has been on the account executive staff of the agency several years.

**West Coast CBS Officials Meet With Writer Guild**

(Continued from Page 1)  
 January 11th, and are progressing satisfactorily.

Three main points are under discussion, including a revision of the Guild membership clause, a new clause on ownership of material, and a scale of minimums for fees on commercial programs.

Meetings have been held in the office of Donald Thornburgh, Coast vice-president of CBS. Participants in the discussions have been Thornburgh, Hal Hudson, and Ben Paley, representing CBS management; Sid Siner and Dwight Hauser for the CBS staff writers; and John Boylan and Sam Moore of the RWG Negotiating Committee.

Morris E. Cohn, the Guild's legal representative, has been present at all three meetings and has also attended two meetings of the CBS unit members at which the progress of the negotiations has been considered.

Still facing the Negotiating Committee are the CBS news writers contract which comes up for renegotiation next month. The NBC staff writers contract and possible new contracts for other stations and networks operating locally. Two preliminary meetings have already been held with the CBS news writers, one with Morris Cohn present.

NELSON C. METCALF, JR., formerly of Wendell P. Colton Co., has joined the copy staff of McCann-Erickson Inc., New York office. Metcalf wrote "The Kid in Upper 4," the New Haven railroad ad which was chosen one of the outstanding war advertisements of 1943 in the War Advertising Awards. The ad inspired a song, a movie short, several network radio programs, and about 8,000 letters. A 1935 Harvard graduate, Metcalf was first associated with the American Optical Co., and subsequently operated his own advertising agency in Boston. His father was for many years city editor of the "Boston Transcript."

WYANDOTTE CHEMICALS CORP., through N. W. Ayer & Son, Inc., will use large space in the near future to pay tribute to the usefulness, the honesty, the conscientiousness of the office cleaning woman.

DENNISON MANUFACTURING COMPANY, through Charles W. Hoyt Company, Inc., has planned a list of small advertisements having for their purpose the furtherance of America's war aims. Among the subjects are USO, V-Mail, Gasoline, Metal Salvage, War Bond Purchasing and Absenteeism.

**GUEST-ING**

IDA LUPINO, on the Frank Sinatra program, Wednesday (WABC-CBS, 9 p.m.).

BETTY HUTTON, on Eddie Cantor's "Time to Smile," Wednesday (WEAF-NBC, 9 p.m.).

BETTY MULLINER, soprano, on Lyn Murray's "To Your Good Health," Wednesday (WABC-CBS, 6:15 p.m.).

MONA PAULEE, mezzo-soprano, and MARJORIE RADOVAN, coloratura soprano, in "Invitation to Music," Wednesday (WABC-CBS, 11:30 p.m.).

ROBERT BENCHLEY and RUTH HUSSEY, on "Soldiers with Wings," Wednesday (WOR-Mutual, 9:30 p.m.).

EVA GARZA, Mexican vocalist, with the CHARRA GIL TRIO, on "Viva America," Thursday (WABC-CBS, 11:30 p.m.).

LEIGHTON ROGERS, head of the recent technical aircraft mission to Russia, on the "March of Time" program, Thursday (WEAF-NBC, 10:30 p.m.).

DOROTHY LAMOUR, on the Abbott and Costello show, Thursday (WEAF-NBC, 10 p.m.).

**PROGRAM THE HEADLINERS!**

NBC RECORDED PROGRAMS

For example:

**"TIME OUT" for Fun and Music**

★ Combining superb musical talent, pleasant banter and expert production. Two series of 26 quarter-hours each—Series I with Allen Prescott, Felix Knight and Ted Steele's Novatones; Series II with Ted Steele and Grace Albert . . . each with unique lead-in to local commercials. Outstanding sales record for a wide variety of products. Many advertisers have repeated for longer series. Write for details today.

★ ★ ★  
 Many other NBC Recorded Programs—5 minutes to half-hour.

National Broadcasting Co.  
**NBC** RADIO-RECORDING DIVISION  
 AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.  
 Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

# ★ ★ ★ COAST-TO-COAST ★ ★

## — CALIFORNIA —

**SAN FRANCISCO**—Doings and dialings at KQW; Grant Holcomb, vet announcer, has been appointed chief of the news bureau. . . . This station has a tie-up with the Warfield Theater, where the weekly winner of the station's "These Are the People" variety show, featuring shipyard talent, is presented on the theater's vaudeville program. . . . Ira Blue of KQW's special events staff addressed the Paint Mfrs. Association luncheon on radio oddities. His speech was called "Slips that pass in the night." . . . KPO's new daily show is a funster entitled "How Do You Do It?" The program answers questions dialers send in—for example: how to thread a needle in the dark, etc.

## — COLORADO —

**DENVER**—KLZ displays in the main lobby of the Shirley Savoy Hotel, a large news bulletin board which carries late off-the-wire news flashes. Mounted pictures of CBS war correspondents flanking the space in which the bulletins are posted make the board an eye-catcher. . . . Karl Zomar, the friendly philosopher, has signed with Olingers for 52 weeks of airings from his scrapbook. . . . American Beauty Macaroni renewed its schedule of one-minute daytime announcements on KOA for another 52 weeks. Potts-Calkins-Holden of Kansas City is the agency.

## — CONNECTICUT —

**HARTFORD**—New program name: The crazy-house half-hour show heard each Saturday night at 9:45 on WDRC is now called "Ham Session." Emceed by Announcer Bill Hart, the show burlesques leading network shows and personalities, gags—all but the kitchen sink. . . . Educational Director Sterling V. Couch has been re-elected to the publicity committee of the Hartford Tuberculosis and Public Health Society and also has been appointed musical director of the Exchange Club at Wethersfield.

## — GEORGIA —

**ATLANTA**—Laurels to WRBL: Admiral William H. Allen, USN, officer naval procurement in Atlanta, has named Jack O'Connor "Civilian WAVE Recruiter for the Columbus, Georgia Area." O'Connor is emcee for the Early Bird skit for

the station and is also staff announcer, publicity and promotional director. In one week, Jack inspired nine women to become WAVES at Columbus. . . . Unique: O'Connor broadcasts from the American Red Cross Blood Bank while giving blood. . . . During the Kate Smith Bond Day drive, three announcers "took in" over \$1,800,000 in War Bonds: Henry East, Tonie Barrett and O'Connor.

## — INDIANA —

**FORT WAYNE**—Father Flannagan of Boys Town, featured speaker for the Fort Wayne Boy Scouts Anniversary dinner, was interviewed by Fred Holt and Charles L. DeVault, WOWO-WGL News Commentators. . . . Bill Malone, promotion manager, Hilda Woehrmeyer, continuity supervisor, and Kay Colclasure of the program department, will be the judges of the Fort Wayne High School debate skedded for next week. . . . Holt, mentioned previously in this paragraph, is new to WOWO-WGL. He hails from WCLO, Wisconsin.

## — OKLAHOMA —

**OKLAHOMA CITY**—Representing the southwestern group of NBC stations on the network's big "This is the Attack" Bond program, WKY, Oklahoma City, took the 12-minute origination from inside the battle-scarred ship, "Hell's Angels," at Tinker Field. Show featured the ground and combat crew, an Eagle Scout and Dr. Waldo Stephens.

## — PENNSYLVANIA —

**PHILADELPHIA**—Because of 1A classifications, Lou Littlejohn, WFIL engineering chief, has had to restaff his engineering personnel almost completely. The other day he got another letter from a draft board notifying him that engineer Charles Colman was the newest 1A. Littlejohn's laughing: Colman's been an Army major for almost a year, serving now in Italy.

## — NORTH DAKOTA —

**VALLEY CITY**—KOVC and KSJB, at Jamestown, in co-operation, are airing basketball games of the Old inter-city rivals, the Valley City Hi-Liners and the Jamestown Blue-Jays. Sponsored by local business, programs emanate over the outlet in the city of the current game. . . . Students of Valley City State Teacher's College produce their own radio shows in a workshop in the college dormitories. KOVC airs the half-hour programs every Monday. The Radio Guild of the city's public schools also uses KOVC's facilities for a weekly program.

## — MINNESOTA —

**MINNEAPOLIS**—WCCO brought to its listeners recently the voice of Vice-President Wallace from the city's armory, when he congratulated Minnesota on being the first state in the union to exceed its Fourth War Loan goal. . . . John Raleigh, WCCO news analyst, will tell of his experiences as foreign correspondent attached to General MacArthur's staff in Australia, when he guests at a coming meeting of the Minneapolis Society for the Blind. . . . Sales staffer

Harvey Struthers is a proud father; heir was born Feb. 7.

## — UTAH —

**SALT LAKE CITY**—John Wolfe, KDYL announcer, is a gentleman of no little resourcefulness, as the studio recently realized when it was found that a transcription of the NBC-Ronald Colman show, "Everything for the Boys" was on a faulty disc. John loaned his voice and acting ability to a replacement of the damaged portion and did so well that not even program director George Provol was aware of the substitution. . . . Bob Redeen comes to the announcing staff of KDYL by way of KYSM where he was news editor, and KMBC, Kansas City. . . . KDYL's new editor, John Page, boasts a record—that of more quotes than any individual in the "Weekly Digest of Radio Opinion."

## — TEXAS —

**SAN ANTONIO**—Acr boarder: "Los Charros" is the a series of 15-minute program over KTSA, Monday through and sponsored by the Lo Brewing Co. Airing benefits American listeners since all commentaries are in the Mex WOA items of interest reveal changes and additions: Bill and Bruce Eagon are new ers, Rosemary Dobbs replaced Rowley as the Women's News Wynne Altick and Rena Bl new to continuity department Robbins in the traffic department Mary Jane Maurer and Cronk new secretarial aides station's executives.



## THE POWER OF Habit

Watch a woman the next time she puts on make-up.

Every motion she makes with lipstick, pencil, or puff is a firmly-fixed habit.

Another example of habit is the manner in which the people of Southern New England have faithfully listened to WTIC for more than 18 years.

These regular listeners are of importance to national advertisers, not alone because they depend upon WTIC for the best in radio fare, but because they possess the means to translate sales suggestion into sales action.

The people who comprise WTIC audience have an effective buying income 50% greater than the average for the entire United States. They can afford to spend money for whatever you have to sell.

Get into the habit of getting results in Southern New England by allocating a part of your radio appropriation to WTIC.

### 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

**HAPPY  
BIRTHDAY  
TO  
YOU**

February 15, 1944

William Janney E. W. Jones  
C. E. Midgeley, Jr. John Seagle  
Charles Sutton Hugh Wedlock, Jr.  
Larry Wellington Howard Harris  
Andy Mansfield

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



26. 10. 33

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 16, 1944

TEN CENTS

## Radio's Drive Sales Big

### Con. Hearing Again Postponed

Washington Bureau, RADIO DAILY  
The resumption of the committee inquiry into the sale of the Mutual Broadcasting System, New York, three years ago was postponed yesterday. Chairman Clarence F. Lea had demanded that he had every inch of ground ahead with the topic, and that the profits from the Blue Network be turned over to Donald Flamm, WMA owner, that he had offered to sell to Edward J. Connelley since sold WMCA, and that the Blue Network be sold to the Blue Network are

(Continued on Page 2)

### RCI Int'l Stations Sum Under FCC's OK

Coast radiotelegraph stations to be operated by the International Radiotelegraph Corporation of America, New York, and WOE, Lake Wales, Fla., have resumed operation after being suspended by authority of the

Department of Commerce in handling commercial radio stations, subject to approval of the Federal Communications Commission. U. S. Senator, the two stations stand under continuous watch of 24

(Continued on Page 2)

### Additional Affiliates Added To Mutual's Web

More relations have been added to the Mutual network, making a total of 220 stations for the network. New affiliates who began full service on February 14, are WMA, Marshalltown, Iowa, which operates on 330 frequency, 250 watts; WROS, Clinton, Iowa, which operates on 340 frequency, 250 watts.

### Research

Million dollar program, narrator on the "Atlantic Call" program, while using a chemical plant to show a liquid which would turn into a brittle substance which would shatter like glass. Bacon tried it. It worked. Only after the CBS auditors died through Bacon expense account. (The report): "For research, one cent. \$20."

### Blue Ribbon Show

War Bonds to the value of \$7,415,000 were sold at the Blue Network's special "Radio Hall of Fame" program which was aired from 6-7 p.m., EWT, last Sunday from the Academy of Music in Philadelphia. Sales were made to those who witnessed the broadcast. Among the participating stars were Jimmy Durante, Alec Templeton, Joan Fontaine, Fredric March and Lowell Thomas.

### Survey Shows Value Of Community-Radio

Cleveland—As a sequel to an extensive survey made through visits to 75 radio stations, John F. Patt, vice-president and general manager of WGAR, declared yesterday that "broadcasters increasingly are giving their communities a high standard of service, and radio is perhaps making the greatest single contribution to the war effort on the home front."

Result of the survey were disclosed by Patt following a two-day meeting

(Continued on Page 3)

### "It Pays To Be Ignorant" Will Be Sponsored, Feb. 25

"It Pays To Be Ignorant," heard on the "Kate Smith Hour" since last November, becomes an independent half-hour program on CBS replacing the "Philip Morris Playhouse" on Friday, Feb. 25. Show will have the same sponsor and will feature Tom Howard, George Shelton, Lulu McConnell and Harry McNaughton.

## Seventy-Seven Applications For FM Stations Given FCC

### Ex-Boston Announcer Makes Stirring Plea

Boston—In a sincere and stirring talk before 700 at the annual mid-winter-luncheon on the Crosscup Pishon Post, Navy Lt. Jim Britt, former sports director of the Yankee Network declared, "out in the Pacific there is a back to God movement. The

(Continued on Page 2)

### Broadcasters Close War Bond Campaign With Sensational Results Achieved; Returns Continue To Come In

### Closed Session Mulls CAB-CBC Relations

Montreal—The convention of the Canadian Association of Broadcasters yesterday studied in private session a report on their relations with CBC and considered suggestions made by President Glen Bannerman in his presidential address. J. Gray Turgeon, president of the Parliamentary Committee on Reconstruction, was the

(Continued on Page 6)

### "School of the Air" Show Raymond Clapper Tribute

This Friday's edition of "This Living World," will be called "America Gets The Facts," a new departure in this series' programs in which the workings of newspapermen and the risks they take in getting world news will be delineated by well known

(Continued on Page 2)

### Frisco Blue Outlet Sells \$206,550 In War Bonds

San Francisco—In an all-day broadcast tieup with the three eastbay cities of Oakland, Alameda and Berkeley, Blue Network outlet KGO sold \$206,550, originating seven hours

(Continued on Page 7)

With the concentrated campaign officially over today, but sales continuing until the end of the month, the Fourth War Loan Drive comes to a close with radio in line for major honors in the tremendous effort which the Treasury last night announced had exceeded the \$14,000,000,000 goal. Throughout the country, reports continue to reveal outstanding work by both network and independent stations showing huge sales having been piled up by unusual promotion and initiative, both in cooperation with

(Continued on Page 7)

### Roger Clipp Elected President Of WFIL

Philadelphia—Roger W. Clipp, executive vice-president of WFIL has been elected president of the WFIL Broadcasting Company following a meeting of the station's board of directors, George H. Johnson, chairman of the board, announced yesterday.

Mr. Clipp has been associated with the broadcasting industry since 1929;

(Continued on Page 2)

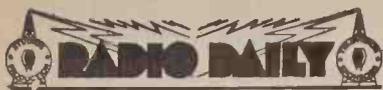
### Blue Opens New Office In Pittsburgh Territory

Robert Post, named to head the Blue Network's new sales office in Pittsburgh, will cover the tri-state area of western Pennsylvania, Ohio

(Continued on Page 2)

### Recognition

Lt. Col. Frank Kurtz, ex-Olympic high diver and pilot of the famed Flying Fortress "Swoosh" will be presented a gold key and scroll symbolizing him as one of America's outstanding men on the "Freedom of Opportunity" broadcast over the Mutual Network on Friday, Feb. 18, from 8:30-9 p.m., EWT. Presentation by P. G. Johnson, head of Boeing Aircraft Co.



Vol. 26, No 33 Wed., Feb. 16, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irwin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, February 15)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net 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.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(February 16, 1924)

WHN, New York, is inaugurating a new series today of poetry readings. Fred Tracy, veteran actor, will be at the microphone on these first-of-the-kind broadcasts...

RADIO SALESMAN

wanted for Bridgeport, Conn. Excellent station. Starting salary \$60 a week. Apply Box 802 for personal interview. RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

Ex-Boston Announcer Makes Stirring Plea

(Continued from Page 1)

Bible is the most widely read book." Britt home from Tarawa, was with a land based Navy bombing squadron in the Ellice Islands. He said the capture of Tarawa was anticipated longingly by his squadron because they believed Jap air raids on them came from there. The popular sports announcer admitted that he had never been very religious before the war especially in the WNAC broadcasting booth where he lost hope in 9th inning prayers for the Braves and Red Sox...

Cedric Foster, Yankee and Mutual commentator, was also heard. Foster originated his network broadcast from the meeting.

"School of the Air" Show Raymond Clapper Tribute

(Continued from Page 1)

newspaper people. Show which is one of the "American School of the Air" programs will also be in the nature of a tribute to the late Raymond Clapper, network and newspaper columnist who recently lost his life in the Pacific.

Among those to be heard are: Gilbert Cant, War Editor of the N. Y. "Post"; John (Tex) O'Reilly, foreign correspondent of the "Herald-Tribune," and Edward Everett Holles, CBS assistant director of News Broadcasts. Author Frank E. Hill, will be chairman.

Blue Opens New Office In Pittsburgh Territory

(Continued from Page 1)

and West Virginia, Jack Donohue, sales manager, announced yesterday. Post has been identified with the advertising business in Pittsburgh for a number of years and was also associated with the Curtis Publishing Company.

Roger W. Clipp Elected Head Of WFIL, Phila.

(Continued from Page 1)

Clipp was made business manager of WFIL and was appointed general manager of the station in 1938. Three years later, Clipp was elected vice-president and became a member of the board of directors. In August, 1943, he was appointed executive vice-pres.



ROGER W. CLIPP

In addition to his radio activities, Clipp takes a deep interest in the Philadelphia community. He is a member of the Rotary Club, a director of the City Business Club, and a member of the board of directors of the Poor Richard Club. He is an honorary colonel in the 111th Infantry of the Pennsylvania National Guard. Clipp was graduated from the Wharton School of the University of Pennsylvania in 1925. He is currently vice-chairman of the Philadelphia County War Finance Committee in charge of public relations, having served as director of promotional activities throughout the Third War Loan campaign.

Lea Committee Hearing Is Again Postponed

(Continued from Page 1)

clated to be heard in New York City courts.

Committee Counsel Eugene L. Garey was not in Washington yesterday, and it is known that he was not well over the week-end. Whether his indisposition was the sole cause of the postponement could not be ascertained yesterday.

Lea said yesterday that he had decided to resume the WMCA study without discussing the matter in a committee meeting. No committee meeting has yet been held but it is possible that there has been informal discussion among committee members. No definite date for resumption has been set, although it is likely that a session will be called for tomorrow.

COMING and GOING

B. J. HAUSER, manager of the Blue Network sales promotion department, off yesterday business trip to Chicago.

HERBERT L. KRUEGER, commercial of WTAG, CBS outlet in Worcester, Mass., visiting briefly in New York.

E. A. "BOB" ALBURY, manager of Mutual's new affiliate in Memphis, has returned from Tennessee for conferences with network executives.

GERALD H. WING, station manager of WROC, Rochester, Minn., is spending a few days in Chicago and plans to come on to New York later in the week.

JOHN HOOLEY, assistant traffic manager of BBC in New York, has left for a three-month stay in England.

SAM SCHIFF, assistant to Ted Collins, left for Hollywood.

CARL BRISSON, singer, is in Boston, where he is filling an engagement at the Copley Club.

HAROLD HIGGINS, sales manager of WNCN, Raleigh, N. C., has returned to his Ohio headquarters following an extended visit to New York, where he had been in consultation with agency representatives.

WYTHE WALKER, of The Walker Company, national representatives of WEIM, Fitchburg, Mass., a visitor at the offices of the station.

G. W. "JOHNNY" JOHNSTONE, Blue Network's director of news and special events, left for Florida.

LOUIS KROECK, general manager of WWSB, Santa Barbara, Cal., has left the West Coast on a trip to Chicago and New York, where he will confer with officials of the Blue Network and advertising agency executives.

Two RCA Int'l Stations Resume Under FCC's

(Continued from Page 1)

hours a day on the international distress signal frequency, thereby enhancing the safety of men and ships.

Time's Afleeting

And all our available time almost gone. That gives you an idea what a big job this LOCAL station does in Baltimore. When time opens up... grab it!



WITH

TOM TINSLEY, President

Represented by HEADLEY-REYNOLDS

BALTIMORE

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



Cover your market with a package of spots that cover the day.

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."



# Survey Shows Radio's Value As Public Service Instrument

(Continued from Page 1)

representatives of the G. A. Richards' stations in Detroit and Cleveland.

The survey covered cities all the way from Boston to Milwaukee and Washington, D. C. to Kansas and St. Louis. Paired off in teams of two, WGAR and WJR representatives spent two to three days in each of the 16 cities, interviewing management directors, sales managers and other executives.

Releasing information from the analysis of the survey, the Cleveland broadcaster observed that substantially all stations studied were quick to respond to public likes and dislikes. Surveys are constantly studied and audience mail is analyzed to determine just what the listeners want to hear. There is a tendency toward program stabilization.

News is easily one of any station's largest local services. The stations covered in the survey average about 15 minutes of local newscasts a day, with most of them sold to local sponsors. In no case was it found that any advertiser influences or attempts to influence news content. Most stations believe that there will probably be fewer newscasts on the air following the war, but commentators will continue to hold their own for some time to come. News is adaptable to all kinds of budgets. Most stations have high standards of copy acceptance on sponsored news shows.

**Department Store Preferences**  
Most cities report success in selling department store goods, retail department stores. The types of programs they sponsor are varied. No conclusion can be reached as to the perfect department store program. Many of them employ either women commentators or early-in-the-morning musical programs.

A great deal of thought and care is being given to the production of war effort programs, but they are concentrated in regularly established studio shows of variety nature. A good deal of attention is given soldier-sailor shows, from the studio or from a camp or base. Almost every station interviewed has more than one program of this type.

The matter of continuity-acceptance of a substantial number of stations report the enforcement of rigid

standards. It is apparent that more and more stations are concerned about the kind of accounts they will accept and just what they will permit sponsors to say about their products or their services.

Not many stations are finding it desirable to devote as much effort to station and program promotion as they did before the war. A few will call on the trade in person, several use car cards and billboards and a considerable number use newspaper space, principally through outright purchase of space. Almost every station does a certain amount of direct mail promotion through the use of brochures, surveys, market data and merchandising offers.

### Post-War Angle Neglected

The demands of war programming have left little time for stations to plan for after the war. Few stations have any concrete idea of what their programs will be like when peace comes. All agree that there is a problem facing them. In general, station management believes there will be little basic change in radio after the Axis is defeated. The likes and dislikes of listeners will remain about the same. They believe there must be more variation in daytime program schedules, referring to the fact that certain daytime variety shows have top ratings which are still on the rise. Almost without exception it was found that two morning variety programs on one of the networks had the highest rating in the respective cities.

With reference to FM, Television and Facsimile, the analysis showed that stations are not sure of the steps they will take but are watching technical and regulatory phases carefully, before committing themselves wholeheartedly.

The survey by WJR-WGAR executives covered Des Moines, St. Louis, Kansas City, Milwaukee, Indianapolis, Toledo, Detroit, Rochester, Syracuse, Schenectady, Boston, Providence, Hartford, Philadelphia, Baltimore, Washington and Cincinnati.

Other cities may be visited soon. The "busman's holiday" has proven itself to WGAR and WJR as good research, and in some respects more provocative than conventions or large district meetings.

# In Kansas City



## the Swing is to WHB

'PHONE US for a summary of swell WHB availabilities: choice, early-evening time around the dinner hour... participation spots on daytime shows for women... sponsorship or participation in Kansas City's, newest, most-friendly "hill billy" show (a sure-fire mail puller). As of mid-March, we'll have some good chain-break and minute e. t. spots open, too!—along with news strips and a summer sports summary. Ask Don Davis for details:

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

**KEY STATION for the KANSAS STATE NETWORK**  
Kansas City • Wichita • Salina • Great Bend • Emporia  
Missouri Kansas Kansas Kansas Kansas



MONTHS: NOVEMBER-DECEMBER, 1943 — KANSAS CITY

### HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,415

	Station A	Station B	Station C	Station D	WHB	Station E
<b>MORNING INDEX MONDAY THRU FRI. 8-12 A. M.</b>	7.7	10.0	27.9	17.4	30.5	5.1
<b>AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M.</b>	11.1	8.4	20.8	30.6	25.1	3.2

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



Act III : \$108,000,000 !



**ACT I**

**SCENE I: 2nd WAR LOAN...WABC, New York...Tues., Oct. 6, 1942.** Kate Smith made her first broadcast at 6 A.M.; stayed in the studio till 2 A.M. Oct. 7; spoke 30 times to an 8-state audience; Total elapsed time, 20 hours. Total War Bonds sold, \$2,013,500. ("Incredible," they said)

**ACT I**

**SCENE II: 2nd WAR LOAN...WJSV (now WTOP), Washington, D. C....Wed., Oct. 28, 1942.** Kate made her first broadcast at 6:01 A.M.; stayed in the studio till 1 A.M., Thurs., Oct. 29. Total elapsed time, 19 hours. Total War Bonds sold, \$1,015,950. ("Amazing," they said)

**ACT II**

**3rd WAR LOAN: Tuesday, September 21, 1943.** Kate made her first broadcast at 8 A.M.; stayed in the studio till 2 A.M.; spoke 64 times over the coast-to-coast CBS network. These included 2-minute spot announcements, her own regular noon show and several special 15-minute interludes. She concluded by singing "God Bless America." Total elapsed time, 18 hours. Total War Bond receipts, over \$38,000,000. ("Fabulous," they said)

**ACT III**

**AND YET ON FEBRUARY 1, 1944,** in the 4th War Loan, this extraordinary woman went to the American people again. She so roused their patriotism with her disarming sincerity that through 134 CBS stations, they poured into the coffers of the United States Treasury over \$108,000,000 worth of War Bonds. She remained at the CBS microphone for a total elapsed time of 18½ hours, made 57 separate appeals.

Take the power of a national Idea, add the united strength of 134 stations coordinated to transmit this Idea to the total American radio audience, add the power of the audience itself, and add the genius of a consummate citizen in putting the Idea into live words: that was the teamwork that made that memorable day. The total result not only triples the best similar effort made so far in the war, but causes sharp discomfort to the enemy.

**This is CBS...The Columbia Broadcasting System**



## Pending FM Requests Now Total 77 At FCC

(Continued from Page 1)

sufficient newspaper applications to better that ratio.

The majority of the pending applications are from operators of AM stations—including some newspaper-owned stations, and from merchants, professional men and others not now in the industry. Six applications are from networks, three from CBS, two from NBC and one from Lon Lee—one is from an advertising agency, one from a university and two from labor groups.

### Applications Listed

The applicants are listed below: Amarillo Broadcasting Corp., Amarillo; American Broadcasting Corp. of Ky., Lexington, Ky.; American Network Inc., N. Y.; E. Anthony and Sons Inc., New Bedford, Mass.; Earle C. Anthony Inc., Los Angeles, Calif.; Ashbacker Radio Corp., Muskegon, Mich.; Ashland Broadcasting Co., Ashland, Ky.; The Baltimore Radio Show Inc., Baltimore; Capital Broadcasting Co., Washington, D. C.; Capitol Broadcasting Corp., Indianapolis; Central New York Broadcasting Corp., Syracuse, N. Y.; Federation of Labor, Chicago; CBS, Hollywood; CBS, Boston; CBS, St. Louis; The Constitution Publishing Co., Atlanta; Courier-Journal and Louisville Times Co., Louisville; Debs Memorial Radio Fund, Inc., New York; Durham Radio Corp., Durham, N. C.; The Evening Star Broadcasting Co., Washington, D. C.; Federated Publications, Inc., Battle Creek, Mich.; Frequency Broadcasting Corp., Brooklyn; Gibraltar Service Corporation, Philadelphia; Globe-Democrat Publishing Co., St. Louis; Greater New York Broadcasting Corp., New York; Green Bay Newspaper Co., Green Bay, Wis.; Broadcasting Co., Reading, Pa.; Hildreth & Rogers Co., Lawrence, Mass.; James F. Hopkins, Inc., Detroit; Houston Printing Corp., Houston; Indianapolis Broadcasting, Inc., Indianapolis; King-Trendle Broadcasting Corp., Detroit; King-Trendle Broadcasting Corp., Grand Rapids; Kiz Broadcasting Co., Denver; KRIC, Inc., Beaumont, Texas; Don Lee Broadcasting System, San Francisco; John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack W. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Meridan, Partners D/B as Liberty Broadcasting Company, Pittsburgh, Pa.

### Additional Pleas

Also Matheson Radio Co., Inc., Boston; Mercer Broadcasting Co., Ewing Township, N. J.; NBC, Chicago; NBC, New York; New Jersey Broadcasting Corp., Newark, N. J.; The New York Times Co., New York; News Syndi-

## PHOTO REPRODUCTIONS

Now doing work for Frank Sinatra, Tommy Dorsey, Harry James, Bea Wain, etc. Quantities as low as 5c. Write for Price List R.

8 x 10 50—\$4.13  
100—\$6.60

MOSS PHOTO SERVICE, 155 W. 46, N. Y. 19



### Notes From a Ringside Seat . . . !

● ● ● Phil Baker leaves for the Coast February 28 where he is scheduled to star in the forthcoming 20th Century-Fox production "Take It Or Leave It," based on the Eversharp Co.'s radio program of the same name, which will emanate from the West during the filming . . . because of previous commitments, Jacques Renard, maestro of the "64 Dollar questionairshow," remains in the East but will resume in the musical dept. on Phil Baker's return . . . and while on the subject, Eversharp will CBSponsor a second half-hour program, starting March 7 . . . this too, will be an audience participation type of show with Renard's orchestra and from where we sit, it looks like Milton Berle will be the comic-emcee . . . We caught the Jon Gart Trio's dreamy musicale Monday nite (11:15 p.m.) via the Blue Network . . . just an organ, violin and harp, but brother, you're going to hear a lot from this combo . . . Leo Russotto, former NBC conductor, has been signed to direct the choral group heard every Saturday on "American Story," Archibald MacLeish's NBC classed radio series, based on the history of our country . . . Charles A. Mangano succeeds Lawrence Ruddell as head of NBC's International Division . . . Maud Archer has been appointed Chief Telephone Operator for this network, replacing Margaret Maloney, who resigned recently.



● ● ● Tom Howard, the poor man's Clifton Fadiman, of "It Pays to be Ignorant," decided to become a comedian when, as a clerk in a Philly grocery store, he convulsed customers with recitations including such non-Shakespearian sagas as "The Face on the Barroom Floor," "The Kid's Last Fight" and of course "The Shooting of Dan McGrew" . . . Because Alfred Drake must appear in the Thursday Matinee performances of "Oklahoma," Jack Arthur has been selected to pinch-trill for him on the Owens-Illinois Glass-sponsored CBS program, "Broadway Matinee" . . . Ray Heatherton, whose orchestra is currently featured at the Hotel Biltmore in Gotham, is the composer of two tunes, "That's my Daddy, Yessiree" and "Do You Mind?" both of which are getting quite a ride on the kilocycles . . . Last Saturday, Ray Knight, Production Head of the Blue Network, addicted to the habit of EATING, strolled into the 'Down Under Restaurant' at Radio City . . . right smack into the midst of a surprise birthday party that the Blue Net Production Staff had tossed in his honor . . . This Saturday, the NBC luewhodunit, "Ellery Queen" program will have as guest-sleuths, Songstress Benay Venuta and Rear-Admiral Yates Stirling, Jr. . . . sort of from 'low C' to 'high Seas,' would you say?



— Remember Pearl Harbor —

cate Co., Inc., New York; North Jersey Broadcasting, Inc., Paterson, N. J.; Oak Park Realty and Amusement Co., Chicago; The Outlet Co., Providence, R. I.; Piedmont Publishing Co., Winston-Salem, N. C.; Pittsburgh Radio Supply House, Pittsburgh; Plaza Court Broadcasting Co., Oklahoma City, Okla.; Portland Broadcasting System Inc., Portland, Me.; The Pulitzer Publishing Co., St. Louis; The Radio Voice of New Hampshire, Inc., Manchester, N. H.; Herman Radner, Dearborn, Mich.; Rockford Broadcasters, Inc., Rockford, Ill.; Rock Island Broadcasting Co., Rock Island, Ill.; J. E. Rodman, Fresno, Calif.; St. Louis University, St. Louis; Southland Industries, Inc., San Antonio, Texas;

Spartanburg Advertising Co., Spartanburg, S. C.; Standard Broadcasting Co., Los Angeles; Star-Times Publishing Co., St. Louis; The Sun Company of San Bernardino, San Bernardino, Calif.; Telegraph Herald, Dubuque, Iowa; The Times Herald Co., Port Huron, Mich.; United Broadcasting Co., Cleveland; Valley Broadcasting Co., Stuebenville, Ohio; WBNX Broadcasting Co., Inc., New York; WDAS, Inc., Philadelphia; WGAR Broadcasting Co., Cleveland; WJIN, Inc., Lansing, Mich.; WJJD, Inc., Chicago; WJR, the Goodwill Station, Detroit; WHY Radiophone Co., Oklahoma City; WMCA, Inc., New York; WOKO, Inc., Albany, N. Y., and World Publishing Co., Omaha.

## Closed Session Mull CAB-CBC Relations

(Continued from Page 1)

convention's luncheon guest and addressed the delegates on Canada's post-war projects.

At a closed meeting Monday afternoon, members discussed and adopted the recommendations of a joint committee of the CAB and the Canadian Association of Advertising Agencies on an authoritative method of measuring station coverage.

Gen. LaFleche, who took part in the meeting in his capacity of minister responsible for radio broadcasting to Parliament, "made several concrete suggestions which would, in his opinion, go a long way to see the questions raised by the president, Bannerman, in his presidential address." The nature of Gen. LaFleche's suggestions was not revealed.

### N. Y. Research Man Heard

The convention also heard from Matthew N. Chappel, New York radio research consultant, who said "radio, as we know it, has achieved its importance primarily because it fulfils the fundamental desires and needs of the people. In this attainment, has been guided by one fundamental principle: people are attracted to the radio only if they get programs they want." Chappel explained his method of measuring radio coverage accurately.

### Judy Dupuy Joining G. E.; Tele Study 1st Assignment

Judy Dupuy, radio editor of "PM" will leave that post on Monday join General Electric in Schenectady. She has been associated with "PM" for several years, during the last of which she has held the post of radio editor.

Miss Dupuy's first assignment at G. E. will be to prepare a survey of that company's experiments in the field of television during the past several years.

**GENNETT-SPEEDY-Q**  
Sound Effect Records  
LARGEST LIBRARY IN  
THE WORLD  
All \$2.00 Each  
INCLUDING LATEST  
ACTUAL WARFARE  
EFFECTS  
IMMEDIATE DELIVERIES  
Order From Nearest Office  
CHARLES MICHELSON  
New York, N. Y.  
67 W. 44th St.  
STARR PIANO CO. STARR PIANO CO.  
Richmond, Ind. Los Angeles, Cal.  
So. 1st and B Sts. 1344 So. Flower St.

# War Loan Over Top; Radio's Co-Op Vital

(Continued from Page 1)

Government agencies and networks of civic organizations. The official word on how well the broadcasting industry did in the bond drive will be forthcoming early next week from the Treasury Department. Officials in this bureau have eyed with amazement the results obtained by such artists as Kate Smith, Ralph Edwards, Fibber McGee, Dave Elman, Eddie Cantor and many other programs and individuals.

### Web Figures Incomplete

All network figures are in most cases incomplete and still coming in. Site goes for numerous outlets still receiving pledges and sales. Meanwhile figures previously and newly announced include the staggering \$1,000,000 in bonds sold by Kate Smith and Ted Collins in cooperation with CBS and its affiliate stations, along with a corps of assistants on the copy and idea end. Ralph Edwards at his "Truth or Consequences" gap, back in New York after a five-week Southern and Eastern states tour, netted the Treasury Dept. some \$74,990 in "E" War Bonds which was a special assignment to build up small bond buyers, Edwards received a special message from Secretary of the Treasury Morgenthau on the feat. The tour was made at Edwards' own expense. WTIC, Hartford, requested the help of Governor Raymond E. Baldwin in a last minute drive to put the state over the top in its \$60,000,000 "E" Bond quota. In the case of the several appearances of

# Frisco Blue Outlet Sells \$206,550 In War Bonds

(Continued from Page 1)

of broadcasting from the Hotel Claremont in Berkeley between the hours of two in the afternoon and midnight. As an example of the complete cooperation of the three city administrations, visitors from the city of Oakland were permitted to bid for the services of the Chief of Police, to mind the kiddies for a night. Or the president of the Chamber of Commerce to mow the lawn. Or the Mayor to come out and wash the family car. Residents of Berkeley and Alameda likewise bid for the same services from their respective city officials. Other items awarded to high bond bidders were three complete turkey dinners, each for eight people, provided by the Claremont and Leamington Hotels, and Trader Vic's nightclub. The stunt was arranged by KGO manager Don Searle and hotel manager Claude Gillum. Programs broadcast from the hotel included "What's Doin,' Ladies?" with Art Linkletter; Ann Holden's guest Home Forum; one hour variety show with Phil Bovero's band; Clancy Hayes, Sonia Shaw, guests, etc.; Special Bond Auction program at 8:30 p.m.; Bonds for Ballads with the audience opposing

Gov. Baldwin, the station sold \$1,046,600 worth of bonds.

### Independents Busy

Everywhere stations utilized its best programs to promote sales of bonds and in New York independents did yeoman work. Thus WNEW sold approximately \$350,000 worth and as in the case of previous drives, nearly every program on the schedule contributed toward the effort, and bonds were sold clear around the clock. Premiums were offered on some of the shows to induce sales.

WOV, also independent, ran its sales up 30 per cent over its previous best mark, using a five-point program for sales. This took in its commentators and disk jockeys, also the Italian time. One entire day of Italian language shows was used and all commercials eliminated that day; all usual time for commercials was devoted to War Bond plugs.

### NBC's Boy Scout Drive

In cooperation with the Boy Scouts of America, NBC ran a five day campaign which resulted in bond sales of \$62,859,164 up to yesterday afternoon. As in the case with all net-

# CBS Script Division Realigns Personnel

New executive setup in the program writing division of CBS places Charles Coburn in the new post of Script Editor, and Elwood Hoffman, a staff writer for the past year is his associate. Both will operate as a team under Robert J. Landry, director of program writing. Before joining CBS' education division in 1942, Coburn was a free lance writer. Hoffman joined the writing staff in the summer of 1943 and was formerly in the Domestic Bureau of the OWI. He is also a former WWJ script writer.

# Station Manager Honored

Fred Fletcher, owner of radio station WRAL, Mutual's affiliate in Raleigh, North Carolina, was recently presented the annual civic key award, given by the Raleigh Junior Chamber of Commerce to "the Raleigh young man whose civic work during the previous year is adjudged the most outstanding."

Bovero's band in a song-quiz show; KGO "Nite Club" with Bill Baldwin; and a special variety show between 11 p.m. and midnight.

works, figures are incomplete and additional returns are coming steadily from various parts of the country to swell the NBC-Boy Scout total sales. The drive received numerous tieups from NBC and no end of announcements as well as programs dedicated to this particular drive.

### CBS Returns

Additional returns are coming in for CBS' night club and hotel drive carried out in many cities as to the hotel tieup, with most of the Night Clubs For Victory campaign being carried out in New York via WABC. Returns are also incomplete at other networks and individual programs on these webs. Night club series which closes tonight has piled up a total of more than \$8,000,000 in bonds. Hotel sked came to a close last night, with Glenwood J. Sherrard, president of the American Hotel Assn., announcing that the 6,000 member hostelrys had sold in excess of \$100,000,000.

"Fun with Dunn" on CBS achieved a total in excess of \$20,000,000.



February 16

- |               |                |
|---------------|----------------|
| City Andrews  | Douglas Arthur |
| Aldred Bailey | Edgar Bergen   |
| B. Donovan    | Aaron Hangor   |
| Bert Kalmar   | Wayne King     |
| Ferry Lester  | Dell Sharbutt  |
| E. Smith      | "Bert" Greene  |

### PROGRAM DIRECTOR

Wanted for progressive 5,000 watt station located in Massachusetts and owned by regional network. Fine opportunity for announcer or production man with imagination and showmanship. Starting salary \$55 a week. Apply Box 803, RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

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



## ARE YOU STREAMLINED FOR PUBLIC SERVICE and EDUCATIONAL FEATURES?

Educational writer, 5 years Network experience. Formerly with U. S. Office of Education, N. Y. U. Radio Workshop. Excellent psychology, health, social science. Age 34. Draft exempt. Write RADIO DAILY, Box 799, 1501 Broadway, New York, 18, N. Y.

# CHATTANOOGA

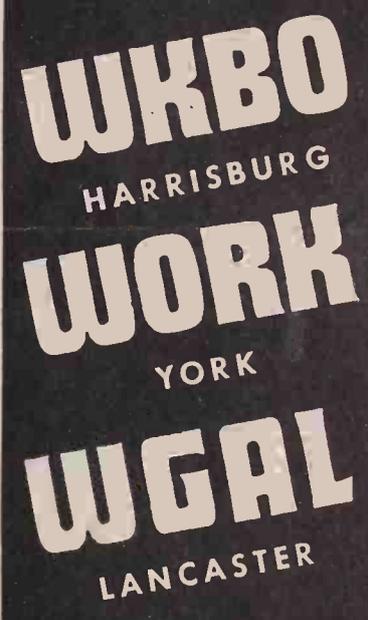


POWER EMPIRE

# WDOD CBS

5,000 WATTS

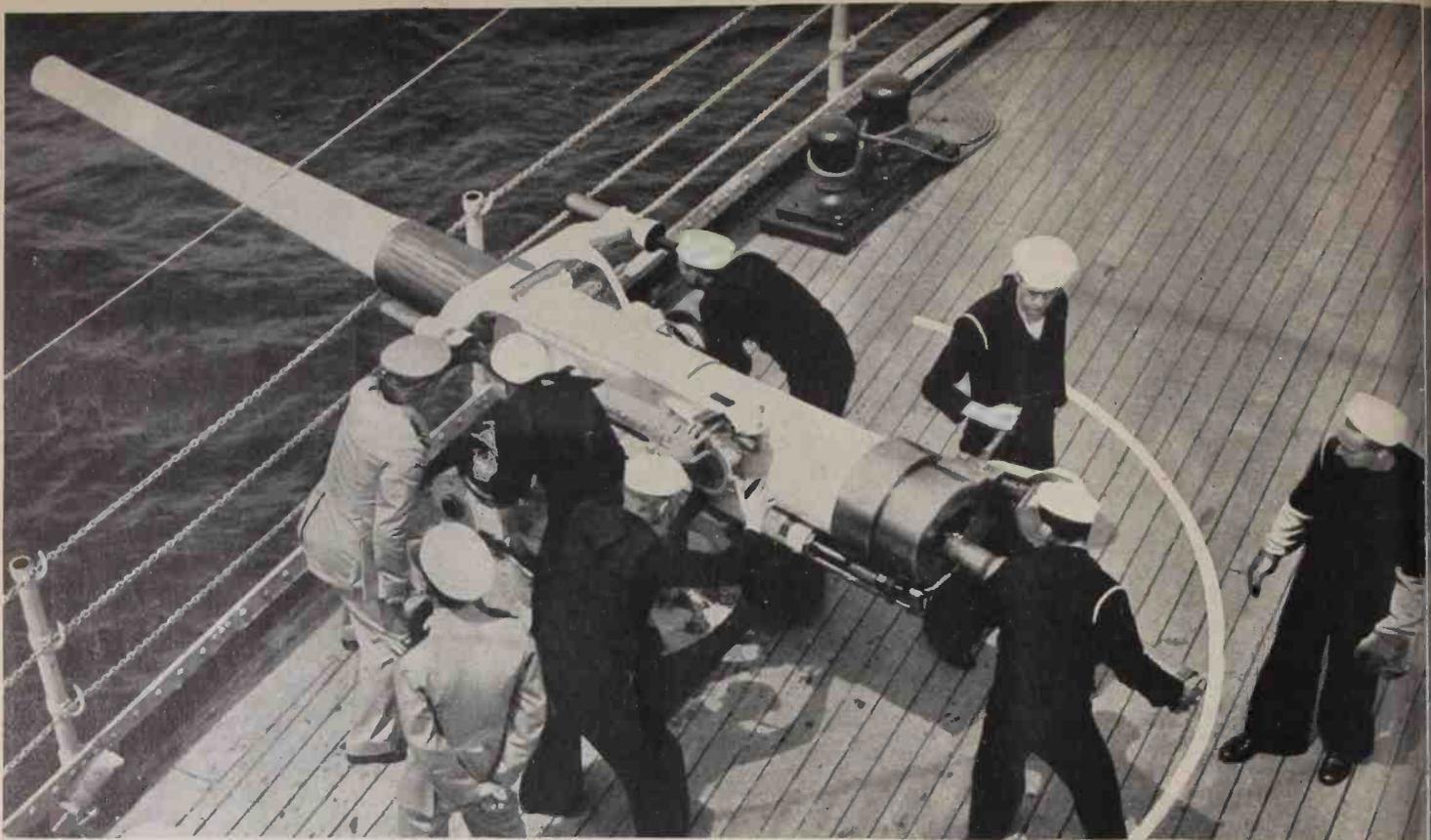
DAY AND NIGHT PAUL H. RAYMER CO.



## The PLUS Buy in the Heart of PENNSYLVANIA

These three stations can be bought as a package at an exceptionally low combined rate—or, purchased individually.

Sales Representative: PAUL H. RAYMER



Associate

# This Gun Makes a **BOOM** Back Home, Too!

**T**HAT'S WHAT'S HAPPENING in the city where this gun was made. Used to be a quiet, predictable place with a known market potential you could count on from year to year. Now it's the focal point in a new boom area. You've got to take its temperature every week and watch the progress charts constantly. What's more, *you* are expected to have your fingertips on every boom area in

the whole country. That's where we come in.

When you need progressive Radio Station Representatives, call in Weed and Company. We've got an enviable record, and we are progressive and successful by reason of hard work and "know how"; the business we've gotten and held for our clients is our index. For each of the last ten years, in terms of average annual billing, we've been 42% more successful than the year previous.

*Back the attack with War Bonds and Stamps*

## WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 26, NO. 34

NEW YORK, N. Y., THURSDAY, FEBRUARY 17, 1944

TEN CENTS

## Abandon WMCA Hearing

### Angell Lauds Radio As Force For Good

Quebec—Dr. James Rowland Angell, New York, public relations advisor to the National Broadcasting Company and former president of Yale University, told the annual convention of the Canadian Association of Broadcasters it was "unfair" to overlook the accomplishments of radio and the system of private enter-

prise. "It is easy to stress the cheaper and more tawdry aspects of our radio, but it would be utterly unfair to overlook its really extraordinary accomplishments," Dr. Angell said.

"The independent of government and direction (in the United States), it has created the greatest

(Continued on Page 9)

### Gunnison To Address Members Of REC Club

Arch Gunnison, Far East representative of MBS recently returned, will be the guest speaker at a luncheon meeting of the Radio Executives Club in the Gothic Room of the Hotel Shelton at 12:30 p.m. Gunnison's subject at the meeting will be "What About Our Prisoners?"

### "The People" Renewed On CBS By Gulf Oil Co.

Renewal of "We, The People" by Gulf Oil Corporation over a network of CBS stations was announced yesterday by Young & Rubicam, Inc., handling the account. Programs heard Sundays from 7:30 to 8:30 p.m. EWT.

### Busy Day

"Quiz Kids" have a busy day for them when they arrive in New York, Feb. 27. They will do their own show with Fred Allen as a guest on the Blue and then hurry over to the CBS studios to make an appearance on the evening show. Joel Kupperman, Richard Williams, Harve Fischman and Ruthie Duskin are coming.

### News Conscious

Convalescent veterans of the North African and Italian campaigns at the Moore General Hospital, Swannanoa, N. C., have declared a preference for news programs over any other form of radio entertainment. Bill Melia, newscaster and war production chief of WWNC, Asheville, N. C., visits the hospital each Monday and gives a half-hour digest of the week's news.

### "Brotherhood Week" To Be Saluted By MBS

To commemorate Brotherhood Week, WOR-Mutual will present a special broadcast on Thurs., Feb. 24, (11:30-11:45 p.m. EWT), as its religious contribution to President Roosevelt's proclamation setting the week of Washington's birthday, Feb. 20-26, aside for 3,000 communities throughout the nation to observe under the auspices of the National Conferences of Christians and Jews.

Ira Marion has written the script

(Continued on Page 3)

### "Hour Of Charm" Sells Movie Right To Du-Art

"The Hour of Charm," all-girl orchestra conducted by Phil Spitalny on NBC for General Electric, will be made into a motion picture. Rights to the movie have been acquired by Arthur Gottlieb of Du-Art Film Laboratories. Spitalny and the orchestra will of course appear in the film.

## Women Broadcasters' Confab To Be Held In N. Y. Saturday

### Sherwood Names Carroll For European OWI Post

Washington Bureau, RADIO DAILY  
Washington—Robert E. Sherwood, OWI overseas director, has appointed J. Wallace Carroll as deputy director for European psychological warfare, it was announced yesterday by Elmer Davis. Carroll formerly was director

(Continued on Page 2)

### Lea Committee Calls Off Investigation Of Flamm's Charge He Sold Station To Edw. J. Noble "Under Duress"

### Lea Move Re WMCA Draws Minority Fire

Washington Bureau, RADIO DAILY  
Washington—L'affaire WMCA has resulted in a first class falling out, along party lines, by members of the House Select Committee to investigate the FCC. A few hours after Chairman Clarence F. Lea, California Democrat, announced yesterday that the inquiry into the alleged forced

(Continued on Page 9)

### "Language" ET Series Made Here For Italy

Foreign language recordings made for use in Allied occupied countries are to be used for the first time in Italy over Italian stations Radio Palermo and Radio Naples and directed specifically to civilian popula-

(Continued on Page 2)

### Marketers' Luncheon Meet To Hear Engstrom-Crossley

American Marketers Assn. luncheon meeting today at the Hotel Sheraton, will hear E. W. Engstrom, head of RCA's research laboratories at Princeton speak on "Post-War Trends in

(Continued on Page 2)

The Lea committee in Washington yesterday voted to discontinue the investigation of Donald F. Flamm's charges that he sold station WMCA, New York, under duress, out of deference to Edward J. Noble's protest that Flamm has an action pending against him in the Supreme Court of New York and that continuance of the Lea hearing was unfair until the suit was adjudicated.

Sudden termination of the Washington hearing came as a sequel to a meeting of the Lea committee at which time they considered the formal

(Continued on Page 9)

### KBUR Assists School In Entertaining Youths

Burlington, Va.—In an effort to combat juvenile delinquency and to put radio in the limelight on the matter of public service, G. B. McDermott, general manager of KBUR, planned and produced a show called "Here We Are" to raise funds for the

(Continued on Page 3)

### "Soap Opera" Criticized At Women's Club Meet

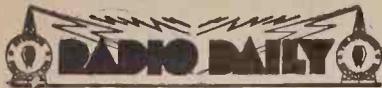
In attacking the number of soap operas on the air, Marion Dickerman, director of education of the American Arbitration told members of the New York City Federation of Women's clubs, yesterday "that the very

(Continued on Page 2)

### Stranded

Jimmy Scribner and his "twenty characters," heard on the "Johnson Family" over Mutual, was snow-bound outside of Cincinnati the other night and missed his usual 15-minute broadcast. Jimmy had been attending a war bond rally in a Cincy suburb and following the close of the patriotic gathering he encountered heavy snow on his way to the studios.

(Continued on Page 3)



Vol. 26, No. 34 Thurs., Feb. 17, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Merseur, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

## FINANCIAL

(Wednesday, February 16)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/4	157 1/2	157 5/8	+ 1/8
CBS A	27 3/4	27 5/8	27 5/8	
CBS B	27 3/4	27 1/4	27 1/4	+ 3/8
Crosley Corp.	18 1/4	18	18	- 1/2
Farnsworth T. & R.	13	12 3/4	12 3/4	- 1/8
Gen. Electric	35 3/4	35 1/2	35 3/4	
Philco	27 3/4	27 3/4	27 3/4	
RCA Common	9 5/8	9 3/8	9 3/8	- 1/4
RCA First Pfd.	72 3/4	72 3/4	72 3/4	+ 3/8
Stewart-Warner	12 1/4	12 3/4	12 3/4	
Westinghouse	94 3/4	94 1/4	94 1/4	

NEW YORK CURB EXCHANGE				
	Bid	Asked		
Nat. Union Radio	4 1/4	4 1/2		
OVER THE COUNTER				
WCAO (Baltimore)	20			
WJR (Detroit)	30			

## 20 YEARS AGO TODAY

(February 17, 1924)

Nils T. Granlund, program director at WHN, New York, has scheduled a series of poetry dramatizations. Material used will be chosen from selections mailed in by the listening audience. . . . The General Electric Co. has announced that Denver, Colorado, will be the location for its third broadcasting studio. Construction will begin as soon as the Oakland outlet is completed.

**RADIO SALESMAN**  
 wanted for Bridgeport, Conn. Excellent station. Starting salary \$60 a week. Apply Box 802 for personal interview. RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

### Marketers' Luncheon Meet To Hear Engstrom-Crossley

(Continued from Page 1)  
 Radio and Electronics." Engstrom is being heard in place of E. W. Butler, RCA's chief in Chicago, originally scheduled to talk.

Arch Crossley, of the research firm that bears his name, will speak on, "What's Missing from Radio Research."

### "Soap Opera" Criticized At Women's Club Meet

(Continued from Page 1)  
 volume of radio serials—one-third of the daylight hours—is unforgiveable." Miss Dickerman was speaking at conference which featured the theme: "How Women Can Help Radio Better Serve the Public."

### Sherwood Names Carroll For European OWI Post

(Continued from Page 1)  
 of the OWI office in London. In his new position he will be stationed in Washington. He will act in co-ordination with Owen Lattimore, deputy director for psychological warfare in the Pacific, and Ferdinand Kuhn, deputy director for information.

### Radio Aids Bond Rally At Institute For Blind

Radio folk will be on hand tonight to aid a bond rally being held by the New York Institute for The Education of the Blind, at the Institute. Ed Sullivan will act as emcee for the program, Joan Brooks, CBS singer, will do a few numbers and war films will be shown the audience which will comprise sighted as well as blind. Children of the Institute will put on a minstrel show. Admission is by purchase of War Bonds or Stamps.

### Dorothy Lewis Addresses WOR Ad Clinic, Tonight

Dorothy Lewis, NAB director of listener activity, will address the WOR Advertising Clinic tonight at 6:15 p.m. talking on the subject of "Copy Acceptance." Miss Lewis was originally set to speak two weeks from today but switched to take the place of Roger Bower. The WOR Clinic is a course of six lectures on advertising held each year, at the station's studios.

### "Language" ET Series Made Here For Italy

(Continued from Page 1)  
 tion. Series of Italian dramatic programs for use by the OWI has been made by WOV, New York. This is believed to be the first time an independent American station has actually made disks for use by foreign transmitters.

First series of programs, consisting of 39 quarter-hour transcriptions, is a script serial based on a classic Italian drama, "Romanticism," by the Italian playwright Gerolamo Rovetta. It concerns the liberation of Italy from Teutonic domination during the last century and has special significance for present-day Italy. First rate cast of Italian-language actors has been assembled by WOV for the series. Other musical and dramatic shows are to follow.

### Paul Girard Joins Army; Headed PA Stat. Relations

Paul Girard, stations relations manager of Press Association, Inc., radio subsidiary of the Associated Press, has been inducted into the Army and reported for duty this week. Prior to joining PA, Girard worked at stations in Forth Worth, San Antonio, Baltimore and New York. He is a native of Springfield, Mo., and attended Northwestern University School of Dramatics and Acoustics.

### High Wind Destroys Antenna In Canada

Fredericton — Transmission from the Fredericton radio station CFNB was halted, possibly for several months when a high wind blew down a 300-foot steel tower at the transmission station in Lincoln, three miles outside the city. The antenna system was a total loss and a complete new tower will have to be erected.

### Philco Declares Dividend

Board of directors of Philco Corporation yesterday declared a dividend of 20 cents per share of common stock, payable March 13, 1944 to stockholders of record Feb. 26, 1944. In the first quarter last year, a dividend of 15 cents per share was declared, and dividends in 1943 totalled \$1 per share, including a year-end dividend of 25 cents per share paid Dec. 27, 1943.

## COMING and GOING

**KINGSLEY HORTON**, assistant manager of programs and sales for WEEW, owned outlet in Boston, is in New York for conferences at the headquarters of the station.

**WILLIAM T. LANE**, station manager of WAGE, Blue Network affiliate in Syracuse, is spending a few days in town.

**J. ROBERT GULICK**, national sales manager for Tri-Penn Stations, comprising WKBO, Harrisburg; WORK, York, and WGAL, Lancaster, is visiting in New York this week.

**ROBERT LAUBENCAYER**, president of WLSA, is here from Kansas for a show on station and network business.

**CONSTANCE MOORE** and **JOSEPH CIVEN**, stars of the "America—Ceiling Unlimited" program heard over CBS, arrived yesterday from Hollywood. They will remain about two weeks.

**FREEMAN KEYES**, president of the Ruess advertising agency, Chicago, and **GEORGE BAYARD**, vice-president, are visiting in New York.

**HAROLD PRIESTLEY** is in town this week from WJL, Detroit. Paid a call yesterday to the offices of the station's New York representatives.

**JACK GRIMES**, advertising manager of the Wheeling Steel Corp., in town this week, is accompanied by **MRS. GRIMES**.

**PARK SIMMONS**, of the news section of OWI, with offices in Washington, is spending some time in New York on business.

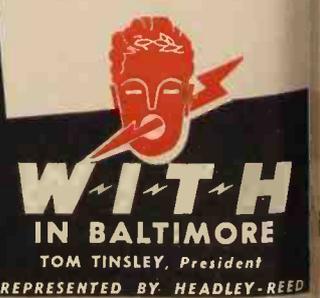
**RICHARD W. DAVIS**, general manager of WNBC, in town from Hartford yesterday for confabs with the New York station representatives.

### Jones, Lester With Paula Stone

Allan Jones, singer, and Jerry Lester, comedian, will guest tomorrow on Paula Stone's program heard on WNEW from 4:45-5 p.m.

## Keep Your Eyes Open!

If you even suspect there's a spot open on W-I-T-H . . . quick check the facts. We're practically sold out 24 hours a day. And for only one reason: W-I-T-H produces and advertisers know it!



## WANTED TO BUY

1 5 Kw. Transmitter  
 4 Towers

Prompt action and cash will be given.  
 Write RADIO DAILY, Box No. 801,  
 1501 Broadway, New York 18, N. Y.

# KBUR Assists School Entertaining Youths

(Continued from Page 1)  
"Under Web" a club organized for school youngsters.  
Characterizing the radio co-operation as "an example of public relations at its finest," Robert Bracewell, superintendent of schools, said "teen-agers owe a debt of gratitude to the station."

**Walter Stone Director**  
The production of the program was under the direction of Walter Stone, KBUR's studio director. He also wrote the entire script and much of the music used was his original composition.  
McDermott, general manager, handled all business arrangements as well as directing the ticket campaign which more than oversold the 2,500 seats of the Burlington Civic Auditorium. Robert Busch, chief engineer, worked out the amplification and broadcasting details. Richard Mosena, announcer of KBUR, served as assistant director and Robert Rusek as assistant in KBUR's continuity department, aided with personnel arrangements aside from appearing in the program itself.

# WJZ Victory Troupe Stage 219th Performance

When the WJZ Victory Troupe gives its performance tonight before a band of doctors and nurses at the General Club for Nurses in Manhattan it will be the 219th show. Joe Barth, director, announced yesterday that tonight's benefit performance is for the Nurses' House located in Babylon, Long Island, where nurses engaged in war fields are permitted to rest or recuperate from illness. This week's benefits have taken the troupe to the Naval Training Station at Lido Beach, and New York City of Embarkation located in Brooklyn.

# Women Broadcasters' Confab To Be Held In N. Y. Saturday

(Continued from Page 1)

to millions of listeners during March, April and May, in the interest of the American Home.

Business meeting will also be held Saturday by the AWD and the luncheon meeting speakers will include Governor Earl Warren of Calif. who will be heard via broadcast from the Coast. Other well-known men and women will also be heard at the luncheon and subsequently a portion of the meeting will be broadcast by NBC at 2:15-2:30 p.m., EWT.

Leading women commentators will take part in a panel discussion, the subject of which will be: "The Importance of the Strategic Role of the Woman Broadcaster." Chairman of the panel will be Mildred Bailey, of WTAG, Worcester, Mass.; others of the panel will be: Victoria Corey, KDKA, Pittsburgh; Mary Mason, WRC, Washington; Ruth F. Crane (Mrs. Page) WJR, Detroit; Jane Tiffany Wagner, NBC, New York; Ann Erickson, WHAI, Greenfield, Mass.; Helen Sioussat, CBS, New York; Rhea McCarty, WCOL, Columbus; Hazel Cowles, WHAM, Rochester, N. Y.; Kathryn Cravens, WNEW, N. Y.; Alma Kitchell, Blue Network, N. Y.; Lisa Sergio, WQXR, N. Y.; Bessie Beatty, Mutual, N. Y.; Linnea Nelson, J. Walter Thompson Co., N. Y.; and Mary Margaret McBride, NBC, N. Y.

### Luncheon Speakers

Full list of luncheon speakers are: Gov. Earl Warren, of Calif.; John Roy Carlson, author of "Under Cover"; Katherine Lenroot, chief, Children's Bureau, U. S. Dept. of Labor; Mrs. William Hastings, president, Nat. Congress of Parents and Teachers; Mrs. Harold V. Milligan, pres. Nat. Council of Women; Edwin Hughes, pres. Nat. Music Council; Mrs. Guy Gannett, pres. Nat. Federation of Music Clubs; Clara Savage Littledale, editor, Parent's Magazine; Nancy McClelland, past-pres., American Institute of Decorators; Mrs. Paul T. Kammerer of the executive committee of the Boy Scouts, Inc., Mrs. Leon E. Bushnell, pres., Nat. Society of New England Women; Mrs. Norman deR. Whitehouse, pres., Women's Action Committee; Amy O. Welcher, pres., United Council of Church Women; Mrs. Robert Moore, of the Awards Comm. Camp Fire Girls, N. Y. Council; Mrs. Maurice Moore, Publications Comm., Nat. YMCA; Anne Barnard, director, Women's Div. Na-

### CBS Chorus Organizes

One hundred CBS employees have applied for admission to the newly-organized mixed chorus which was formed to offer Columbia's musically inclined employees the opportunity to sing and become acquainted with choral music literature. The first meeting was held February 9 under the supervision of Choral Director Charles Touchette and Oliver Daniel, of CBS' Music Division. Future meetings will take place on every Thursday, from 5:30-6:30 p.m., in CBS studios.

tional Safety Council, and Dorothy Lewis, Coordinator of Listener Activity, NAB.

### Special Spot Announcements

The 21 organizations cooperating in the American Home campaign with the AWD all of them represented among the speakers mentioned above, will participate by issuance of specially prepared spot announcements to the 650 association members during the Spring months. Each series will be based upon the particular interest of the organization as it relates to the American home—slanted from the background and objectives of the groups.

Thus the Nat. Federation of Music Clubs will supply spots appealing for more music in the home and the church organizations for more religion in the home, etc. Parents Forum for instance will conduct a contest with prizes from March 15 to April 15, and listeners will be asked to write a letter under the title, "What can I do in my Home, to Insure the Promise of a Happier Post-War World." Other features along this line will receive full cooperation from radio's Association of Women Directors.

# "Brotherhood Week" To Be Saluted By MBS

(Continued from Page 1)

entitled "Strictly American" which will be produced by Jock MacGregor for this broadcast.

At the close of this broadcast, Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews, will present the special award for the "Minute of Prayer" broadcasts to Julius F. Seebach, vice-president in charge of programs at WOR.

After Pearl Harbor, "Minute of Prayer" was scheduled when the necessity for spiritual inspiration was imperative. Ever since, each morning and evening over WOR, from 6-6:01, one minute is devoted to a prayer, submitted by religious leaders of all faiths.

### Sheaffer Net Expanded

W. A. Sheaffer Pen Company sponsors "The Sheaffer World Parade" over the entire NBC network with the first airing made recently at 3:00 p.m., EWT. This half-hour weekly program replaces the quarter-hour "World News Parade" which was also sponsored by Sheaffer. Roy Shield and his orchestra, Curt Massey, the network's baritone, and Upton Close, commentator, are featured on the new length program.



is for AUDIENCE

WKY has more Audience morning, afternoon and night than any other Oklahoma City station.



EVERYTHING - FROM "A" TO "Z"

**SEE NBC FOR THE TOPS IN RECORDED PROGRAMS**

For example:  
**"Stand by for Adventure"**

Brand-new series of 26 quarter-hours (for one-or-two-a-week broadcast) designed for wide appeal and mass attention. Tales of mysticism, dangerous deeds, exciting happenings... told by an army officer, a Yankee sea captain, a star reporter and a South American scientist. Created by a panel of prominent radio writers—expertly cast. Ask for audition records.

Many other NBC Recorded Programs 5 minutes to half-hour

National Broadcasting Co.



A Service of Radio Corporation of America

**NBC RADIO-RECORDING DIVISION**  
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.  
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

# LOS ANGELES

By RALPH WILK

**T**he February 20 and 27th Lockheed air show, "America-Ceiling Unlimited" will be heard from New York. Joe Cotten and Constance Moore, the principals of the broadcast, will also appear at several benefit performances in Manhattan.

Cass Daley, popular screen and radio comedienne, has been signed for four guest appearances on the Eddie Cantor air show.

Maestro Billy Mills, of the Fibber McGee and Molly program, announced this week that he will introduce "rhythmicon" on an early broadcast. The rhythmicon is an unusual musical instrument devised to produce all rhythms and cross rhythms. Mills plans to use it in the presentation of his new composition, "Pyrenees Prelude."

Lurene Tuttle, featured on the "Blondie" show (CBS-Mondays), has received an offer to star in three films to be made in Brazil. Offer was made actress by Senor Albert D'Asignio who is in Hollywood to recruit talent for Brazil's fast-rising movie industry.

Every member of Harry James' CBS orchestra—33 Music Makers in all—purchases a one-hundred-dollar war bond each week, plus celebrating every major U. S. victory with an extra investment.

Vick Knight has passed his Army physical examination and will be inducted Feb. 19.

The U.S.S. Cruiser San Francisco is famous as a ship that has engaged the enemy and given a good account of herself, and returned to fight another day. The story of the San Francisco and its gallant crew was dramatically told on KECA, Friday (4), by Captain Jack when the Junior G-Man Club met.

There are rationing difficulties in the Upton Close family, too. The KHJ-Mutual Don Lee commentator's youngest son, Spencer, age 16 months, has already used up the family's shoe allotments for the year and has just gone through the toe of his latest and last pair of shoes!

Mel Blanc, "the man of many characters," is now going at a rate of nine shows a week. Three of these are for service men overseas. Mel is playing many parts in current CBS shows—notably the "Jack Carson Show" and "Judy Canova Show." The chameleon-like Blanc changes from one part to another at the drop of a cue.

Joan Davis, star of the "Joan Davis Show with Jack Haley" (NBC-Thursdays) knows a radio actor who gives a girl everything that credit can buy!

# WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.

# MAIN STREET



## Unscrambled Wattnotes !!

● ● ● Might as well start with our Tuesday night report on the airwaves.....to wit.....Joe E. Brown proves a revelation in straight talk, as they say.....on "Report to the Nation" the comedian wasn't going in for laughs but told of his latest trip covering some 42,000 miles.....he and Harry Barris, one time member of the Rhythm Boys, (Crosby, Rinker and Barris).....how did little Barris ever stand the roughing..... Brown's fame as an entertainer who goes way out of his way, USO or no, is legion in many letters received from men in far off places..... Brown mentioned watching a baseball game in Iran.....but didn't mention that he usually takes off his coat and plays on one of the teams..... which the boys like no end..... On the Bob Hope kyc..... he and Bing Crosby started off great, but sort of dropped off on the Frank Sinatra takeoff.....which could have been terrific.

★ ★ ★

● ● ● While on the subject of programs, it may be stated here that the script "Mr. Lincoln Takes a Trip".....heard last Saturday night on the Mutual "Bond Wagon".....presented by the Treasury Dept.....was unusually good, and from the pen of Peter Martin, playwright and Eastern story editor for Universal pix.....Carlo De Angelo directed.....the cast was excellent, headed by Bill Adams as Abe.....United Artists, holding that Alaskan radio has been neglected from the national point of view.....will give Alaskans an opportunity to receive full coverage on Hollywood programming, the material to be comparable to any prepared for our own major networks.....the UA radio department, is getting out a manual for service to program directors, radio editors and station commentators in Alaska.....also a special series of transcriptions.....service will start with UA's production of "Stage Door Canteen".....and be followed by a regular run of ETs..... NBC's "Star Playhouse," has a new producer in Less Mitchell, former Chi resident, and now on the Coast..... Paul Pierce, ex-producer has passed his "physical".....beginning this Saturday, Bob Hawk's "Thanks to the Yanks" drops its chorus and Lynn Gardener for this week at least.....will guest and do the opening and closing theme, plus a vocal in the middle, possibly..... CBS sports reporters Ted Husing and Jimmy Dolan.....will broadcast a summary Sat. night of the NYAC track meet.....which will also be beamed for the boys overseas.....actual track meet cannot be broadcast, but a summary is permissible.

★ ★ ★

● ● ● Some people wait in line six days to buy a ticket six months in advance to see "Oklahoma".....then a guy like Bill Erwin, comes to town from Chicago for a looksee and the very first afternoon a friend at NBC invites him to see "Oklahoma".....this is Tuesday..... yesterday morning Bill phones in and the first thing we do is ask the usual question: "How'd you like it?"..... "Didn't see it" says Bill..... he and the friend crossed their wires on the meeting place and neither one got to the theater.....there's a feller at CBS who is "Pop the Air Raid Warden" to 733 web employee there.....in his balliwick at Huntington, L. I., he's "Sarge" to 1,500 men who took pre-military instruction at the Legion school.....he's "Doc" to patients at the local hospital where he is a Nurses Aide.....he's "Boss" to 44 Air Raid Wardens who serve under him.....he's "International A" at the Blood Bank.....he's "Section 8" to invalided boys in Army hospitals where he entertains with two other Legionnaires.....(was once in vaudeville).....the local United War Fund calls him "The Fire Ball," a title that puzzles even him.....there's a few other chores he has to attend to.....on the CBS payroll they just have him down as, Jack Hoines.

★ ★ ★

—Remember Pearl Harbor—

# CHICAGO

By PEGGY BYRNE  
(pinch hitting for Bill Irvin)

**E**D BORROFF, Blue central division chief, secured jobs for two medically discharged servicemen within 15 minutes after (Heidt time for Hires) went on the air Monday night. The boys, in Hollywood with Heidt, wanted jobs in Chicago. WTR-Blue switchboard was bombarded with calls as soon as the announcement was made, and Barroff sided the men for positions with Unite-Air Lines. Phone requests kept coming in till midnight.

"Petrillo, Janette and MacCormack" inaugurated a brand new WBM series of 25-minute musicales for the Columbia Network, February 16 from 11:05 to 11:30 p.m., CWT on the order of the former series, "Glimpse, O'Neil and Petrillo." The new program will continue to feature some of Caesar Petrillo and his orchestra. Janette WBBM-CBS newest singing discovery, will supply the vocals, and popular Franklin MacCormack completes the trio in the role of narrator.

Million dollar Valentine program aired by WBBM from the Hotel Stevens, Monday night, shot beyond the goal with a neat \$15,000,000 in the coffers of the Treasury Dept.

Section, regional and final basketball games to be played in the Indiana State High School tournament on 25 and 26 will be broadcast on WIND.

Irna Phillips, day time scripter has finished a job on the West Coast and is re-establishing headquarters in Chicago.

Susan Ilfeld, secretary in the National division sales dept. left Chicago this week for a short vacation in New York before reporting to duty in the WAVES.

Caesar Petrillo, WBBM music director, leaves next week for a two-week vacation in Arizona.

Bob Cunningham, WBBM supervisor of announcers and shortly to a Navy Lt. jaygee on active duty was given a sendoff by his radio pals at the Static Club Tuesday night. He was presented with a handsome wrist watch.

Hugh Studebaker, of WBBM-CBS "Bachelor's Children," is taking month's leave of absence to vacation in Sarasota, Fla.

## WANTED

Hammond Organ with Crawford speakers. State best cash price. First good offer accepted. Box 804, Radio Daily, 1501 Broadway, New York, 18, N. Y.

**problem:**

**method:**

**result:**

---

**a report to advertisers and agencies**

# problem:

nation-wide promotion for the  
nation's favorite programs...

# method:

1386 hours "on the air" promotion

338 hours of recorded broadcasts

935 hours of spot announcements

113 hours of live bridges, etc.

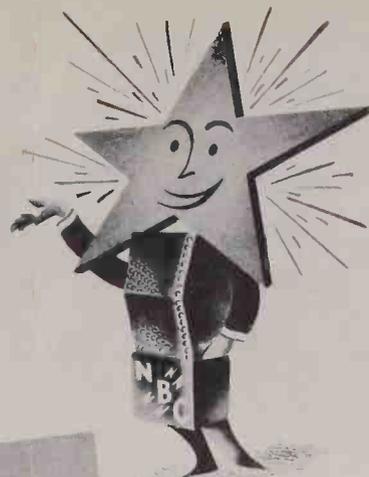
27,024 display cards and billboards

152,215,216 reader impressions by car cards, bus  
cards, taxi cards and billboards.

199 window displays

in cities with total population  
of 17,652,995

# NBC parade of stars



482,353,112 newspaper impressions  
974,387 lines of advertising space  
2,297 advertisements published  
259 leading newspapers used  
40,660,692 aggregate circulation

---

128,990 lines of news space  
3,795 mentions of the Parade of  
Stars programs in 76 differ-  
ent newspapers — aggregate  
circulation of 9,391,380

---

26 separate mail pieces  
a total circulation of 601,185

---

33 movie trailers  
showed in 112 theatres for  
a total of 1390 days to  
audiences totaling 7,160,000

**result ?** this way please →

# result:

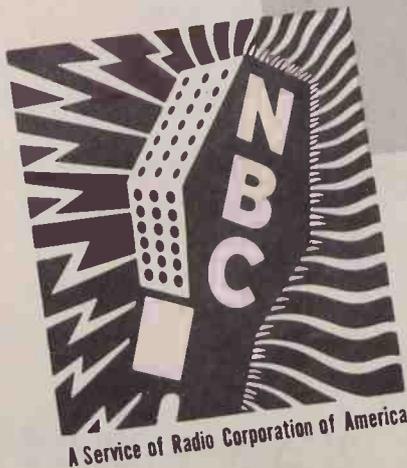
Just about what you'd expect from such extensive promotional support of a can't miss "product." When the CAB reports came in, here's where they placed NBC shows:

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

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

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

... programs on the air!



America's No.1 Network

## Angell Lauds Radio As Force For Good

(Continued from Page 1)

roadcasting system to be found anywhere," he added.

arry Sedgwick of CFRB, Toronto, was re-elected chairman of the CAB and of directors. G. R. A. Rice of Edmonton, Alta., was elected chairman and Glen Bannerman of Toronto remains the association's president and manager. Other members of the board of directors are: Rob White, CFJC, Kamloops, B.C.; A. A. Murphy, CFQC, Saskatoon, S.C.; G. Gaetz, CJRC, Winnipeg; N. Magnuson, CJCB, Sydney, N. S.; Lt. Col. K. R. Rogers, CFCY, Charlotteville, P.E.I.; Phil LaLonde, CKAC, Montreal, and J. E. Campeau, CKLW, Windsor, Ont.

### G. E. Executive Speaks

Paul E. Chamberlain, manager of General Electric's FM division, delivered an address in which he predicted a great increase in that form of broadcasting in the post-war world. He also stated that television will develop as an important and separate broadcasting enterprise and pointed to the fact that many commercial organizations now are laying plans for commercial programs in the tele field following cessation of hostilities.

Angell cited as examples of private radio broadcasting's accomplishments the facts that "it has returned and carried to the remotest hamlets the world's finest music, great drama and entertainment of every kind. It has done the same thing in the field of education and spiritual uplift."

All these things and many more it has accomplished as a consequence of enjoying the privilege of free competition enterprise, Dr. Angell said. Just ahead lies television and the promotion of frequency modulation which will, if not impeded unduly by government interference, open a new and brilliant chapter in the art of communication."

The question of relationship between the Canadian Association of Broadcasters and the CBC came before the convention of the former here yesterday when a specially-appointed committee presented resolutions at a closed meeting involving a state controlled and privately owned broadcasting facilities.

### Station Owners Meet

Phil Lalonde director of CKAC, Montreal, was elected president of the Quebec Association of Private Radio Stations at a meeting held here in conjunction with the convention of the Quebec Association is affiliated in the AB.

The Quebec Association of Private Radio Stations includes all French privately-owned radio stations in the province. Other executives elected were: J. N. Thivierge, CHRC, Quebec, president; Marcel Lefebvre, CHP, Montreal, secretary-treasurer; Paul Lepage, CKCV, Quebec, and Georges Bourassa, CKCH, directors. The convention considered a recommendation to appoint a joint committee representing the Association of Canadian Advertisers, the Cana-

## Two Lea Committee Members Hit Dropping Of WMCA Case

(Continued from Page 1)

sale of WMCA four years ago by Donald Flamm to Edward J. Noble would be postponed pending action by the New York Supreme Court, Republicans Louis E. Miller and Richard B. Wigglesworth were charging that Lea's action, concurred in by members Warren E. Magnuson and Edward J. Hart, was "part of the whole New Deal scheme to cover up pernicious bureaucratic practices inherent in such a maze as we have in Washington today."

Thus the committee seems headed for the first major intramural clash in its 13 months of existence. There have been numerous disagreements behind closed doors, but this is the first time there has been any airing of controversy. Lea, Magnuson and Hart met yesterday, with Hart moving that further investigation into the WMCA sale be postponed until the New York Supreme Court "shall have had a reasonable opportunity to dispose of the litigation."

Chairman Lea said Hart's motion was unopposed. Lea added that "it is the purpose of the committee to conclude the investigation of the sale of this station as soon as a reasonable time is allowed for the disposal of the case by the court. In any event, the committee will conclude the investigation before completing its work."

### Hart Supports Noble

Hart told RADIO DAILY that he thought it "a ridiculous and unfair thing to make a man come down here and reveal his defense for a matter on which he will later have to appear in a court of competent jurisdiction." He added that "bringing a man down here under subpoena and swearing him to answer truthfully the questions put to him is putting him just as much under duress as this other fellow claims he was when he sold the station." While the subject is admittedly one pertinent to the investigation, Hart felt it was unfair to press it before it has been aired in court.

All members of the committee had been furnished copies of the protest against the hearing filed last week

Canadian Association of Advertising Agencies, the CBC and the CAB to study and report upon ways and means of increasing the effectiveness of the commercial continuity of sponsored programs. No decision was reached.

Creation of Bureau of Broadcast Measurement was unanimously adopted at a closed meeting; a statement said the Board of Directors of the bureau will include members of the CAB and representatives of the Canadian Association of Advertisers, the Canadian Association of Advertising Agencies and the CBC.

One speaker, Col. J. B. Palmer of Davenport, Iowa said "Radio is the greatest medium of education entertainment and salesmanship; is doing the best job in education and entertainment but doing the poorest job of salesmanship.

for Noble by Attorney Franklin S. Wood. Shortly after Lea's announcement, RADIO DAILY asked Wigglesworth whether the committee vote on the matter—announced in the press as unanimous—would have been unanimous had he been there. He said emphatically that it would not have been. Miller was not to be found, but Wigglesworth promised that Le and Miller would issue a joint statement later in the day. The two minority members did issue the following statement.

### Text of Statement

"The action of the three-man Democratic majority of the Select Committee to investigate the FCC, in squelching the investigation of the sale of radio station WMCA and the part played by high officials of the present Administration makes it perfectly plain that this is a 'hush-hush,' pure and simple, to keep unsavory facts from the public. It is part of the whole New Deal scheme to cover up pernicious bureaucratic practices inherent in such a maze as we have in Washington today.

"Let the record show that neither of the two Republican members of the committee were present at today's meeting, at which this unexpected action was taken. Let the record show that one Republican member was not even notified of the meeting until after it had been held, and neither was advised of the contemplated action. Let the record show that three Democrats covered up and sought to shield the Administration just as the facts began to hurt.

"For more than a solid year we have sat as a minority on the committee investigating the FCC and have watched while the present political Administration frantically tried to prevent the American people from learning the truth about the FCC.

### Notified Tuesday

"We wonder—and the American people have a right to know—why the White House, the Department of Justice, the FCC and high New Deal officials, past and present are so fearful that the true facts about these and other matters in which the FCC played a part should become known."

Wigglesworth was notified of the meeting Tuesday, he said, but was unable to attend. Miller was not notified until yesterday morning, he said, at which time it was not possible for him to attend. Hart said he understood that the clerk in the chairman's office who had telephoned notice of the meeting had called the office of the wrong representative Miller—there are four in Congress, all Republicans. Miller said he did not believe this story—that there has been previous occasions also when he had not been notified of committee meetings. He did remark yesterday morning, RADIO DAILY was informed however, that he would not have been able to attend even, if he had been notified the day before.

Miller was particularly bitter against Chairman Lea, asserting that

## Drop WMCA Angle In Probe of The FCC

(Continued from Page 1)

protest registered by Franklin S. Woods, counsel for Noble, head of the Blue Network. Woods declared that he wished to protest the use of the Committee hearings, "as forum and to gain publicity for charges" made by Flamm, which form the basis of his personal lawsuit pending before the New York Supreme Court.

First session of the committee hearing was held on Feb. 8 at which time Flamm was questioned by Eugene L. Garey, counsel for the House select committee investigating the FCC. During this testimony Flamm charged "duress" in the sale of WMCA and mentioned incidents and persons alleged to have been connected with the deal. The hearing continued throughout Wednesday, Feb. 9, and then adjourned for the week-end. Chairman Lea was called to California by the death of a relative and did not return to Washington until Monday.

It was only his pressure which forced the committee to open hearings on the WMCA matter and that he had pressured Lea into issuing the subpoena for Thomas L. Corcoran.

In regard to the last paragraph in their joint statement, Miller and Wigglesworth both assailed Fly for remaining silent while on the stand last Summer, when he was questioned about RID and refused testimony, he said, because of security reasons. Fly's demands for hearing for the FCC "look mighty sick in the light of that performance," they said, and then added that Fly has made it necessary for the committee to "bring a gun" to get documents from the FCC, and intimated that the FCC chairman has refused since last Summer opportunities to testify.

When asked for details here they became vague. They are convinced that the FCC is responsible for a major part of the delay—and Hart does not feel that the Commission is blameless.

### Commission Witnesses Next

The majority vote on this matter was seen as a major defeat for the committee counsel, Eugene L. Garey, who has been pressing the WMCA matter and delaying the calling of the FCC.

Lea said yesterday that Commission witnesses will be called next. No definite date has been set, but the FCC will be granted a hearing "as soon as the practical handling of that matter will permit."

Garey was not in town yesterday, but is expected back today or tomorrow. There is a chance that his continuing as head of the committee staff may be brought up before the committee shortly, although this is not definite. Magnuson yesterday repeated to RADIO DAILY that he thinks the hearings should either be concluded in short order, or Garey's resignation accepted. He said he is on record for the latter, and indicated he will not himself instigate committee action to force Garey out.

## AGENCIES

N. W. AYER & SON, Inc., in the formalization of a policy which has been in existence during the past few months, has named Robert Collins manager of the radio department. He will supervise the strictly business side of the division as distinguished from talent and programming activities, which will continue under the direction of H. L. McClinton, vice-president of the agency in charge of radio. Thomas McDermott has been named business manager of the department.

VARIOUS CLINICS of the Advertising and Selling Course, conducted by the Advertising Club of New York, today will be in charge of the following leaders: Sales Promotion: Elsa Lang, promotion manager, N. Y. "Herald Tribune"; "Publications Promotion"; Copy Clinic: S. H. Giellerup, vice-president and general manager, Marschalk & Pratt Co., "How the reader Wants His Copy Written"; Radio Production: Roger Bower, program producer, WOR, "Production in the Studio"; Advertising Production: Ernest H. Whitney, vice-president, Drake-Triune Co., Inc., "Direct Mail Production"; Export Advertising and Selling: Albert L. Abkarian, export manager, Carter Products Inc., "Estimating Potential Markets."

ERIK BARNOUW, who has given the courses in radio writing and production at Columbia University, has been granted a leave of absence to undertake a special mission for the War Department, it is announced by Dr. Harry Morgan Ayres, acting director of University Extension. Barnouw's class in radio writing will be given during the Spring session by Morton Wishengrad, author of scripts for NBC's "University of the Air." The course in radio production will be given by Neal Hopkins, senior writer in the script division of NBC and assistant in production.



**JIM WALDROP**  
NBC Announcing Staff

## ★ WORDS AND MUSIC ★

By CHARLES MANN

**This Commercial Age**

Outside of the past efforts of Stokowski, Paul Whiteman and Howard Barlow, very little has been done to help bring to America's radio audience the fine musical talents of our own composers and artists. At the present time the greatest contribution for this cause is being made by New York City's own station, WNYC. This Municipal Broadcasting System is sponsoring the following young musicmasters in a series entitled "American Music Festival," which began Feb. 12 and will continue to Feb. 22: Leonard Bernstein, Edna Bockstein, Vera Brodsky, Eddie Condon, Aaron Copland, Richard Dyer-Bennet, Sidney Foster, Lansing Hatfield, Coleman Hawkins, Eddie Haywood, Earl Hines, Billie Holiday, Burl Ives, Tony Kraber, Huddie Leadbetter, Vivian Rivkin, Joshua White and numerous others in this gala array from jazz to the classics.

★ ★ ★

Five years ago, in a world at peace, WNYC inaugurated the American Music Festival, an experiment in music as well as radio programming. That first Festival reflected the culture of a peaceful people—in a land where men and women of any race and creed were free to write and perform music based on any and all themes. Today, in a world at war, this station continues to utilize its facilities as a sounding board for new talent.

★ ★ ★

Some of the concerts that have been aired: Perole String Quartet in a Henry Hadley Memorial program, Harvard Glee Club and Sarah Lawrence College Chorus, League of Composers Concert, National Orchestral Association Symphony Orchestra, The Randolph Singers with Sidney Foster, pianist, and Olin Downes, commentator. . . . Future concerts to be aired: City Center Opera Chorus, Winged Victory Orchestra with Sgt. Eugene List, pianist, Pvt. Arthur Rinaldi, violinist; the Stradivarius Quartet, Saldenberg String Sinfonietta, Armed Forces Salute with U. S. Maritime Service Orchestra and WAVES Singing Chorus. Noted musiccommentators appearing in the Festival broadcasts: Jerome D. Bohm, Harriet Johnson, Leonard Lieblich, Julian Seeman and Henry Simon.

★ ★ ★

Joan Lane of CBS opines that orchestras played a great role in helping to boost the tremendous sales of War Bonds during the Fourth War Loan Campaign, especially those that figured in the pickups from the nation's hotels during the American Hotel association tie-up and in New York's Nite Clubs for Victory broadcasts.

★ ★ ★

Deems Taylor, Gertrude Lawrence, Billy Gaxton, Jimmy Walker, Frank Sinatra and many other theatrical celebs will pay tribute to the late Lorenz (Larry) Hart, lyric-writing half of the Rodgers-Hart team, on Sunday nite, March 5. . . . Paul Whiteman, Morton Gould, Lynn Murray and Bob Stanley will conduct the WOR Orchestra in a program of Rodgers-Hart hits. . . . The entire proceeds of the performance, which will take place at the Majestic Theater, will be donated to the Armed Forces Master Records, Inc., which supplies our service men all over the world with record libraries.

★ ★ ★

Joan K. Norton, daughter of the late Louis Coemmenich who was the conductor of the New York Oratorio Society and the Mendelssohn Glee Club of New York, has several songs making the rounds of publishers and radio networks. "The Greatest Mother In the World" is the name of one she has dedicated to the Red Cross. Kate Smith may introduce it over the air. Titles of her other songs are: "You Can't Take a Girl From a Sailor," "Love and Kisses," "Don't Drag Your Feet, Honey Chile," "Keep On Calling Me Darling" and "Let Me Be Everything To You."

★ ★ ★

## GUEST-INC

VERA BRODSKY, pianist, on Lynn Murray's musical show, Friday (WABC-CBS, 6:15 p.m.).

BARBARA ANN SCOTT, ice figure champion skater of Canada as guest actress on the "Bright Horizon" program broadcast from Lake Placid, N. Y., Friday (WABC-CBS, 8:30 a.m.).

ENSIGN ANN FAIRLEIGH BURKE, JEAN LOGAN and RACHEL KOSLOVSKY, all members of the WAVES, on the "Sing Along" program, Friday (WABC-CBS, 8:30 p.m.).

ZASU PITTS, on the "Kate Smith Hour," Friday (WABC-CBS, 8 p.m.).

WENDY BARRIE, on "Armstrong's Theater of Today," Saturday (WABC-CBS, noon—12:30 p.m.).

WILLIAM DEMAREST, film actor featured in "The Miracle of Morgan's Creek," on "Stars Over Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

WILLIAM M. JEFFERS, president of the Union Pacific Railroad, on "Your America" program, Saturday (WEAF-NBC, 5 p.m.).

HOWARD W. JACKSON, ex-Mayor of Baltimore, on "Victory, F.O.," Saturday (WABC-CBS, 3 p.m.).

ORSON WELLES, on Group Marx's "Blue Ribbon Town," Saturday (WABC-CBS, 10:15 p.m.).

EVALYN WYCKOFF, on the Becker's "Pet Parade," Saturday (WEAF-NBC, 10:45 a.m.).

REV. C. AVERY MASON, executive director of "Forward in Service" an Episcopal society, on Columbia's "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

REV. GLENN T. SETTLE, "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

NATHAN MILSTEIN, violinist, the program of the New York Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.).

JOAN FONTAINE, on the "Sibley Theater" show, Sunday (WABC-CBS, 6 p.m.).

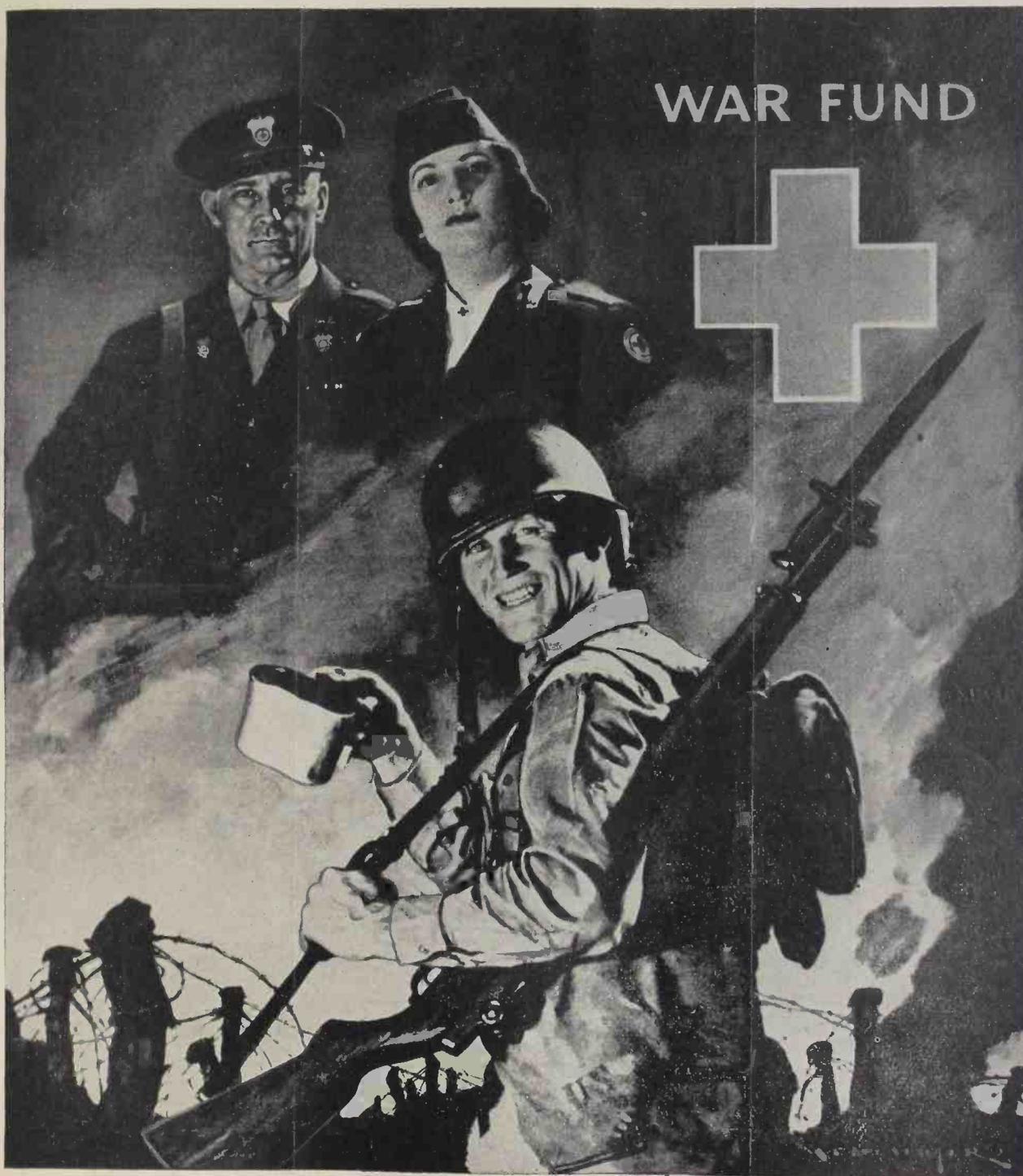
LOWELL F. BENNETT, Christian Science Wartime Minister at Fort Knox, Ky., on the afternoon program of Columbia's "Church of the Air," Sunday (WABC-CBS, 1 p.m.).

**To Address Clubs**

Grace M. Johnsen, director of women's activities for the Blue, speaks today before the New York City Federation of Women's Clubs at the Bar Building. Her topic is "How Women Can Help Radio Better Serve the Public."

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Your **RED CROSS** is at his side



Give . . . **RED CROSS** 1944 War Fund

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# COAST-TO-COAST

## — CALIFORNIA —

**OAKLAND**—Glenn Shaw has been appointed the general manager of KLX. He was with KSL, Salt Lake City for the past 11 years. . . . KPO highlights: This NBC outlet has submitted three of its top shows for competition in the annual George Foster Peabody Awards contest. Spotlights will aim at Don Martin, Ina Shippey, Jane Lee and Larry Smith. . . . Home again! After an absence of several months, Noxzema's "Quiz of Two Cities" will once more originate at KFRC-Mutual Don Lee's San Francisco station. . . . KHUB became affiliated with the Blue last Sunday. Roger R. Hunt is the manager for this station which is located in Watsonville.

## — COLORADO —

**DENVER**—Milton Shrednick, KOA music director, and Clyde Connillo, pianist with Lou Morgan's orchestra, are the piano team heard on the May Company, Denver department store, program "Your Radio Shopper" aired Monday through Saturday. . . . Visitor at KFEL: The pleasant surprise at this station recently was Arthur Gaeth, commentator on the Mutual network. . . . Pathfinder: Hugh B. Terry, KLZ station manager, has been elected to the executive board of the Denver Boy Scout Council.

## — NORTH CAROLINA —

**ASHEVILLE**—"Invitation to Understanding" is the arresting title of a new Sunday series on WUNC with a theme appealing to religious unity and a format of round table discussion. . . . C. M. Ward, Jr., has stepped into the job of continuity editor, left vacant when Catherine Rutherford resigned.

## — CALIFORNIA —

**SANTA BARBARA**—Louis F. Koreck, general manager of KTMS, announces the promotion of Frank B. Weltmer from program director to assistant manager of the outlet. KOY, Phoenix, lost an announcer and continuity director when Weltmer joined KTMS a little over a year ago as chief announcer. Later, in April, he took over the duties of program director.

## — FLORIDA —

**ST. AUGUSTINE**—Mr. Stork paid a visit to the home of J. Allen Brown, WFOY's manager Feb. 11. The new nursery is decorated in blue for the very welcome newcomer.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—Kenneth Evans is leaving his announcing post at WOL-Mutual for the realm of broadcasting nearest to his heart—news—which he will air from WMAL over the Blue for the Christian-Heurich Brewing Co. . . . Art Brown, of "Rise and Shine" fame on WOL has an additional show starting Feb. 21 directed to children listeners. Format includes organ and recorded music, interspersed with juvenile guest stars.

## — GEORGIA —

**ATLANTA**—Beth Barnes, has resigned as production director for WSB to become assistant to Arch Oboler in Hollywood. . . . WGAC stock: The FCC has been notified by the Twin States Broadcasting Company, licensee of WGAC, Augusta, that J. B. Fuqua has purchased a portion of the stock. Fuqua has been named exec-vice-prex of the company. He has been general manager of the station since 1940, when it was organized. WGAC is affiliated with the Blue and Mutual networks.

## — CONNECTICUT —

**STAMFORD**—WSRR is currently airing two new Sunday series; one, "Poland vs Hitler," depicting Poland's fight for freedom, sponsored by the Holy Name Athletic Club; the other, "Life of Riley," tells the story of a typical American family. . . . Outlet has a new combination musical director-announcer in the person of Stan Roberts, formerly of the Army and WLOG, Logan, W. Va. . . . Other additions to the staff are Ernest Hartmann, actor and announcer from WTNJ and WNYC, and Kay Wren, free lance scripter, who is doing special programming for the War Bond drive.

## — MARYLAND —

**BALTIMORE**—Of timely and special appeal to the victory gardeners of the state is WFBR's new program, "Victory Garden Club of the Air," which bowed in Feb. 13 at 12:30 p.m. Under the direction of D. Murray Franklin, editor, lecturer and specialist on the subject, the Club is receiving the cooperation of numerous garden agencies in the area, whose combined efforts will reveal much of value to listeners active in victory gardening.

## — INDIANA —

**VINCENNES**—The facilities of WAOV are being used by the U. S. Employment Service in behalf of the E. I. du Pont de Nemours help wanted situation, through the medium of an extensive spot campaign. . . . When the fourteenth class of cadets at George Field, Illinois, were graduated, WAOV broadcast the ceremonies.

## — KENTUCKY —

**LOUISVILLE**—Dialings from WINN: Bond's Bread has purchased "Bing Sings," a Monday through Friday wax show, for 13 weeks. . . . "Stepping Along With Frances Ferguson" is the new sustaining program dealing with home-making, personality problems and current events. It's aired Mondays through Fridays. . . . Walter Murphy, vet newscaster, is new on WINN's staff.

# Radio Executives Club LUNCHEON

Gothic Room . . . Hotel Shelton

Thursday, February 17

12:30 P.M. Sharp

SPEAKER:

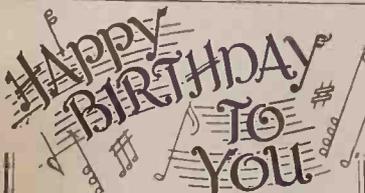
ROYAL ARCH GUNNISON, Far East Representative of the Mutual Broadcasting System, recently repatriated.

SUBJECT:

"WHAT ABOUT OUR WAR PRISONERS?"

SPECIAL GUEST:

ALFRED CHIGI, of The Chicago Opera Co.



February 17

- |                  |                    |
|------------------|--------------------|
| Willard Botts    | Shirley Flynn      |
| Coreen Gillespie | Denise Keller      |
| Eric Madriguera  | Donna Reade        |
| Wolff Kaufman    | Virginia Mansfield |
| John McLaughlin  | Kenneth Walton     |



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 26, No. 36-35

NEW YORK, N. Y., FRIDAY, FEBRUARY 18, 1944

TEN CENTS

## CAB Re-elects Officers

### Marketing Association Hears Radio Speakers

Capacity attendance yesterday at luncheon meeting of the American Marketing Association, heard E. W. Strom of RCA reveal the possibilities of radio and electronics in the post-war period, and Archibald Crossley delineate, "What's Missing in Radio Research." Crossley, of the organization which bears his name, outlined five specific points which he considered as yet undeveloped as a part of radio research. Luncheon was  
*(Continued on Page 5)*

### "On Target" Navy Show Bows On WGN Saturday

Chicago—"On Target," new WGN Navy show, bows on Saturday, February 19, from 11:00 to 11:30 a. m. C. T. Program will originate on the stage of Ross Auditorium at the U. S. Great Lakes Naval Training Station, and the entire production will be written, produced and presented by naval personnel, most of whom were associated professionally with radio before they entered the service.  
Bob Elson, former WGN-Mutual  
*(Continued on Page 2)*

### Radio Breaks Truk News And Loss Of Troop-Ship

News of the bombing of the Japanese stronghold Truk Island, was first given to the public by radio yesterday afternoon, followed shortly after by the sad news of the loss of an Allied troop ship in European waters. Identified unidentified announcer from  
*(Continued on Page 2)*

### Pets

The inside story of a one-armed lion tamer will be told next Monday on Adelaide Hawley's program over WEAf, 9:30 a. m., EWT. Miss Hawley's guest will be Capt. Ernest Engerer who works in a cage with five lionesses. One of the gentle dames attacked him and he lost an arm as a result. However, Capt. Engerer says he likes the work and will tell why.

### Doubles

Murray Grabhorn, president of the Radio Executives Club, yesterday demonstrated he could double in brass. Murray, president and toastmaster of the club, took over the piano when Joe Bloom, regular accompanist, didn't show up. He did a creditable job accompanying Alfred Chigi, who sang the National Anthem.

### Webs Set Full Co-Op For Red Cross Drive

Extensive preparations are being made by all major networks as well as numerous independent outlets to take part in the Red Cross Drive on Tues., Feb. 29, when the R. C. launches its 1944 fund-raising campaign. NBC is setting an around-the-clock push in which every program is expected to join for the opening day at least. From 6:40 a. m. on Tuesday to 1 a. m., EWT on Wednesday, it  
*(Continued on Page 6)*

### Far East Correspondent Tells Of Japan's Hatred

Members of the Radio Executives Club heard Royal Arch Gunnison, MBS Far East correspondent, tell the story of being a prisoner of the Japanese, during the club's luncheon meeting at the Hotel Shelton yesterday.  
Gunnison, in a straight forward recital of his experiences urged REC  
*(Continued on Page 2)*

## Chicago School Radio Council Envisions Educational FM Net

### Ad Agency Buys Time To Promote Own Business

Signing of Albert Frank-Guenther Law, Inc., to a 52-week contract on WQXR, New York, yesterday is heralded as first instance where an advertising agency has taken steps to utilize radio to bring its individual service before the public. Agency will  
*(Continued on Page 2)*

## Glen Bannerman Again Named Head Of Canadian Broadcasters Association As Three-Day Convention Ends

### George Adair Named Chief Engineer Of FCC

Washington Bureau, RADIO DAILY  
Washington—George P. Adair has been named FCC chief engineer, replacing E. K. Jett, who was sworn in as a member of the Commission Tuesday. Adair, widely known for his work in the utilization of radio in education, has been assistant chief in charge of the broadcast division since 1939. For three years before that he was acting assistant chief, and  
*(Continued on Page 2)*

### FCC Approves Transfer Of WKNY, Kingston, N. Y.

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday approved transfer of WKNY, Kingston, N. Y.; from Benjamin F. Feiner, Morris Novik and Morris J. Furman.  
*(Continued on Page 2)*

### Special Pabst Award Will Be Made On April 12

Dramatized radio presentation of the Pabst \$50,000 Post-War Employment Awards, will be heard over a national network on Saturday April  
*(Continued on Page 2)*

Quebec—Glen Bannerman of Toronto was re-appointed president and general manager of the Canadian Association of Broadcasters by the newly elected board of directors at the closing session of the broadcasters convention yesterday. Bannerman's choice was announced by Harry Sedgwick of Toronto who was re-elected to the position of chairman of the board of directors.



GLEN BANNERMAN

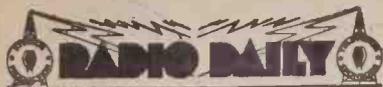
Post of vice-chairman of the board went to G. R. A. Rice of CFRN, Edmonton. Other members of the board elected are: Ralph White, CFJC,  
*(Continued on Page 6)*

## Women Broadcasters Arriving For Meeting

With the advance guard of the NAB's Association of Women's Directors arriving in the city, plans are being made for the opening tomorrow of the one-day conference at the Hotel Roosevelt. Twenty-one national organizations are cooperating with the AWD in the campaign which is  
*(Continued on Page 5)*

### Pour Liberte

"The Chant of Liberation," anthem of the French underground, will be given what is believed to be its first American broadcast performance on the CBS "Report to the Nation" program which will be aired from 9:30-10 p. m., Tuesday, Feb. 22. Quentin Reynolds, war correspondent, is narrator. The program dramatizes top news events of the week.



Vol. 26, No. 35 Fri., Feb. 18, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thursday, February 17)

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., Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(Feb. 18, 1924)

BBC, Great Britain, is broadcasting Sunday concerts to English people holidaying in the country, from a motor of Lloyds "Sunday News" which is equipped with receiver and radio speaker. Popular demand has radios taking the place of flowers and fruit in our hospitals. One hospital in Philadelphia is completely equipped throughout.

RADIO SALESMAN

wanted for Bridgeport, Conn. Excellent station. Starting salary \$60 a week. Apply Box 802 for personal interview. RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

Special Pabst Award Will Be Made On April 12

(Continued from Page 1)

12, according to George V. Denny, Jr., supervisor of the Awards Committee. Network to be used has not yet been determined. Original announcement of the contest was via the Pabst program on CBS headed by Groucho Marx, Saturday night at 8 p.m. on CBS; also via a wide newspaper campaign. Mort Lewis, radio producer and writer, will dramatize the air presentation.

Pabst Awards for solving the post-war unemployment problem will pay a first prize of \$25,000 for the best letter submitted; second prize of \$10,000 and 15 prizes of \$1,000 each, all in purchase of war bonds. The board of judges include Dr. Beardsley Ruml, chairman of the Federal Reserve Bank; Clarence Dykstra, president, University of Wisconsin; Dr. Wesley C. Mitchell, Professor of Economics, Columbia University and A. F. Whitney, president, Brotherhood of Railroad Trainmen.

Lewis is currently appearing on the Blue Network writers' program, "Awake at the Switch" and is consultant to "America Town Meeting of the Air."

George Adair Named Chief Engineer Of FCC

(Continued from Page 1)

has been with the division since 1931. Adair is 41 years old, a native of Texas. He served with the Army Signal Corps and worked for three years with General Electric.

Phillip F. Siling, who has been chief of the international division of the FCC engineering department, assumes Adair's former post, with Marion Woodward taking over Siling's position.

The Commission also addressed a letter of commendation to George E. Sterling, assistant chief engineer in charge of the Radio Intelligence division.

Ad Agency Buys Time To Promote Own Business

(Continued from Page 1)

sponsor an hour of recorded symphonic music each Friday from 8 to 9 p.m. Theme of radio campaign will be institutional selling of the agency's services to potential users of the agency's services.

RCA Opens Service To 'Somewhere In Italy'

Expansion of its recently opened radiotelegraph service between the United States and "somewhere in Southern Italy" to facilitate the sending of Expeditionary Force Messages to and from American troops and other official personnel in the Italian war theater was announced by RCA Communications, Inc., yesterday. All messages must bear the APO number of the addressee and may be sent from any telegraph office in the United States, notated "via RCA."

Radio Breaks Truk News And Loss Of Troop-Ship

(Continued from Page 1)

Honolulu read Admiral Nimitz's statement re Truk picked up here at about 4:30 p.m., EWT. Within the minute major networks had it on the air. At 4:35 p.m., CBS had an amplified bit of news on the attack and at 4:45 p.m. Webley Edwards, its correspondent at Pearl Harbor sent through additional information. NBC planned to have one of its Honolulu correspondents on at 7:15 p.m. with full details.

On Wednesday the networks were told to stand by for a possible important news-break, but it is not known whether the authorities meant the Truk story or that of the troop-ship. CBS aired news of the ship's loss with 1,000 lives on its regular 6 p.m. newscast. Webs did not use this news when first received, apparently.

FCC Approves Transfer Of WKNY, Kingston, N. Y.

(Continued from Page 1)

to Novik, Furman and the stockholders of the Buckeye Broadcasting Corp., Akron, Ohio. The latter group includes Messrs. Weisenthal, Swarningen, Laux and two Teitelbaums and Berkman. Sale price is \$15,000 for the 250-watt station, which broadcasts on the 1490 band.

The Buckeye Broadcasting Corp. was formed last year after the FCC approved transfer of WJW, Akron, to Cleveland, and requested assignment to the WJW frequency in Akron. This application is believed to have been dropped, with WJW probably to remain in Akron.

"On Target" Navy Show Bows On WGN Saturday

(Continued from Page 1)

sportscaster, will announce the programs. Yeoman 3/C Larry Alexander, former radio writer and announcer, will be narrator for the show; chief specialist Guy Robertson, veteran broadcaster, will be heard on the broadcasts; and much of the music will be arranged by musician 3/C Carroll Huxley, former arranger for Andre Kostelanetz' orchestra.

"On Target" will feature a 45-piece Navy band, a professional combination known as the singing bandsmen, and frontline dramas portrayed by bluejacket actors.

Far East Correspondent Tells Of Japan's Hatred

(Continued from Page 1)

members to learn to know the Japanese as an enemy and spoke of their hatred of the white race. He recounted hardships endured by Mrs. Gunnison and himself and dramatically recounted of the suffering endured by American forces captured at Corregidor.

It was announced at the luncheon that the next meeting of REC would be held in conjunction with the regional NAB meeting at the Hotel Roosevelt on March 2nd.

COMING and GOING

B. J. HAUSER, manager of the sales motion department of the Blue Network, expected back today from a business trip to Chicago.

MERLE S. JONES, commercial manager of KMOX, CBS-owned outlet in St. Louis and Wendell B. Campbell, II, assistant manager and national sales director of the station, returned to Missouri after a brief visit to New York.

GERALD H. WING, station manager of OC Rochester, Minn., who had been spending few days in Chicago, arrived in town yesterday for conferences with the New York representatives of the station.

FRITZ KREISLER, soon to make his debut, is in Cincinnati, where he will appear Sunday as soloist with the Symphony Orchestra of that city.

BILL MOGLER, Chicago agency executive, is visiting in New York.

POLLY HART, assistant to John Norton, station relations manager of the Blue Network, leaves tomorrow for four days in Washington where she will join her husband, Capt. Fred Grohs, ASFH, in the celebration of their wedding anniversary.

BOB WHITE, program manager of KATL Pittsburgh, and HOMER H. MARTZ, agricultural director of the station, off for New York, former on a business trip and the latter to attend a meeting of the agricultural program directors.

JAMES T. MILNE, commercial manager of WNAB, Bridgeport, and WATR, Waterbury, arrived from Connecticut on station and work business.

LOUIS G. COWAN, acting director of the station in New York, is back in town following trip to Washington, D. C.

JEAN COLBERT, women's director of WJW Cleveland, is here for the meeting of the National Association of Women Directors.

SHEP FIELDS is in Philadelphia, where he opens an engagement tonight at the Theatre.

Sports Show Available

Ready to go! Commentator: Sports Editor of a Baltimore paper. Time: 6:15 to 6:30 P. M. Day: Saturday. Price: On request. Write today.



TOM TINSLEY President

Represented by HEADLEY-BELMONT

BALTIMORE

# thumbprints all over us... and we love it!



MUTUAL  
BROADCASTING  
SYSTEM



Radio research has lately set up a lot of new signposts, and lot of people have been thoughtfully thumbing the fresh paint on them. Some were erected by advertisers, some by agencies, some by networks — but they all stem from findings like these . . .

1. Just about the surest way to deliver a message in any market is to use a radio station located within that market . . .
2. Network programs enjoy much higher ratings in markets where there are fewer competing stations.

Since all these varied signposts converge unmistakably on our house, and since they've already led many advertisers to leave inquisitive thumbprints around here, we've bundled the works into a tidy little volume called "Fresh Paint", on which the ink is now drying.

When you get your copy, please apply your own thumbprint to such signboards as this . . .



MUTUAL IS THE NETWORK WITH THE MOST STATIONS  
... LOCATED WHERE PROGRAM RATINGS ARE HIGHEST

Markets where Mutual has a station but Blue has none . . 138

Markets where Mutual has a station but NBC has none . . 150

Markets where Mutual has a station but CBS has none . . 153

## LOS ANGELES

By RALPH WILK

ERSKINE JOHNSON's "Hollywood Spotlight" focuses on one of radio's top character actresses on Tuesday night, when the popular film colony columnist broadcasts over KECA. Johnson's guest register will be signed by Sara Berner, who is noted for her comedy and character acting on coast to coast radio programs.

Probably the most incongruous sight of the week was Arthur Treacher, the demon butler of the CBS "Jack Carson Show" at the Palladium with two young things! Arthur had never been to the famous dance spot, and so he collected Joe E. Brown's two young daughters, who call him "Uncle Arthur," and the trio set out for Sammy Kaye's opening at the jive joint.

George Mills, eldest son of Felix Mills, Burns and Allen orchestra maestro, was in the thick of the Tarawa battle, according to reports received by the elder Mills.

It's never been told... that Verna Felton, who plays "Blossom Blimp" on the "Joan Davis Show with Jack Haley," NBC, got her first radio job in San Francisco without even an audition when she was seen by a sponsor in a play and given a radio contract; or, that Fountain-Aire, featured quartette on the show, were the original singers who formed the nucleus of the famous Paul Taylor choir.

Singing star Betty Hutton has been signed exclusively by Capital Records recording at C. P. MacGregor Studios. This will be Betty's first disc series.

William Guimont, former KFI-KECA engineer, has reported for induction and has been assigned to active duty with the U. S. Navy. Guimont, before entering the field of radio, was a pilot and radioman in South America.

Mark Buckley of the San Francisco office of Foote, Cone and Belding was a guest at the "Main Line" broadcast. Foote, Cone and Belding handle the Don Lee program series for Southern Pacific.

## Joins Net Sales Staff

Phil Steitz, veteran ad and radio exec, joined Mutual's Chicago sales staff this week, according to Ade Hult, the net's western sales manager. For the past four years Steitz was a member of NBC's Central Division sales force and prior to that was a salesman at WIND, Chicago. In Milwaukee, his native city, he was secretary of the Milwaukee Advertising Club.

## Gets Own Program

Imogen Carpenter, last heard on the Paul Winchell program over WOR, has begun a song series of her own Mondays through Fridays, from 6:15 to 6:25 p.m. She is accompanied by Nat Brusiloff and his violin, Andy Sanella, guitarist and Johnny Guanjari at the piano.

## MAIN STREET



Bill Irvin, Chicago representative of RADIO DAILY and who writes as "Don Foster" as radio editor of the Chicago Times, interrupted his New York vacation yesterday to do a guest column for ole Scoops Daily. Bill's Gotham impressions follow:

★ ★ ★

By BILL IRVIN

● ● ● So sorry, honorable Tojo, if we seem to get a little tough with you Nips, but we're trying out a new backbone for size. Asia for the Asiatics, eh? We'll take Manila—and Asia, and give them back to the Indians, the East Indians, that is, and the Filipinos, and the Malaysians and all the other victims of your uncivilized rampage. And then when you come bowing and scraping and hissing to the peace table with your strictly dishonorable apologies we'll accord you and Hirohito a swift kick in your imperial britches with our rationed No. 17s and without even so much as a phoney "so sorry" we'll give you to local sunset to get out of civilization and take your comic opera war lords with you.... That doesn't sound much like the sucker Americans you have known but there are going to be some changes made in the heretofore soft-bellied Yankee character, if the post-war peace formula which Royal Arch Gunnison, Mutual Network war correspondent, advocated in a talk at the Radio Executives' Club luncheon yesterday at the Hotel Shelton, gets any kind of play at the peace table.

★ ★ ★

● ● ● When a Chicago radio editor comes to New York on vacation he invariably winds up renewing a lot of old Chicago friendships because there are more former Chicagoans around the studios and agencies here than you can shake a stop watch at.... Frinstance, who is one of the first guys you meet at Blue but Earl Mullin.... Our acquaintance with Earl dates back to our association on the same Chicago morning newspaper.... Jim Kane, one of George Crandall's right hand men at CBS, was exposed to Chi for a couple of years but it didn't take. Jim high-tailed it back here at the first chance.... Art Perles, Crandall's assistant, got his first look-see at the Windy City a few weeks ago and was impressed.... Tom Fizdale, a Chicagoan from way back, did a lot of press agenting around that town before he set up shop here.... With that kind of background how could he fail?.... But then look at Earle Ferris, who has no Chicago background. So what does that prove?.... Oh, yes, we almost forgot Ethel Kershner of CBS press, a Chicagoan until she was three.... and Wynn Nathanson of the Fizdale office, a University of Chicago grad, and Marge Kerr, another Fizdale colleague.

★ ★ ★

● ● ● Three of NBC's top execs—Niles Trammell, Frank Mullen and C. L. Menser—did a lot of radio execing around Chicago before moving in on Radio City.... As a matter of fact, the Windy City has contributed not only a lot of the top names in the networks and radio publicity but can be credited with plenty of talent, such as, Betty Winkler, Louise Fitch, Barbara Fuller, Raymond Edward Johnson, to name a few.... Add to this list the visiting Chicagoans we run into—Freeman Keyes, president, and Raymond Jeffers, public relations director, of Russel M. Seeds Agency; Art Harre of WJJD, Bill Mogle—and you've got almost enough names for a Chicago telephone directory.... Plus a couple of guys from Chicago we've only lend-leased to New York—Lou Cowan, the Quiz Kid impresario who has just been named acting chief of the New York bureau of OWI, and Al Hollender, Lou's assistant.... About the only gent around town who doesn't talk with a Chicago accent is Wick Crider of J. Walter Thompson.... We think we'll go back to Chicago and meet an honest-to-gosh New Yorker—Shep Chartoc of WBBM.

—Remember Pearl Harbor—

## CHICAGO

By PEGGY BYRNE

JAMES V. McConnell, NBC general manager of local and spot departments, and B. A. McDowell, general sales manager of Westinghouse Radio Stations, Inc., attended conferences with Oliver Johnston, manager of NBC central division local and spot sales department on rate adjustments between NBC and Westinghouse stations. Advertising execs of the Chicago "Sun" and Bond Stores, Inc. were guests at a cocktail party thrown by the local sales department here last Tuesday night.

"Ma Perkins," WBBM original CBS soap opera, has passed through year broadcasting mark.

Two Chicago indies have already lined up their sportscasters for the 1944 baseball season. Walt Lochman moves into major league ball casting to handle play-by-play accounts of the Chicago White Sox at-home out-of-town games over WIND. Ed Wilson will do the same for the Chicago Cubs on WJJD.

Joel Kupperman's latest: After tending to a Sinatra broadcast with mother, he followed her about the house with an air of anticipation. Finally, becoming slightly annoyed, Mrs. K. asked him why he was treating her. "But mother," he said gustedly, "you didn't swoon." Joel's first film, "A Chip Off the Old Block" is being released nationally by Universal on February 25.

Fred Howard, Chicago radio actor, heads for the West Coast some time in May.

Special War Bond event in the main studio of WGN tomorrow will be screening of the Columbia film, "No Shall Escape." Seats are priced \$500 bonds and up.

"The Sky Riders," WGN quiz show switches from Sundays at 4:00 to 4:30 p.m., CWT, to Saturdays at 9:00 to 9:30 p.m., CWT, starting February 20.

WGN will air a description of the golden gloves boxing bouts from the Chicago Stadium on February 29 and March 1. Matches are sponsored annually by the Chicago "Tribune."

Mutual's "First Nighter" switches day and time next month. Last Sunday night show will be heard March 5, and new Wednesday night spot from 8:30 to 9:00 p.m., CWT, starts March 8.

Passing each other in Chicago, going to and from the West Coast, will be Martin Wickett, WTOP program director, and Kate Smith. Wickett will visit WBBM on his way back to Washington. Kate Smith stops off for a brief bow Sunday, on her way to California.

## PROGRAM DIRECTOR

wanted for progressive 5,000 watt station located in Massachusetts and owned by regional network. Fine opportunity for announcer or production man with imagination and showmanship. Starting salary \$55 a week. Apply Box 803, RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

# Marketing Association Hears Radio Speakers

(Continued from Page 1)  
at the Hotel Sheraton, New York. Crossley said that radio research "is something like a television beginning to take form. So far noses have appeared clearly, we have been busy counting them as a matter of fact we have only to realize that there are individuals in some..." These people, Crossley, have likes and dislikes they not only listen, but buy. The thing missing in radio research, he stated, "is the count of them in their various classifications. The first thing is the study of their prior." Regarding the size of audience, Crossley told his listeners that a board of governors of the Co-operative Analysis of Broadcasting announced about 10 days ago the plan of two steps seeking to remedy deficiencies. Thus the first step is to cover cities of 50,000 as against that of 100,000 and eventually the non-telephone houses were being in small towns and farms," will finally have the material for decisions that you ask for so far.

**Treat "Audience Behavior"**  
Relative to "Behavior of the Audience," Crossley pointed out that many agencies have one, two or three sets of sometimes and again there is competition to radio, such as motion pictures, the piano, somebody is taking a bath, sleeping, driving to the office, in fact various household duties "compete" with the radio. He said it as, "The competition of things to do, and the competition of other programs." The complex was the divided attention between talking, eating, playing games, so far, he said, he learned really how to lend one ear to at least the radio, but he had some reservations as to how he could handle this.  
Another Crossley point was: We haven't told the whole story about until we have measured what the program is doing in relation to what ought to be doing.  
As a start in this direction the researcher said both the CAB and other services, measure a program's success by sex and age as this is possible. By means of a little figure will eventually be learned how better one program is faring than another, but this will happen as ratings cover both telephone and non-telephone homes throughout the country.  
Important things were listed by Crossley as "things a time-buyer does not know." 1. Why non-listeners do not listen. 2. How attentively the listening is being done, or to put it another way, 1. How to achieve maximum attention. 2. How to achieve maximum attention. One of the ways this is done, Crossley stated, is "by Dr. Stanton's mechanical device—Program Analyzer, constructed to record emotions. Hooper has been studying the rise and fall of an audience by short periods within a pro-

# WHO'S WHO IN RADIO

## RUTH CHILTON

**R**UTH CHILTON, the first president of the Woman Broadcasters, an affiliate of NAB, came to the airwaves from the portals of newspaper and theater. In each medium she directed her inexhaustible energies to the *American Woman* theme. Today she not only conducts a daily "For Women Only" column over the WCAU airwaves in Philadelphia, but has covered Syracuse, Chicago and Tennessee sections in her recent lecture tours.

Miss Chilton became interested in radio when she was associated with the *Boston Herald Traveler*. While writing its daily woman's page, she managed to participate in radio programs that originated from Boston. It didn't take long for her infrequent radio appearances to "catch on." Whereupon Syracuse's WSYR extended its arms to Miss Chilton and gave her full powers to write, produce and appear in her own matinee program, which she appropriately called "Ruth Chilton's Matinee." She remained with this station for six years.

Since the beginning of the war, she has been a most active participant in Red Cross functions. She holds the distinction for being a charter member of the Association for Education by Radio, and is a member of the National League of American Pen Women and the Philadelphia Women's Advertising Club.

This dynamic individual, who stands 4' 11 1/4" high and weighs 112 pounds, is looking forward to the day when she'll be able to sit down and produce the first draft of a drama—yes, depicting the American woman.



radio leader

gram. The automatic recorders have provided similar charts. Paul Lazarsfeld has been psychoanalyzing the audience. Several agencies have been studying the effect of commercials."

After explaining more on this subject, Crossley placed emphasis on: "The greatest unexplored field in radio research is this subject of attention. If you don't have attention, nothing else matters." The mechanical recorders tell some thing, he said, but today we really do not know for the whole United States, how many people are consciously listening to a certain program. Sooner or later, this will be solved, no matter the cost, Crossley believed.

### Brings Up "Martian" Program

In regard to "attention," Crossley took the example of the Orson Welles Martian program and said that if the program had been listened to attentively throughout, the resultant terror and confusion would not have happened. Printed pages and billboard use color and other eye-arresting layouts to attract and hold attention, but as to radio, here was a job all in itself. Crossley then analyzed the various items which will or which will not hold the listeners attention, part of which depends in the first place, of the listeners attitude toward a program.

Commercials came in for some analytical attention and Crossley stated that the frank truth is "we are still neophytes in radio commercials."

In conclusion Crossley said there were many other items in connection with radio research to be ironed out and that probably the first new research should be into research itself. Only part of the radio audience has been measured in his opinion and he thought until the entire audience is measured, it will continue to be a matter of measurements in specific markets only. With some agencies

now studying advertising angles of radio, and some study being made of "attitudes" and "attention," Crossley ended with the note that, "we don't know yet how to study accomplishments."

When the war is over and the servicemen have returned to their homes, the vast technical field of radio and electronics will help to solve a great part of the employment problem, E. W. Engstrom, head of RCA's research laboratories at Princeton, predicted. He explained that many of the servicemen will be able to walk "right into" available jobs because of the background they are now obtaining in radio departments on the fighting fronts. There is no doubt that these men will want to continue in these occupations, since many of these men are now at occupations of their own classification and volition, he pointed out.

### Television Outlook

Agreeing that television is the most important new product for entertainment, news and education, Engstrom scolded persons who are giving the world the impression that completely satisfying television sets will be available to the world shortly after peace is declared. He agreed that television was ready to "go ahead" shortly before this country entered the war, except for conflicting interests that retarded its progress. Television may not be effectively commercialized for at least three or four years after the war, he added.

### Joins Blue Sales

Michael Sweeney has been appointed to the staff of spot sales department of the Blue Network by Ralph Dennis, Eastern sales manager of Blue Spot Sales. He replaces Robert Catherwood who resigned. Sweeney has been associated with newspapers before joining the Blue.

# Educational FM Net Seen By School Radio Unit

(Continued from Page 1)  
completely formulated." Jennings stated. "WBEZ, Chicago, will be an integral part of such a network for selected programs."

Elaborating on the Radio Council's interest in FM, Jennings declared:

"The Radio Council of the Chicago Public Schools has pioneered in classroom broadcasting and is now pioneering in the realm of FM broadcasting for classroom listening. The policy of the Council and that of the station has been service...service to the schools of Chicago; the community and groups, such as the National Foundation for Infantile Paralysis and others, within the community;...to further the cause of radio education and the Chicago Public Schools through the Radio Council throughout the neighboring states and nation, and in every way to make the entire Radio Council—WBEZ operation a credit to the Chicago Schools.

### Sees Every School Equipped

"Station WBEZ has not yet operated a full school year, and only a very small percentage of our schools are equipped with FM receivers; but we expect, as it was with standard radio broadcasting, that there will come a time when every school in Chicago will have at least one FM receiver. Our experience has shown that of the programs and service are available, the schools will make arrangement to receive them in the classroom."

# Women Broadcasters Arriving For Meeting

(Continued from Page 1)  
designed to reach the millions of listeners during the months of March, April and May. Campaign theme will be "What can I do in my Home to insure the promise of a happier Post-War World?". The meeting will be opened by Ruth Chilton, president of the AWD.

# Net Plans Meeting Of Station Managers

MBS plans and policies for the coming year will be considered by the next quarterly conference of the web's program, sales and merchandising and station service committees to be held March 20 to 22 in the Waldorf-Astoria Hotel, New York. Program committee will meet Monday, March 20; sales and merchandising, Tuesday, March 21, and station service, Wednesday, March 22.

### Special Program

In commemoration of the 26th anniversary of the Red Army, (February 23, 1944) CBS, in co-operation with Russian War Relief, will present a special program from 11:30-12:00 EWT, on Tuesday, February 22. The script, "Concerning The Red Army," by Norman Rosten, is a special tribute to the heroic Red Army.

## Re-elect Bannerman As President Of CAB

(Continued from Page 1)

Kamloops, B. C.; A. A. Murphy, CFQC, Saskatoon, Sask.; G. Gaetz, CKRC, Winnipeg; N. Nathanson, CJCB, Sydney, N. S.; Lt. Col. K. R. Rogers, CFCY, Charlottetown; Phil LaLonde, CKAC, Montreal; J. E. Campeau, CKLD, Windsor, Ont.

Association expressed deep concern "as to the loss the Canadian public interested in radio is experiencing through loss of much-required Canadian radio coverage."

Loss of the coverage the CAB said was due to the long-standing ban on increased power for Canadian stations established by the Board of Governors of the Canadian Broadcasting Corporation.

### May Engage Engineer

The CAB statement was issued following the closing meeting here of the three-day annual convention of the association attended by representatives of all privately owned radio stations in the country.

A resolution was passed at the closed meeting authorizing the newly elected board of directors of the association "to secure and retain the services of a competent radio engineer to work continuously in surveying the North American broadcasting situation in its relation to Canadian stations, particularly in respect to frequency power allocations, television, etc."

The statement issued after the closing meeting last night said the session was devoted to a "discussion of the position of Canadian radio, particularly the position of the many private broadcasting stations in the light of international development of broadcasting under the terms of the Havana treaty."

The Canadian radio listener was being "progressively penalized by having to put up with interference from high-powered stations in the United States, Cuba and Mexico working on Canadian and shared frequencies," the statement said.

### Seek Restriction Removal

"It was demonstrated that this handicap to the greater part of radio could be almost immediately disposed of by the rescinding of the board of governors' restriction of 1937 against the use of more than 1,000 watts power by privately owned Canadian stations.

"This restriction was considered very much in favor of the privately-owned stations in all countries other than Canada which had signed the Havana treaty.

"Canadian stations and therefore the Canadian listening public were being continuously discriminated against so long as this regulation of the CBC remained in force.

"Unless some change is made immediately it was pointed out that by the statutory revision of the Havana treaty, which must be done in 1946, a further and almost irreparable loss of Canadian radio listeners will be incurred."

The statement said it was planned

## ★ PROMOTION ★

### Lincoln Brochure

One of the finest promotion pieces that has come to our attention is about "Abe Lincoln's story," a Mutual presentation every Sunday from 4:30 to 5 p.m. sponsored by the National Small Business Men's Association. In the form of a book printed on heavy white stock, its cover contains a reproduction of the last photograph of Lincoln taken four days before his assassination, under which appears in red letters the caption "... the finest network program on the air." The pages that follow contain an introduction by Mutual, and the first program of the series, aired Dec. 5, presented in script form, by means of which the sponsor's message is deftly and clearly disclosed. On the last inside page, a history of the interesting cover picture of Lincoln is told.

### Store Uses Radio

Sears Roebuck & Co. celebrated the gala opening of the nation's first Sears Farm Store at Yakima, Washington, on February 7, with a special remote broadcast through the facilities of KIRO (Seattle's 50,000 Watt Station).

Personalities heard on this appropriate half-hour variety show included the Mayor of Yakima, one of Yakima's most prominent farmers, and radio talent chosen from various Sears-sponsored programs. Artists from KIRO who participated in this special Sears show were: Bob Spence, Program Director; Kenneth Yeend, Agricultural Director, and Dorothy Winge, Wally Anderson and Frank Iocolluci, stars of "The Dorothy Winge Program," a KIRO Saturday morning feature.

This show at Yakima was planned and organized by John Evans, Account Executive of KIRO, with the cooperation of Sears, Roebuck & Co.

to submit recommendations to the forthcoming meeting of the House of Commons committee on radio broadcasting should the opportunity be presented. It added that much discussion took place also on the possibility of "improved public service" to Canada in the operation of a second network.

### Closed Meeting Held

"The consensus of opinion was to the effect that any second network to be truly serviceable to Canada, must be truly competitive to the present network (of the CBC), and that, therefore it was necessary that such network necessarily must be in the form of a mutually operated network operated by the privately owned stations."

At a closed meeting today CAB members referred to the newly-elected board of directors for immediate action a resolution to the effect that CAB members originate a series of dramatized programs telling of free enterprise accomplishments. Delegates to the convention also heard from Paul Chamberlain, manager of the transmitter department of the fre-

### Statistical

Something different has been added. It's the newly organized Robinson's Radio Reckoner designed to make available all scientific data to both the advertising agencies and the advertisers who are confronted with the problem of "where and when to buy spot announcements." Cecile L. Robinson, statistician, describes in her sample booklet how she came about to devise this practical set-up pointing out that while she was buying time for one of the big soap companies, she herself didn't have the time to examine each availability scientifically.

Miss Robinson then further explains that if she had tried to do it, by the time she had finished her study, all the best availabilities would have been snapped up. After interviewing time-buyers and other radio research departments, she found they had all shared her experience to some degree. Everybody wanted to know how many radio homes-per-dollar he was proposing to purchase. And Miss Robinson's statistics answer the many questions concerning that very important phase.

### Time Buyer's Calendar

The William G. Rambeau Company, radio station representatives in Chicago, has produced a "radio" calendar designed to facilitate the checking of 13-weeks programs and other problems pertaining to the time buyer. The trick of this calendar is that it doesn't read up and down like most. The radio calendar has arranged six months in a row so that the eye can follow across at least six months before having to jump down to the next cross-column. It's a handy item for both the eye and the mind of a station executive.

quency modulation division, General Electric Company, Schenectady, N. Y. and from J. W. G. Clark, D.F.C. director-in-chief of public relations for the various divisions of the Canadian armed forces.

George Chandler, Canadian radio executive warned that Canada is threatened with elimination as a major nation controlling her share of airwaves which were assured her in the shortly-expiring Havana radio treaty.

### Full Utilization Lacking

Chandler pointed out that Canada had not taken full advantage of her privileges to secure broadcast bands for Canadian stations because the latter had not fulfilled all the requirements of minimum power extension.

The result has been that the airwaves given Canadian stations under the Havana convention have not been fully utilized, he said, and other stations, mainly in the United States have begun narrowing Canadian channels to a point where in some cases they have been lost entirely for full use.

## Webs Set Full Co- For Red Cross D

(Continued from Page 1)

is planned to have all network programs and those of key stations vote a portion of their time work of the Red Cross at home overseas.

Messages are being slanted to press listeners with the war which the Red Cross funds were last year. As far as possible, all material will tie in directly with the program on which it is used. pickups from overseas will highlight the important work of the organization, especially in keeping war disease and infection among fighting men, also in supplying food and entertainment. NBC programs will attract attention to the fact that 90 percent of the \$200,000,000 Red Cross War Fund goal is budgeted for the armed forces. Home front activities will also be brought out.

Mutual is lining up many features in preparation for the drive, according to Tom Slater, director of special features. As a special pre-drive program of the network, every Mutual show heard on Feb. 29, will carry Red Cross plus, with many stations having the Mercy Workers as theme. On Sunday, Feb. 27, the running time of "This is Fort" will be devoted to the drive, prominent R. C. officials scheduled to appear. Other special features will be announced later.

Both CBS and the Blue are setting their plans, the former network preparations now being under way and scheduled for announcement during the next few days.

### 'Pick and Pat' Add Stations

"Pick and Pat Time," sponsored by Helbros Watch Co., through William H. Weintraub agency, has been expanded from its previous number of 12 Mutual stations to 32 stations in the network. "Pick and Pat Time" is heard Tuesdays, at 8:30 p.m.

## GUEST-ING

MAJ. GEN. JAMES DOOLITTLE, Commander of the 8th Air Force in Britain; CAPT. TED LAWSON, author of "Thirty Seconds Over Tokyo," BRADLEY DEWEY, new rubber director for U. S. Government, on "The People," Sunday (WABC-CBS, 7:30 p.m.).

LUELLA PARSONS, newspaper columnist and author, on "People's Platform" program, Sunday (WABC-CBS, 6:15 p.m.).

REV. DR. RAYMOND L. EDWARDS, editor of "The United Presbyterian" on Mutual's "Radio Chapel," Sunday (WOR-Mutual, 10:30 a.m.).

LORETTA YOUNG and WALTER PIDGEON, on "The Star and the Story," Sunday (WABC-CBS, 8 p.m.).

TELE TOPICS •

**Large Flickers**  
 Ask for the FCC to issue a statement on tele very soon... J. Walter Thompson Co. is making a sight-and-sound survey... Blue Net is planning a series of radio commentaries on the progress... CBS has a technical department going over its eye-and-ear program. Does this mean live programs are due shortly over Columbia? "Time" mag is mulling a regular department... Upward spiral in electronic stocks bids fair to continue in the present dormant market... Electronic issues hold up well in a declining market and lead in an advancing current according to informed financial circles.

What's happened to United Artists' plans?... RKO's Board of Directors will act on consultant Ralph B. White's tele recommendations next week in March... Proposed Blue-Net co-operative tie-up is still in the discussion stage. One confab was held during the past week providing the radio net with facilities for training a tele staff... Reports of future daytime tele programs to consider the boost in electronic power tariff on the consumer, the bill may jump from a monthly charge of \$5.50 to \$13—if he tunes out 10 hours a day.

CBS is considering a post-war tele program across 80 per cent of England, home receivers priced at about \$10 each... Full tele service to audiences is being organized by the American Morris Agency. The talent has set a weekly half-hour show "Du Mont," beginning early in March, as a proving ground for staff-directors to performers... Alfred N. Goldsmith, chairman of the RTPB's spectrum-utilization committee, will discuss the best channels for AM and FM at the next luncheon of the Television Press Club on Friday, Feb. 29, in the Blue Ribbon restaurant, Gotham. Talk before the scribes, incidentally, centers on today's hottest tele topic.

Dissemination of news via tele will be demonstrated by General Electric members of the America News-Publishers Association in a session at WRGB, Schenectady, Friday, Feb. 28, the day following the publishers' annual convention in Gotham. In the past few days' mail, tele-viewers have been offered the chance to become charter members of a new tele research bureau, which promises to probe sight-and-sound programs by questionnaire. No one is to know the identity of the tele research organization, whose address is given as a post-office number in New York Town.

**Lawson Zerbe Ill**  
 Lawson Zerbe, well known radio personality heard on many network programs is seriously ill of pneumonia at Lukes Hospital, New York.

PROGRAM REVIEWS

LINCOLN'S BIRTHDAY PROGRAM

Special event aired by OWI and BBC and relayed to all parts of the world.

**Saturday, February 12, 10-10:30 a.m., EWT**  
 Hands reached across the Atlantic when the overseas branch of the U. S. branch of OWI and the BBC jointly produced a two-way shortwave broadcast commemorating the 135th anniversary of the birth of Abraham Lincoln. However, not everybody in the United States was able to hear the eloquent production, since the OWI broadcasts are made by shortwave transmitters.

Paul Robeson, Vice-President Henry A. Wallace, Nellie Tayloe Ross, director of the United States Mint; Jack Jones, British war worker; the Archbishop of Canterbury, Rosemary Benet, Alfred Lunt, Quinton Hogg, member of the British Parliament, and Commander Herbert Agar, USN, paid tribute to the great emancipator in a program effectively designed to evidence how Lincoln's spirit inspires the democracies to carry on in the chaotic world of today.

Paul Robeson, in his opening speech compared Lincoln to John Milton, Garibaldi, Lafayette, Sun Yat Sen and Lenin, pointing out that they, too, symbolize Liberty. Robeson's simple and direct reading and explanation of this speech made the occasion more profound.

Mrs. Benet followed Robeson with a rendition of her "Nancy Hanks," a poetic inquiry in which the ghost of Lincoln's mother returns to find out about her son. Her simple verse captured the nostalgic spirit of a mother eager to know of her son's welfare.

Listeners were transferred from New York to Washington where Mrs. Ross was waiting to be interviewed on the penny—"the commonest American coin." She pointed out that Lincoln would have liked to know that his profile appears on the penny. Lincoln had the common touch.

In behalf of Britain, the Archbishop of Canterbury explained how the spirit of Lincoln is reflected throughout the civilized world. Most of his interesting text was devoted to the interpretation of the Gettysburg address.

The climactic moment in the program was Quinton Hogg's sympathetic commentary in which he described Britain's love for Lincoln. His statue stands in Parliament Square today. Hogg closed his commentary with a most inspired reading of the close of the Gettysburg address. At this point the program should have ended. Instead, listeners were taken to the emancipator's grave in Springfield, Illinois, where Vice-President Wallace

Leaves For Army

Fred Weihe, director of "Right to Happiness" and "Brave Tomorrow" leaves for the Army Feb. 22. He will be replaced on "Right to Happiness" by Frank Patt and on "Brave Tomorrow" by Shirling Oliver.

"GOLD STAR MOTHER PROGRAM"

Home Front Mobilization

WPAT, North Jersey Broadcasting Co., Inc.

Mon. through Fri., 11:45-12 noon, EWT

Few written scripts can touch the hearts of listeners as does a simple unrehearsed program that involves the cross-conversation between an announcer and a woman, the mother of a son who has just lost his life on the fighting front.

The sponsor of this program recently invited Mrs. John Bradle, a Gold Star mother of this war, to be interviewed in a special broadcast designed to inspire women to take part in home front mobilization. As previously suggested, this airing was both scriptless and unrehearsed. The station's announcer, Ted Webbe, popped the questions at Mrs. Bradle who was more than willing to answer them. And after a few expository inquiries, listeners soon realized that she was busily engaged in a war occupation at one of Wright's aeronautical factories "helping to produce airplanes so that her son's life was not given in vain."

The most heartrending "scene" in this 15-minute broadcast came when the announcer asked Mrs. Bradle if she would like to say something about her dead son's childhood, schooling and ambitions. She happily replied that it would please her very much to say something about her son—"as every mother enjoys doing." Whereupon the announcer urged her to continue in her own fashion. No sooner did she attempt to recall her son's childhood, when her voice cracked. Her heart was overflowing with emotion. However, the announcer quickly and tactfully side-tracked Mrs. Bradle's painful thoughts by immediately questioning her about her own particular vocation at the aeronautical plant. It was the announcer's quick thinking that saved a delicate situation. It was Mrs. Bradle's sincere performance that made the program moving.

was waiting to deliver the program's epilog—an ending that appeared anticlimactic, particularly after Hogg's classic moment.

The able Stanley Silverman wrote the stirring transitions for the broadcast. Judd Houston, John Gould and Lawrence Blochman are to be credited for the smooth sailing that made it possible for the program to be broadcast to the following parts of the world: Algiers, North Africa, Tunis, Gibraltar, India, Teheran, Ankara, Turkey's entire network, Egypt, Palestine, Belge Leopoldville and Reykjavik.

Ormandy Returns To CBS

Eugene Ormandy, music director of the Philadelphia Orchestra, after a three weeks absence, returns to conduct the orchestra in all all-Russian program over CBS, Saturday, Feb. 26, from 3:30 to 4:30 p.m., EWT.

AGENCIES

MORTON SALT COMPANY, through Kenyon & Eckhardt, Inc., has inaugurated a campaign which, using a full list of media, including radio, will stress the value of salt as a seasoner for grape-fruit. Ivory Salt, of Worcester Salt Company, which company was purchased by the Morton organization about a year ago, will be advertised in accordance with the same copy slant.

HENRY J. TAYLOR, news commentator heard on the Blue Network and foreign correspondent of the Scripps-Howard newspapers, will deliver an address Monday at the weekly luncheon of the Advertising Men's Post, American Legion, which will be held at the Hotel Lexington.

RUTHRAUFF & RYAN, INC., has elected to a vice-presidency Leland G. Frierson, who for several years has served as account executive for the agency.

WEISS & GELLER, New York, has engaged Gertrude Flanagan, formerly of Young & Rubicam, to direct research and merchandising promotion.

STANDARD AIRCRAFT PRODUCTS, INC., of New York and American Aviation Corporation of Jamestown, N. Y., have appointed Roy S. Durstine, Inc., as their advertising agency.

W. P. HILLIARD has been appointed general manager of the radio division of Bendix Aviation Corporation, at Baltimore, Md. and Red Bank, N. J., it has been announced by Ernest R. Breech, president of the corporation. Hilliard, who has been director of sales and engineering of the radio division since its inception in 1936, succeeds Hugh Benet who will assume for the corporation other responsibilities of a special assignment nature. Benet has been general manager of the division since 1939.

GILBERT A. STARR has resigned as advertising and sales promotion manager of the Regal Shoe Company to join the Ingalls-Minter Company, Boston advertising agency, as vice-president. Starr was formerly promotion manager of the Boston "Post."

WILLIAM V. C. RUXTON, formerly president of the British-American Ambulance Corps, has been elected chairman of the board of the American Overseas Advertising Service, Inc. The organization has opened offices on Madison Avenue.

Joins Blue Sales

Philip F. Frank has joined the sales promotion department of The Blue Network, B. J. Hauser, sales promotion manager, announced recently. Frank was formerly with the Associated Transport, Inc., New York, where he has been director of public relations.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

### —COLORADO—

**DENVER**—Manager Gene O'Fallon of KFEL has received a letter of appreciation from Mayor Stapleton of Denver for KFEL's efforts on behalf of the President's Birthday Ball. Safeway Stores, Inc., signed up for one year of 15 chain breaks weekly. New staffer has the interesting name of Vickie Ruselvedt. From KOA: Charles Philips, account exec, signed Fox Intermountain Theaters for a series of live day and night one-minute spots. Welcome visitor recently at the studio was Don Martin, former news editor. Martin is now news and special eventer for NBC's Western division.

### —MISSISSIPPI—

**COLUMBUS**—Plans at WCBI call for weekly broadcasts from the Auditorium of the State College, Starkville, featuring ASTP artists stationed on the campus. Daily broadcasts from the remote studios at Miss. State College for Women have been resumed over WCBI, under direction of Dr. F. O. Crandall of the Speech Dept. of MSCW. Halt was called during examination period.

### —NORTH CAROLINA—

**GOLDSBORO**—This and that from WGBR: Outlet joined hands with the local police in helping to put over recent Fourth War Loan rally. Harry Bright, general manager, is back in the studio after a trip to New York on WGBR and network business. Production department lost its chief and WMBG, Richmond, gained an announcer when Jack Braxton left recently. New staffers are Stan Warren, announcer from WRVA, and localite Grace Carroll, who will do continuity.

## PICTURE OF THE WEEK



Official Marine Corps Photo

*It's a long way from the news room of WNAC, Boston, to the Solomons in the South Pacific, but Sergeant Gordon D. "Red" Marston of the Marines and Navy Lt. Francis W. Tully bridged the miles when they met at Bougainville. Marston, Marine Corps combat correspondent, handled Lt. Tully's copy on the Yankee network news service copy desk. They held their reunion in a Bougainville dugout.*

### —MASSACHUSETTS—

**LAWRENCE**—Distaff changes at WLAW: Anne V. Kelleher, former assistant program director, now with OWI, Boston. Irene Morgan who directed continuity, with the Cabot Agency, Boston. Ada C. Bray, formerly assistant writer, now directing continuity; Polly Howe of Andover replacing Miss Bray. New announcer at WLAW is Roland J. DuBois, recent graduate of WEEI announcing school. **GREENFIELD**—The Harrises of WHAI—Bill of continuity and Marcia, receptionist—not related at this writing. After Feb. 19, it will be "Mr. and Mrs." New WHAI staffer, Fred Grebe, is a recruit from WEEI's announcing school.

### —MICHIGAN—

**BATTLE CREEK**—WELL announces a "first" at the outlet—a femme on the engineering staff. She is Bess O. Beeman, known as the "Texas poet of radio," who accompanied her husband from Austin when he was assigned to service at Fort Custer.

### —CALIFORNIA—

**RIVERSIDE**—KPRO is presenting a new weekly program titled "Beyond Tomorrow" which analyzes tomorrow's possibilities based on today's facts. Fred Hammond, veteran editor, commentator and world traveler, is at the microphone, sponsored by Progressive Optical Co.

### —NEW YORK—

**NEW YORK**—Mike appeared. Irene Bordoni, currently appearing on La Vie Parisienne, and Arthur French impresario, hit the air with Ethel Colby over WMCA's Broadway Busybody recently. Course, Blanche Cassagrande and Copeland, pianist and composer, were the guests of Kathryn Craver on her "News Through a Woman's Program," WNEW. Joseph Schillinger, appearing in "The Cherry Orchard," guesting on the same program.

### —WISCONSIN—

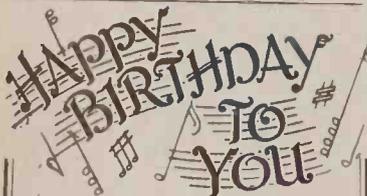
**MILWAUKEE**—New togs, same old. The Allied Radio Station at Naples, Wis., is headed by Lt. Carl G. Zimmermann, chief announcer of WEMP, on leave during the duration. Lt. Zimmermann is on every Sunday on the Army Hour, 1:30-2:30 p.m., EWT, and at other times when Naples transmits world news on the four major U. S. networks. Wallace is new staff member of WMFM, as program director. He was formerly associated with WING, as assistant manager.

### —OHIO—

**CLEVELAND**—Newsettes: Maurer, WHK salesman, is back at his desk, and is wearing a much graphed cast on his leg which broke a couple of weeks ago. Carpenter, vice-president and general manager of the United Broadcasting Company, is confined to his bed with a broken leg. Rita Wasieleski has been appointed purchasing agent for WKH-WCLE. Gilbert F. Norris, Carl Hansen are new on the engineering staff. Russell Ryan, formerly with WSYR, Syracuse, is the new announcer for WKH-WCLE. Ryan is credited for being the founder of the national magazine for music called "Downbeat."

### —CONNECTICUT—

**BRIDGEPORT**—May Bradshaw has been back at WICC studio broadcasts, having completed the war loan series for her sponsor's store. **HARTFORD**—W. Morency, manager of WTIC, announces a new FM schedule effective Feb. 20, which will increase broadcasting time two hours. With extension of a few special features, WTIC's audition committee for the Hour of Charm's "Undiscovered Voice of America" is looking forward to a busy week with over 150 applicants on the schedule.



### February 18

Vivian Brown	Curtiss Demmy
Jimmy Durante	Jacques Fray
Earl George	Bruce Kamman
Walter J. Neff	Elinore O'Reilly
Helen Leighton	Melvin Spiegel
Louise K. McCaffrey	

### February 19

Lucille Browning	Tom Dawson
Connie Gates	Ken Robinson
John W. Swallow	Frank Wilson
Margaret Morris	Stan Kenton
Lt. Comdr. Eddie Peabody	

### February 20

Jane Colbert	Judy Frost
Richard Humber	Burt McMurrice
Curtis Roberts	Vera Van
Dick Post	Bruce Wendell

## Signal Corps Cameramen Practice Shooting At NBC

Studio 3B at NBC yesterday afternoon was turned into a photographic school when 25 camera men from Signal Corps received instruction they watched a "March of Time" camera at work. Service camera men practiced interior movie and still shooting under guidance of one of their own instructors and the help of "M. of T." fellows.

# Women Directors Meet

## OWI Chief Criticized In Censorship Rules

Washington Bureau, *RADIO DAILY*  
Washington—OWI director Elmer Davis got his first criticism in Congress in several weeks, with Republican Rep. Roy O. Woodruff, advising him "to get as hot and bothered over censorship by American officials as he has become over British censorship on the Italian head."  
Woodruff declared that "it is required to see that Elmer Davis has begun to disturb himself over censorship during the war. But I am in Congress and the American head."  
*(Continued on Page 6)*

## Gillette Will Sponsor Kentucky Derby On CBS

Sponsorship of the Kentucky Derby in Louisville on May 6 by the Gillette Safety Razor Company over the full network was announced Friday by P. Spang, Jr., president of Gillette. In addition to the full network the United States outlets in Montreal, Toronto, Honolulu, Hilo and San Juan will carry the broadcast. From 6 to 6:30 p. m., EWT. Radio Corp., Inc., handles the account.

## Thirteenth NAB District Holds Meeting In Dallas

Dallas—Broadcasters of the 13th district meeting in Dallas last week went on record as favoring the greater use of all BMI records in giving BMI a more competitive advantage in the field of investment of monies otherwise.  
*(Continued on Page 7)*

## Cash Cache

Chicago—When a guest audience of club women at WBBM's weekly war bond show, "Victory Matinee," last Saturday deluged WBBM Educational Director Florence Warner with fifty thousand dollars in cash, instead of checks, she couldn't find a place to put it. The safe had been closed and no one was around to open it. She finally locked herself in a room.

**No Paper Tomorrow**  
Tomorrow, being Washington's Birthday, a day and date celebrated throughout the nation as a legal holiday, *RADIO DAILY* will not be published.

## Electronics Safeguard Adopted By Railroad

Railroad wrecks may be a thing of the past as the result of a new electronic train telephone system. Practical operation of the electronic safeguard has been announced by the Pennsylvania Railroad. The system permits continuous verbal communication with moving trains, between trains and between the head and rear cars of trains, particularly valuable on long freight trains.  
Initial installation has been made by the Pennsy on the 67-mile Belvidere-Delaware branch, running northward from Trenton, N. J. The only one of its kind so far established, this unique system is in use on the  
*(Continued on Page 7)*

## WWNC's 17th Anniversary Given Modest Treatment

Asheville, N. C.—Instead of using time which is devoted to war effort programs for a special celebration, WWNC will mark its 17th anniversary on February 22nd with a five-day station break promotion. Two  
*(Continued on Page 2)*

# ★ THE WEEK IN RADIO ★

## WMCA Hearing Dropped

By BEN KAUFMAN

ABANDONMENT of the WMCA hearing by the Lea committee investigating the FCC climaxed the past week's industry news from Washington. Investigation of Donald Flamm's sensational charges that he sold the New York independent outlet under duress three years ago to Edward J. Noble, present Blue net chief, was called off to permit adjudication of Flamm's pending lawsuit against Noble in the New York Supreme Court.  
Dropping of the WMCA case was marked by a clash among the House

## Six Hundred Fifty Broadcasters Gather In New York And Pledge Support To American Home Campaign

Full power of the 650 members of the NAB's Association of Women's Directors was pledged Saturday in support of the forthcoming spring drive on behalf of the American Home Campaign, at a meeting and luncheon session held at the Hotel Roosevelt. Campaign will be sponsored in cooperation with 21 major national organizations. In preparation for some time, the campaign will appeal to many millions of the radio audience during the months of March, April and May in the interest of bettering the American home and  
*(Continued on Page 6)*

## White-Wheeler Bill May Be Abandoned

Washington Bureau, *RADIO DAILY*  
Washington—Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee declared Friday that there may be no radio bill. He has been working sporadically with Senator Wallace H. White, Jr., Maine Republican, to revise the  
*(Continued on Page 5)*

## NBC Plans Special Show For Negro Newspaper Wk.

"Negro Newspaper Week," will be observed by NBC with a half-hour program coast to coast on Sat., Feb. 26, at 3 p. m., EWT. Donald M. Nelson, chairman of the WPB and Dr. C. B. Howell, publisher of the "Amsterdam News," will be the principal speakers;  
*(Continued on Page 5)*

## "Public Inspection" Edict Of FCC Draws NAB Fire

Washington Bureau, *RADIO DAILY*  
Washington—Charging that FCC's proposed order requiring filing for public inspection of all information  
*(Continued on Page 7)*

## RCA Will Sponsor Half Hour On Blue

A new half-hour program of popular and classical music entitled "The RCA Program—the Music America Loves Best" will be sponsored by the Radio Corporation of America over the Blue Network beginning March 4, J. Walter Thompson Company, agent  
*(Continued on Page 7)*

## Net To Receive Citation For "Minute of Prayer"

Among the awards which will be presented by the National Conference of Christians and Jews at the luncheon to be held today at the Yale Club, New York, will be a citation  
*(Continued on Page 5)*

## Slang?

Chicago — Arthur G. Pearson, purchasing agent for the central division of NBC, last week received what he reported to be a "most mystifying" requisition from desk of Emmons C. Carlson, advertising and sales promotion manager of the network's central division. The very unusual little request called for "the framing of Niles Trammell's map."



Vol. 26, No. 36 Mon., Feb. 21, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercersap, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(February 18)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Fainsworth T. G. R., Philco, RCA Common, RCA First Pfd., Westinghouse, Zenith Radio. Includes High, Low, Close, Net Chg. columns.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio. Includes High, Low, Close, Net Chg. columns.

OVER THE COUNTER

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

To the Colors

Boston—Ken Wheeler, WNAC's daytime station supervisor, is leaving for service in the Army.

20 YEARS AGO TODAY

(Feb. 21, 1924)

According to Earl Martz, announcer at WDAL, Florida "Times Union" station, the startling jazz of his "Midnight Aggravators," aired from the studio nightly from 12 to 1 a. m., is being heard "from Maine to Cuba and all through the West"... Much discussed is the report of an adventure in receiving at the Grand Canyon, when engineers tuned in broadcast signals at a spot hitherto considered dead.

RADIO SALESMAN

wanted for Bridgeport, Conn. Excellent station. Starting salary \$60 a week. Apply Box 802 for personal interview. RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

THE WEEK IN RADIO

WMCA Hearing Dropped

(Continued from Page 1)

voted without opposition. Jett, formerly chief engineer of the Commission, was named to serve until 1950, succeeding George Henry Payne, Republican, whose term expired June 30. An independent politically, Jett had been employed by the Commission for 10 years.

From the Nation's Capital also came news of the appointment of George P. Adair as FCC chief engineer, replacing Jett. Adair, widely known for his work in the utilization of radio in education, had been assistant chief in charge of the broadcast division since 1939. Philip F. Siling, former chief of the international division of the FCC engineering department, took over Adair's vacated post, and Marion Woodward filled Siling's late spot.

Glen Bannerman, of Toronto, was reappointed president and general manager of the Canadian Association of Broadcasters by the newly elected board of directors at the closing session Thursday of the broadcasters' three-day convention in Quebec. Harry Sedgwick, also of Toronto, was re-elected chairman of the board of directors. Deep concern was expressed by the CAB over the loss of Dominion radio coverage, which was attributed to the long-standing ban on increased power for Canadian outlets established by the Board of Governors of the Canadian Broadcasting Corp.

News Shorts: Radio's part in the Fourth War Loan Drive was in line for major honors as the War Bond campaign closed Wednesday in excess of the \$14,000,000,000 goal. Revision of the pending White-Wheeler legislation reported nearing completion, was expected to be placed before the

full Senate Interstate Commerce Committee sometime this month. Sale of WOV, New York, was resubmitted for approval by the FCC, since the earlier application was returned because it was not in proper form.

Newspaper applications for FM licenses numbered 17 out of a total of 77 filed with the FCC, a study of the list indicated. An educational FM web was envisioned by the Radio Council of the Chicago public schools.

FCC approved the transfer of WKNY, Kingston, N. Y. Two coastal radiotelegraph stations of the Radiomarine Corp. of America—WNY, New York, and WOE, Lake Worth, Fla.—resumed operation with ships at sea by authority of the FCC.

Personalities: Roger W. Clipp, executive vice-president of WFIL, Philadelphia, was elected president of the outlet. Louis G. Cowan, originator of the "Quiz Kids" show and until recently OWI radio program chief in New York, was named acting head of the New York office of OWI. Dr. James Rowland Angell, NBC public service counselor and former president of Yale University, lauded the accomplishments of radio under private enterprise at the convention of the Canadian Association of Broadcasters.

John M. Outler was promoted to the managership of WSB, the Atlanta "Journal" outlet. Sid Fuller, former production manager of KHJ, Los Angeles, was named program director of the Don Lee Broadcasting System.

Ralph P. Campbell, New York agency executive, was appointed administrative assistant to Clarence L. Menser, NBC vice-president in charge of programs.

Script Writing Course For Students At KYW

A course in radio script writing will be offered high school students of Pittsburgh through the co-operation of the KYW Radio Workshop and the Philadelphia Board of Education. Gordon Hawkins, program supervisor, will be in charge of the class and monthly sessions will continue at KYW with lectures, demonstrations and general instruction in radio procedure.

WWNC's 17th Anniversary Given Modest Treatment

(Continued from Page 1)

days prior to the date each hourly break will feature what is probably the shortest teaser yet devised—simply "17" following the station call letters.

Beginning the 22nd, breaks will elaborate on the 17 theme with "17 Anniversary" and "17 years of continued service to Western North Carolina."

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



No wonder WDAS audiences say "Thank you!" In addition to other musical programs, WDAS features classical music for two hours every morning from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.

COMING and GOING

WILLIS B. PARSONS, assistant sales manager of NBC Radio Recording, and NORMAN THIER, Thesaurus manager, have returned from Quebec, where they attended the three-day convention of the CBA held at the Chateau tenac.

"PETE" JAEGER, network sales manager for the Blue, returned to New York following a week spent in Chicago.

E. J. FREY, station manager of WY Waterbury affiliate of CBS, has arrived in Connecticut for a brief visit.

CAESAR PETRILLO, musical director of WBBM, Chicago, plans to leave shortly for a two-week vacation in Arizona.

JESSE H. BUFFUM, director of agricultural programs on WEEI, Boston, and New England director for CBS, is in New York to attend the meeting of radio agricultural directors called by Wallace Kaddery, head of the division of the U. S. Department of Agriculture.

D. E. JAYNE, general manager of WJLB Battle Creek, has returned to his Michigan headquarters following a business trip to New York and Washington.

BRUFF W. OLIN, JR., general manager of WKIP, Blue Network outlet in Poughkeepsie, N. Y., in town Friday for conferences with the New York representatives of the station.

FRANK CHIZZINI, manager of the Dallas division of NBC Radio Recording, and BARNES, sales representative for Thesaurus, are attending the NAB regional meeting in Dallas, Tex., and Tulsa, Okla.

WILTON E. COBB, secretary-treasurer and general manager of WMAZ, Macon, Ga., and FRANK CROWTHER, sales and promotion manager of the station, are back at the home offices. They were in New York part of the week.

FRIEZ KREISLER will fill a concert tomorrow in St. Louis and will follow with another appearance on Thursday in London, Ohio.

J. B. FUQUA, executive vice-president and general manager of WGAC, Augusta, Ga., in New York last week for conferences with the headquarters of Blue Network, left Georgia on Saturday.

THE LOCAL STATION

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



W-I-T-H IN BALTIMORE

TOM FINSLEY, President REPRESENTED BY HEADLEY-REID



# MONEY TALKS

... and it tells an amazing story about midnight-to-dawn advertising on **WBAL**

\$50 worth of broadcasts on WBAL at 4:05 in the morning brought in \$390 cash in direct orders in just one week! The product: an automobile mechanic's handbook. The orders came from 22 different states.

That's only one of several success stories about midnight-to-dawn advertising on WBAL.

Here's the explanation: There are a surprisingly large number of people listening to the radio all through the night. Not only in the big industrial centers—but scattered through the country.

WBAL is one of the few stations that can be heard clearly in these "wee" hours. It is the ONLY

50,000 watt station on the Atlantic Seaboard outside of New York on the air all night, every night. Its powerful programming—the ALL NIGHT STAR PARADE—builds a big listening audience that is widely scattered but huge in the aggregate.

Mail returns and direct orders indicate that WBAL is listened to at night consistently in the twenty Eastern Seaboard States east of Ohio, with a population of more than 75 million. You have to reach only a very small percentage of such an audience to make your advertising at WBAL's

low, midnight-to-dawn rates tremendously profitable. Call in the Petry man for details.

**ALL NIGHT**



ONE OF AMERICA'S  
GREAT RADIO STATIONS



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

LOS ANGELES

By RALPH WILK

FRED BETHEL, New York representative of Foote, Cone and Belding, is in town for a short sojourn, his first West Coast assignment. He is director in charge of "Here's To Romance," CBS radio show which stars the singer, Dick Haymes.

Harry Von Zell, known during the past half dozen years for his tongue-in-the-cheek announcing, turned serious last week when he supported Alan Ladd in "Lucky Jordan," in the part of "Slip Moran." He declared it was his first serious acting role in eight years.

Tobe Reed, new Bob Burns show announcer, formerly on the NBC "Bandwagon" program, was wed February 1 to Miss Bette Reed, (no relation) at the home of the bride in Beverly Hills, California.

Busy Joan Bennett thinks there's nothing more fun than guest-starring on radio shows. She recently appeared on the Jack Carson show on February 2, and then made a fast hop to New York for the Kate Smith Hour in New York on February 11.

Four weeks—20 quarter-hour broadcasts—will be devoted by NBC's "Star-Playhouse" to the unfolding of the suspenseful masterpiece, "Suspicion" beginning Monday, February 21. Nearly five hours airtime will be given the dramatization—nearly double the running time of the screen version, so that all phases of the unusual plot may be developed.

RKO will present the first daily series from a movie lot in "Luncheon With the Stars" to be heard over the Blue Network beginning February 28th. Program will originate in a special private dining room adjoining and in view of the main dining room on the RKO lot. The daily program will feature interviews with the stars who are working on pictures at the studio at the time, the interviews to be conducted by Gary Breckner, well-known Pacific Coast radio interviewer.

Drummer Frankie Carlson, popular addition to Horace Heidt's musical outfit heard Monday evenings in a new half-hour job show for servicemen, came to the band from Woodie Herman's orchestra.

MAIN STREET

WITH Ol' Scoops Daily

Memos of an Innocent Bystander . . . !

● ● ● Your Ol' Scoops is a sucker concerning the belief that "things just have a way of righting themselves" . . . . . often times a little help in the right direction on the part of one's self, is necessary, but in the main, we'd venture to say that the geometric theorem "things equal to the same things are equal to each other" and the elemental (with or without the w.k. "My Dear Watson") phrase "2 plus 2 make four," have much in common with that cliché of prose and song, "Everything's going to be okay" . . . . . this introduction seems a bit lengthy and rather on the philosophical side, but we merely wish to point out to what great lengths a columnist will go to justify a paragraph . . . . . ergo, enough of this procrastination and on with the business of "pillaring" (perhaps the word should be "pilfering") . . . . . pilfering your readers' (all six of them) time . . . . . Ye Editor visited our cubby hole and asked us if it would be okay . . . . . (Editor's Note: Scoops was INFORMED that since Bill Irvin, RADIO DAILY's Chicago correspondent was in town, it was DECIDED to have Bill write last Friday's "Main Street" column) . . . . . which was just dandy . . . . . for that meant a vacation all Thursday afternoon . . . . . we promptly phoned Gotham-visiting Jack Grimes, advertising director of the Wheeling Steel Corp. and producer of their fine Sunday program, "Wheeling Steelmakers," took him to the Radio Exec's luncheon.



● ● ● Over the demi-tasse, (it was a cupacawffee, but in deference to prexy Murray Grabhorn, we're puttng on the ritz), Grimes said, "I've carried on a correspondence with a fellow I've never met, but whom I'd like very much to meet . . . . . his name is Frank Loesser" . . . . . it so happened that Frank is one of our best and oldest friends, and aware that the famous soldier-song-writer had recently been transferred from Santa Ana, Calif., to New York where he has been attached to the Special Services Division under the command of Captain Harry Salter, we hopped into a cab . . . . . 15 minutes later, Private Loesser, who in the past two years had given Tin Pan Alley such hits as, "Praise The Lord and Pass the Ammunition," "Jingle, Jangle, Jingle," "In My Arms," "What Do We Do in the Infantry?" and "Have I Stayed Away Too Long?," entertained us with Hollywood chit-chat, and had already played for Grimes a new jingle he had just completed, "One Little WAC," which Army officials felt might help to "put over the top," a national drive for WAC enlistments . . . . . P. S. The song will be coast-to-coasted within two weeks on the "Wheeling Steelmakers" program.



● ● ● We don't know where the rumor started, but we have proof that a vicious whispering campaign directed against a certain radio press agent is not only untrue, but the fact is that instead of losing many well-served clients, this popular p.a. has actually added several new accounts to his roster . . . . . To us it seems quite a coincidence . . . . . in last Wednesday's column, we reported that songstress Benay Venuta was slated to co-guest-sleuth with an Admiral on the "Ellery Queen" program . . . . . the coincidence is this . . . . . Miss Venuta is happily married to a Lieutenant in the Navy . . . . . Al Gorson has taken over the Radio Dept. at Frederick Bros. Artist Corp . . . . . George Hamilton, whose orchestra is coast-to-coasted on a remote from the Hotel Cleveland, in that town, may have another "Betty-Co-Ed" in "Hat Check Girl," which he wrote with Carl Lamp.



— Remember Pearl Harbor —

CHICAGO

By PEGGY BYRNE

THE Quiz Kids have left Chicago on a bond tour. They appear at Boston's Symphony Hall, February 22 with Joe Kelly as emcee. On February 23 they will be at New York's Manhattan Center. Fred Allen will be the master.

At the suggestion of Danny O'Neil, WBBM-CBS singing star, talented sailors in the Great Lakes Naval Training Station's Bluejacket choir are being given the same chance which sent O'Neil to stardom. This week during O'Neil's Hollywood sojourn a different Bluejacket is given the opportunity to sing a hymn to with the choir on the network Sunday morning "Bluejacket Club" with Danny O'Neil. O'Neil continues singing his own numbers from the CBS Hollywood outlet.

"Tintex Time" is the new name of WBBM baritone Dan Ryan's thrice weekly afternoon show, formerly titled "Dan Ryan Sings." The WBBM programs are aired from 3:25 to 3:55 p.m., CWT Monday, Wednesday and Friday.

New WIND remote Tuesday through Saturday is "The Show of Tomorrow" from 11:45 to midnight, CWT, from the Casino Cafe of Tomorrow. Paul Small is the emcee.

Toscanini Returns March

Leopold Stokowski's final concert of the current "General Motors Symphony of the Air" season will be devoted to Brahms and Bach, Sun., Feb. 27, over NBC, 5-6 p.m., EWT. Arturo Toscanini returns to the podium of the NBC Symphony Orchestra March 5.

The Brahms-Bach program consists of two works, the Symphony No. 1 in F Major by Brahms and Bach's "Passacaglia and Fugue in C Minor," transcribed for full orchestra by Leopold Stokowski.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Oh—What A Beautiful Morning!

WDRC's Morning Schedule has splendid availabilities—both for 50-word and 1-minute spot announcements. Write Wm. Malo, WDRC, Hartford 4, Conn., or WDRC's Nat'l Rep., Paul H. Raymer Co.

USE WDRC TO CONNECT IN CONNECTICUT!

Wolly sez—  
**SELL WASHINGTON AND YOU SELL THE NATION**  
 . . . Sell Them on **WOL**  
 Affiliated with Mutual Nat'l Repts. SPOT SALES, INC. New York, Chicago, San Francisco



# Arthur Kudner Dead; Victim Of Pneumonia

Arthur H. Kudner, of the advertising agency bearing his name handling important radio accounts, died Friday at the Town House, Los Angeles, of pneumonia. He was 54 years old and survived by his wife Madelin Kudner, who was at his bedside when he passed away, one son, Arthur, nine, a daughter, Karyl seven, and two brothers. Mrs. Kudner had accompanied her husband on an extended business trip. Born at Lapeer, Mich., Dec. 7, 1890, he was president of Arthur Kudner, Inc. at the time of his death. Beginning as a reporter on his father's newspaper, he later became a reporter on the Detroit "Free Press," the New York "World." His entry into advertising came in 1915 when he joined the Cheltenham Advertising Agency as a copy-writer. Joining W. C. Wasey & Co., a year later, he established a reputation for distinctive thought and style which led him to the presidency of that organization in 1919.

He held this position with Erwin Wasey & Co. until he established his own business on October 1, 1935.

**Served Prominent Advertisers**  
Throughout his career, Kudner had been associated with some of the largest and best known advertisers as to relations and advertising agencies. Since 1939 he had been a member of the Business Advisory Council of the Department of Commerce, and as member of the Executive Committee in 1940.

Other services included membership in the Advisory Commission of the Council of National Defense, Member of the Executive Committee and Chairman of Information New York War Finance Committee, 1941-1944, and member of the Harbison Mission to England, 1942-1943. His home was in Queenstown, Md. He owned and actively operated a cattle ranch near Carrizozo, N. Mexico. He was a member of the Club, the Bankers Club, New York Club, the Chicago Club, the Bohemian Club of San Francisco and the Club of Miami.

Final arrangements were to be handled.

## Press Association Opens Oklahoma City Bureau

Opening of a regional office of Press Association, Inc., radio subsidiary of Oklahoma City was announced today by Oliver Gramling, assistant manager of the P.A. New Oklahoma City branch is the nine-regional news bureau to be headed by the organization.

**PROGRAM DIRECTOR**  
Sought for progressive 5,000 watt station located in Massachusetts and owned by national network. Fine opportunity for engineer or production man with station and showmanship. Starting salary \$55 a week. Apply Box 803, RADIO CITY, 1501 Broadway, New York, 18,

# ★ AGENCY NEWSCAST ★

**VERGIL D. REED** has resigned as chief of the General Statistics Staff and chief of Industrial and Facilities Branch of the War Production Board to become associate director of research with the J. Walter Thompson Company. Before joining the War Production Board, Reed was assistant director of the Census. He was appointed to the position in U. S. Census Bureau in 1936.

**FRANK G. GREENE** has joined the public relations division of N. W. Ayer & Son, Inc. He formerly was associated with "Popular Science Monthly." The agency also announces that Howard F. Henry, who had been with Howard Swink Agency, Marion, Ohio, has been added to the staff of the Ayer art department.

## NBC Plans Special Show For Negro Newspaper Wk.

(Continued from Page 1)

leading Negro entertainers and war heroes will also take part. Program itself will be in the nature of a tribute to the contributions of the Negro people to the war effort.

Nelson will report on the Negro in the defense industries and Dr. Powell's topic will be "The Negro Press and the War Effort." Canada Lee, actor will be master of ceremonies and will be joined by Hazel Scott and Muriel Smith. Also to be heard is the Willie Bryant USO Overseas Unit.

Negro war heroes will be interviewed by four newspaper correspondents, Randy Dixon, "Pittsburgh Courier"; David Orro, "Chicago Defender"; Ollie Stewart, AFRO "American" and Thomas Young, Norfolk "Journal and Guide." Dixon will speak from London. Entire program has been arranged with the cooperation of the Negro Newspaper Publishers Assn. Ira Aversy will direct the show on behalf of NBC and Richard McDonagh, will do the script.

**VARIOUS CLINICS** of the Advertising and Selling Course, conducted by the Advertising Club of New York, today will be in charge of the following leaders: Sales Promotion: Carl Reimers, president, Carl Reimers Company, "Maintaining Textile Identification"; Copy: Ophelia C. Fiore, associate copy director, Young & Rubicam, Inc., "How to Write Copy That Appeals to Women"; Radio Production: Frank Dahm, Blue Network Co., Inc., "Radio Writing"; Advertising Production: Richard Roley, Promotion Dept., Wm. E. Rudge's Sons Inc., "Periodical Production"; Export Advertising & Selling: R. H. Otto, vice-president, Export Advertising Agency, Inc., "Preparing Copy for Export Accounts."

**MARTIN J. MCGEEHAN** has joined the Chicago office of Radio Advertising Company, station representatives. He is a graduate of Marquette University, has had extensive station and sales experience and is widely known in the radio business in Chicago, Milwaukee, and the rest of the Middle West. He formerly was connected with WIND, Chicago.

**LOUIS E. WADE, INC.**, Fort Wayne, Ind., has been added to the roster of the American Association of Advertising Agencies.

# White-Wheeler Bill May Be Abandoned

(Continued from Page 1)

White-Wheeler bill, S. 814, entered last spring and which served as the basis for the exhaustive hearings in November and December. The two have been expected to have a revised version of the bill ready to lay before the Interstate Commerce Committee by the end of this month.

## Net To Receive Citation For "Minute of Prayer"

(Continued from Page 1)

to WOR-Mutual for their "Minute of Prayer" broadcasts. The citation reads:

"This daily program, presented since the entry of our nation into the war, has brought to the American people prayers of clergymen of all religious groups. It has reminded its hearers of the sources of spiritual wisdom and strength that will sustain our people in days of confusion and strife and comfort and encourage them in hours of sorrow."

In the absence of Mutual president Miller McClintock, who is in Mexico, Theodore C. Streibert, executive vice-president of Mutual and vice-president and general manager of WOR, will accept the award for all the Mutual affiliates.

**Another WCKY Star!**

**50,000 WATTS C B S**

**DAVID CARTER DEANE WCKY ORGANIST**

**THE L. B. Wilson STATION**

**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

# Women Directors, Meeting In N. Y., Pledge Aid To Am. Home Campaign

(Continued from Page 1)

broadening its cultural and practical scope.

Each of the 21 organization co-operating will prepare spot announcements and other material for radio use, and each will make a special appeal in line with certain needs and the work of the organization in question.

Many well known speakers were heard, including Governor Earl Warren of California who opened the session with a radio address from California. Leading femme commentators took part in the panel discussion entitled, "The Importance of the Strategic Role of the Woman Broadcaster." More than 40 agency women were also in attendance along with the representatives of the 21 organizations cooperating in the move. NBC broadcast a portion of the meeting, 2:15-2:30 p.m., EWT.

Ruth Chilton, of WCAU, president of AWD headed the strong array of women broadcasters and the speeches were highlighted by the remarks of the representatives of the various organizations connected with the home campaign.

## Gov. Warren Sounds Keynote

Gov. Warren keynoted the forthcoming campaign and was presented during the broadcast period by Miss Chilton who preceded him. Miss Chilton stated that with some 10,000,000 fighting men coming "home," it devolved upon the folks at home to see that the reconditioning, "necessary to meet the tensions and strains of post-war adjustment" will be properly handled. "Our project, dedicated to the American Home, has been conceived and developed by the women broadcasters of America, cooperating with Dorothy Lewis of the National Association of Broadcasters..."

California's governor stressed the point that the homecoming soldiers must find the kind of home they fully expect and more, and at home there should be religion, music, reading entertainment and unity, as well as that of proper housing facilities. Also, said Governor Warren, we must help the people of the war-torn countries now awakened by global inter-communications such as radio. In conclusion Warren stated that he was glad to join the movement along with outstanding organizations and leaders in becoming a part of the American Home project and to work with the women broadcasters of America.

## "Mel" Soprano Sings

Miss Majorie Lawrence, Australian opera singer who traveled across the country despite her physical handicap to attend the meeting, sang "Home-coming" at this point. Miss Chilton introduced Mrs. William Hastings, president of the National Congress of Parents and Teachers who said in part that "we must create public opinion that respects and dignifies work done home, when well done, to the same degree that we respect suc-

cessful careers in business, professions and war plants." She believed that schools and colleges should be urged to expand their practical courses in various home arts, including parent education.

Miss Chilton subsequently told the audience that the Parent's Forum was sponsoring a contest with prizes for the best letter written on the subject, "What I Am Doing in My Home to Strengthen The Promise of a Happier Post-War World." This contest will be plugged over the air by the AWD members, during the campaign months next spring. Letters regarding additional information on the contest may be sent to NBC local stations or the NAB in Washington.

## Carlson Warns on "Quislings"

John Roy Carlson, author of "Under Cover," was heard in a warning to guard against Quislings on the home front and other items that may come under fascist movements here.

Broadcast portion of the meeting ended with NBC and independent affiliated stations credited with the program as a public service show brought in cooperation with the Association of Women Directors of the NAB.

Business meeting was a closed session, but the panel discussion that followed was open with Mildred Bailey of WTAG, Worcester, Mass. chairman. Those who took part in the discussion entitled, "The Importance of the Strategic Role of the Woman Broadcaster," were:

Victoria Corey, KDKA, Pittsburgh; Mary Mason, WRC, Washington, D. C.; Ruth F. Crane, WJR, Detroit; Jane Tiffany Wagner, NBC; Ann Erickson, WHA, Greenfield, Mass.; Helen Sioussat, CBC, N. Y.; Rhea McCarty, WCOL, Columbus; Hazel Cowles, WHAM, Rochester; Kathryn Cravens, WNEW, N. Y.; Alma Kitchell, Blue; Lisa Sergio, WQXR; Bessie Beatty, Mutual; Linnea Nelson, J. Walter Thompson Co., N. Y.

## Co-operating Organizations Listed

The following organizations will cooperate with the women broadcasters during the three-months' American Home Campaign: National Congress of Parents & Teachers, Children's Bureau, U. S. Dept. of Labor; United Council of Church Women; National Conference of Christians and Jews; National Federation of Music Clubs; National Kindergarten Association; American Institute of Decorators; American Library Association; National Society of New England Women; American Social Hygiene Association; National Council of Women; National Music Council; Girl Scouts, Inc.; Parents' Forum; National YWCA; Camp Fire Girls; National Safety Council; Women's Action Committee; Association for Family Living; National Needlecraft Bureau; National Association of Women Lawyers.

Among the AWD members attending the conference were: Mrs. Ray-

mond Brown, Associate, CDVO; Mrs. Rhona Finch, Ad Club Clinic; Mrs. Jacques Freedman, Asst. Dir. Music Div., CDVO; Virginia B. Goodwin, Ad Club Clinic; Mary Hammon; Mrs. E. D. King, Radio Dir., Public Relations Div., CDVO; Myrtle M. Lewis, National Radio Chairman, DAR; Mrs. W. L. McFarland, Dir. Music Div., CDVO; Linnea Nelson, J. Walter Thompson Co.; Ross R. Sigsbee, Hotel Wellington; Mildred Smolze; Helen Sprackling; Beulah Strawway, J. Walter Thompson Co.; Jane Tiffany Wagner; Dolly Whitehead; Gertrude Wixson; Anne Wright; Dorothy Wright, Women's Action Committee; Katherine Bemis; Helen Bratrud; Dorothy Digman; Mrs. Francis F. Gannon, Dana Gardner.

## "Y" Radio Directors Present

Henriette Harrison, Radio Dir., Natl. YMCA; Micky Hart; Helen Hanener; Mrs. J. Hawes; Alice Hughes; Elizabeth Huntley; Stella Karn; Ann Kelly; Luella Laudin; Mary Margaret McBride; Rhea McCarty; Jessie McQueen; Grace Palmer; Frances Scott; Gretta Sodelle; Paula Stone, Isabelle Turner; Jessie Voils, Radio Dir., Natl. YWCA; World Government Assn.; Charlotte Adams; Marion Allen; American Institute of Decorators; Helen B. Ames; Henrietta Amos; Margaret Arlen; Diana Ashley; Grace M. Austin; Mildred Bailey; Mrs. Grace Allen Bangs; Anita Barnard; Louise Beney; Mary Biddle; Elizabeth Black; Mrs. Henry Breckinridge; Ada R. Browning; Bernice Burns; Elizabeth Bussing; Mrs. Hazel Cades; Dorothy Ames Carter; Virg B. Clarahan; Katherine Clark; Katherine Clayberger; Jean Colbert; Victoria M. Corey; Mrs. R. W. Cornelison, Pres. of N. J. Radio Council; Hazel Cowles; Nancy Craig; Ruth F. Crane.

## Mrs. Gimbel Attends

Kathryn Cravens; Margaret Cuthbert; Jane Dalton; Alma Dettlinger; Frances W. Diehl; Madge Dower; Helen Dower; Catherine Edwards; Rae Elbroch; Bettina Elliott; Ann Erickson; Nina A. Fenson; Katherine Fox; Beulah V. Gillespie; Mrs. Bernard Gimbel, vice-president of American Women's Voluntary Serv.; Alta Given; Mrs. Joseph E. Goodbar, Radio Chairman of NYC Fed. of Women's Clubs; Harriet Gormley; Ann Hagen; Jean Hamilton; Jean Harstone; Lt. Virginia Porter Herring; Betty Hurd; Grace Ingledue; Anice Ives; Grace Johnson; Mary Kelley; Dorothy Kemble; Mrs. Inez Kimball; Alma Kitchell; Hulda Kloenne; Mary Jane Kroll; Mrs. Dorothy Kraus, vice-president of Boston Radio Council.

Irene Kuhn; Madelyn Kurth; Norma Lane; Janet Lane; Anne Lawton; Mary B. Leach; Helen Leighton; Grace R. Lewis; Mrs. Herman B. Levine; Otella Linn; Mrs. Oswald Lord; Ruth Lungdren; Lt. Mary Lyne; Mrs. Charlotte MacDonald; Claudine MacDonald; Janet MacRorie; Mary Mason; Julie Medlock; Marion Myles; Jane E. Monahan; Ruth Ottoway; Florence

# OWI Chief Criticized On Censorship Role

(Continued from Page 1)

press and radio would like to see get as hot and bothered over censorship by American officials as become over British censors the Italian beach-head.

"We did not hear Davis his voice or calling at the House in protest when the President ordered the Hot Springs food conference held in secret last year, with press barred by bayonets.

"We did not hear any protest Davis when the President and Hopkins flew off to Teheran, excluding the press and radio representatives whose duty it is to see the American public informed.

"We did not hear any long after wailing from Davis when his office excluded from recent news releases the fact that Governor Hopkins is a candidate for the presidency.

"We don't even hear Davis the public the facts about his dismissal of three high assistants his OWI after he had defended them in Congressional hearings. Is not public business? Apparently he has complete control of his paper of indignation."

## Second Attack Heard

Yesterday also saw an attack OWI by Rep. Clarence J. Brown, belabored the agency for several minutes during the course of a broadcast in support of the resolution entered last week to set up a Congressional committee to review stories, publications, radio broadcast and motion pictures dealing with public officials, candidates for public office or legislative questions with go to United States servicemen home or abroad.

Brown insists that he is not practicing censorship of such material took OWI apart for the same reason. Woodruff did, calling for presentation to servicemen of "both sides." OWI, he implied, has failed to present a rounded picture on public life here. Although the military controls news distribution at fighting fronts, "most of this news supplied by OWI and is transmitted by facilities under lease by OWI," said.

Brown declared that he will press for early action on his resolution which calls for the setting up of a man bi-partisan committee to review material sent servicemen.

## Benny Marx Guest

Jack Benny will guest on Groucho Marx's "Blue Ribbon Town" over the next Saturday at 8 p.m., EWT.

Jane Ovens; Deir Parker; Charles Payne; Alice Pentlarge; Nadya Potchik; Ruth E. Provan; Mrs. Elmer Rothenberg; Dorothy Rowden; Marion V. Sabatini; Eleanor N. Sager; Marie Sellers; Fern Sha Eleanor Shenehon; Mrs. Katharine Small; Lee Spencer; Estelle M. Steiberger; Mrs. Constance G. Taylor Lilly Haxworth Wallace; Ruth Well Louise Whitney; Clara Wood; Geraldine B. Zorbaugh.

## NAB's 13th District Holds Dallas Meet

(Continued from Page 1)  
 applied in reduction of fees was  
 oned by the resolution. Broad-  
 were urged to make wider  
 more intelligent use of BMI  
 and material. Carl Haverlin was  
 ended for his excellent service  
 eping the industry abreast of  
 problems.

Cannon-Mills bill was con-  
 flatly as a subsidy without  
 whose basis for distribution  
 ictly political.

her resolutions commended the  
 Thesaurus, Columbia Recording  
 any and RCA Recording Com-  
 for opposition to Petrillo; ex-  
 end appreciation for Neville Mil-  
 services to the industry as presi-  
 nd pledged allegiance to Harold  
 his successor as industry head,  
 pressed confidence in the NAB  
 tive committee in its efforts to  
 new radio legislation.

meeting also pressed upon the  
 dry need for a unified front to  
 ight in a nation-wide NAB  
 arship drive.

De Russell, OWI, and Kurt  
 ohn, Treasury Department,  
 heard.

H Half, WOAI, district director,  
 ed over the one-day session.  
 es did not include election of  
 ors as this is not election year  
 13th district.

### Arney Delivers Address

Arney, Jr., secretary-treasurer  
 mporary managing director of  
 discussed new legislation, labor,  
 ctivities, selective service, work  
 AB committees, post-war mat-  
 usic, Ascaph and Petrillo, the  
 three topics being covered in  
 detail by Carl Haverlin, BMI,  
 rank Chizzini, NBC Thesaurus.  
 rd Callahan, Sesac, discussed  
 ghts.

is S. Avery, NAB director of  
 ast advertising, and Alex

WFAA-KGKO, chairman of  
 istrict sales manager, reported  
 work and plans of the NAB  
 managers' executive committee  
 intended sales approach to the  
 picture and building indus-  
 changes in the standard con-  
 form and recommendations on  
 ct acceptances.

Wyler, KTSM, 13th district  
 relations chairman, presided  
 he afternoon session, in which  
 d D. Egolf, NAB assistant to  
 esident, outlined industry pub-  
 ations activities during the past  
 nd presented a proposed intro-  
 y book on public relations for  
 dustry.

D. "Ted" Taylor, KGNC, was  
 med back to NAB at this meet-

## Electronics Safeguard Adopted by Railroad

(Continued from Page 1)

freight service of the branch, which  
 is of substantial volume.

Utilizing electrical principles em-  
 ployed in both radio and wire tele-  
 phone, the new method is said to  
 combine the best practical advantages  
 of both. It is reported to give all the  
 flexibility and ease of communica-  
 tion between trains and wayside sta-  
 tions, between the ends of trains, and  
 from one train to another, that would  
 be possible with radio. At the same  
 time, by making use of transmission  
 paths provided for its own special  
 purpose and confined to railroad  
 property, instead of the universal  
 paths over which radio waves travel,  
 it obviates the necessity of appropri-  
 ating wave lengths from the  
 limited range available to radio.

### Extension Expected Later

Providing a solution for certain  
 practical difficulties which were en-  
 countered in adapting pure radio to  
 railroad use, the two-way electronic  
 method leaves the air to those forms  
 of transport which have no physical  
 ground contacts and to which radio  
 has been found to be ideally adapted.  
 Railroad officials, while emphasizing  
 that the new system is still in the  
 development stage, expressed the  
 opinion that, when further perfected,  
 its extension to other parts of the  
 railroad will probably be found desir-  
 able. The device is designed to func-  
 tion as a supplement to automatic  
 block signals and cab signals.

The two-way electronic safeguard  
 utilizes high-frequency alternating  
 currents transmitted along the rails,  
 and also on wires on poles parallel  
 to the track. These are termed "car-  
 rier" currents and have impressed  
 upon them the impulses of the tele-  
 phone currents, which are produced  
 by talking into the telephone instru-  
 ments. By means of apparatus at-  
 tached to the locomotives and cabin  
 cars, these telephone currents are re-  
 ceived into and sent out from the  
 trains, and their electrical impulses  
 are transformed back into sound  
 by the telephone instruments at the  
 receiving end, whether on a train or  
 in a wayside tower.

## Sweeney Leaves Blue Commissioned In Navy

Los Angeles—Kevin B. Sweeney,  
 assistant to the Blue Network's west-  
 ern division vice-president, Don E.  
 Gilman, has been commissioned an  
 ensign in the United States Naval  
 Reserve and reports February 15 to  
 the Naval Training School, Tucson,  
 for indoctrination. Sweeney, who is  
 also western division sales promo-  
 tion manager of the Blue, came to the  
 network in February, 1942 after sev-  
 eral years with CBS in Hollywood.  
 He was appointed assistant to the  
 vice-president last Summer.

### Will Televis Program

An abridged version of "Wide  
 Horizons" Mutual's new show which  
 debuts Feb. 27, will be televised over  
 Dumont's W2XWV from 8:15 to 8:45  
 p.m., the same evening.

## "Public Inspection" Edict Of FCC Draws NAB Fire

(Continued from Page 1)

which might be a part of an applica-  
 tion under Title III of the Commu-  
 nications Act is too indefinite, might  
 result in hardship, and will serve no  
 useful purpose, Robert T. Bartley,  
 NAB legislative officer, late last week  
 filed his opposition to the order. NAB  
 waived oral argument on March 1,  
 letting their written statement stand  
 as their full expression.

Bartley declared that the rule is  
 indefinite, in that the licensee can-  
 not be certain what will be held  
 public property, and also because  
 Commission forms frequently change.  
 He saw hardship if the Commission  
 decides to make public forms filed in  
 the past, when it was understood that  
 they would be kept secret. Making it  
 plain that he does not think licensees  
 have anything to be ashamed of, all  
 having been passed by the Commis-  
 sion, Bartley pointed out that much  
 information a licensee would wish  
 good cause not want business rivals  
 to know might be made available.

Bartley said also that NAB cannot  
 understand the FCC's purpose in  
 making this information public prop-  
 erty so long as it has itself full knowl-  
 edge. He appended the following  
 suggestion:

### Text of Suggestion

"It is the position of the associa-  
 tion that if the Commission ultimate-  
 ly decides to adopt a rule of this  
 character it should give considera-  
 tion to the specification in the regu-  
 lations or in the rule itself of the data  
 which the Commission will make  
 available for inspection. Only through  
 that method can broadcast licensees  
 properly be put on notice as to the  
 true meaning and effect of the rule.

"Also, we strongly suggest the  
 amendment of the proposed rule so as  
 to permit examination of information  
 filed with the Commission only upon  
 the request of such parties as can es-  
 tablish a legitimate interest in the  
 matter. Moreover, we feel that if such  
 a course were to be followed it would  
 be proper to require that when a  
 party communicates with the Com-  
 mission asking for permission to in-  
 spect the papers of a licensee a copy  
 of that communication be forwarded  
 to the licensee whose papers are to  
 be inspected so that before the in-  
 formation is made available he might  
 at least be put on notice and afforded  
 an opportunity to file his objections  
 to the request with the Commission."

## McDonagh Gets Post In NBC Script Division

Richard McDonagh, has been ap-  
 pointed assistant manager of the NBC  
 Script Division, according to Louis  
 Titterton, manager of the division.  
 McDonagh replaces Erik Barnouw  
 who recently resigned to become  
 supervisor of the education depart-  
 ment of the Armed Forces Radio  
 Service.

Titterton also announced the ap-  
 pointment of Charles Newton to re-  
 place Neal Hopkins who left to free-  
 lance. Both McDonagh and Hopkins  
 are well known in radio circles and  
 have been with numerous programs.

## RCA Will Sponsor Half Hour On Blue

(Continued from Page 1)

cy for the account, announced  
 recently.

Jeannette MacDonald, soprano of  
 movie, stage and radio, and Perry  
 Como, popular crooner, are scheduled  
 for the first broadcast, with subse-  
 quent broadcasts to be aired each  
 Saturday, 7:30-8 p.m., EWT. The  
 "What's New?" program, heard Satur-  
 days, from 7-8 p.m., EWT, will be  
 aired from 7-7:30 p.m., EWT. Jay  
 Blackton will conduct the 30-piece  
 orchestra and a chorus of 14.

## Para. Stars' Guest Shots To Aid Films' Exploitation

Radio exploitation for "Lady in the  
 Dark," Paramount film in Techni-  
 color, continues on the major net-  
 works with two plugs set for this  
 week. The picture will be credited in  
 connection with a guest appearance  
 of Cass Daley on Sammy Kaye's Old  
 Gold program, Wednesday, Feb. 23,  
 over CBS, and "Suddenly It's Spring"  
 from the picture will be played on  
 the Groucho Marx's "Blue Ribbon  
 Town" Saturday, Feb. 26, also over  
 CBS.

"And the Angels Sing," Dorothy  
 Lamour-Fred MacMurray-Betty Hut-  
 ton musical, will be further exploited  
 by two appearances of Miss Lamour,  
 first on the Chase and Sanborn pro-  
 gram on Sunday, Feb. 27, over NBC,  
 and on Tuesday, Feb. 29, on the Burns  
 and Allen program broadcast on the  
 Columbia network.

## WGAC Leaving MBS

WGAC, Augusta, Ga., will not be  
 renewed as an affiliate of Mutual  
 when the present contract expires on  
 June 13, net's station relations de-  
 partment declared. WGAC has been  
 dividing its time between MBS and  
 the Blue Network.

IN  
**Chattanooga**  
 it's  
**WDDO**  
**CBS**  
**5,000 WATTS**  
 DAY AND NIGHT  
 PAUL H. RAYMER CO.

### WANTED

Chief Engineer for 1,000-Watt (RCA  
 transmitter) Radio Station in Texas. Give  
 experience and educational background  
 and references in application. Write  
 Radio Daily, Box 806, 1501 Broadway,  
 New York 18, N. Y.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

### — CALIFORNIA —

**LOS ANGELES**—"A Song Is Born" is NBC's new package show sponsored over six Pacific Coast stations to bow in March 13, by Langendorf United Bakeries, Inc. The format includes presentation of three songs each week by non-professional composers with awards of \$30, \$25, and \$10 in war bonds and stamps to the respective winners coming in first, second and third. Listeners will also be permitted to cast ballots. At the end of the 13-week series, Broadcast Music, Inc., will publish final winner. Stations airing this program: KFSD, San Diego; KFI, Los Angeles; KMJ, Fresno; KPO, San Francisco; KGW, Portland, KOMO, Seattle.

### — CONNECTICUT —

**HARTFORD**—Pappy Howard and his champion New England Hillbillies move from WNBC to WTIC beginning today. Joe Mansfield, formerly of WBTA, Batavia, N. Y., is new on the WNBC announcing staff. Salesman J. Eric Williams of WDRG is observing his 8th anniversary with the station this month. Williams joined WDRG in 1936. Jean McCarthy is a new addition in the WDRG commercial dept. Announcer Jim Garrett is the new president of the "Strictly Swing Club" on WDRG.

### — TENNESSEE —

**KNOXVILLE**—Jacques Larabee, radio vet and present continuity editor for WNOX, has begun a new 15-minute program, "Over In Your House," which is aired daily. Hub Clothiers, long time users of WHBQ, Memphis, time have bought the heaviest contract in local radio advertising history on this Memphis outlet. "Due to technical difficulties beyond our control, we now present The Radio Bible Hour," was the prefatory remark when a WNOX, remote line failed and a religious program was 10 minutes late.



(February 21, 1944)

Jean Alford Ethel Beckwith  
Shirley Bell "Big Bill" Childs  
Arthur Rosenberg Thomas L. Stix  
Hattie Althoff

Need Bright Commercial Jingles that will sell?

Consult

## BOB BRIGHT

Call Radio Registry, L.A. 4-1200 or write  
Box 805, Radio Daily, 1501 Broadway,  
N. Y. 18, N. Y.

### — NEBRASKA —

**OMAHA**—Paxton & Gallagher is sponsoring a daily half-hour newscast over KOWH with Adam Reinebund following Baukhage with commentaries on state and local news. KBON played host recently to Arthur Gaeth, Mutual commentator. Gaeth was in Omaha to address local organizations and gather information on the meat situation and the unicameral legislative system, during which time he broadcast over KBON. WOW has renewed with the Theo. Hamm Brewing Co., with most of its commercials on tri-weekly programs being replaced by war-effort broadcasts.

### — IOWA —

**DES MOINES**—KRNT and Glen Law have started their fourth year with Sweet Heart Soap. Law gives the news each Monday, Wednesday and Friday for this excellent and happy account. January '44 records of KRNT and KSO show more than 30 contracts for renewals, additional programs and resumptions after seasonal lay-off. A minister in private life, Dr. Alfred Dorf is well cast as "Dean Hansen" in KRNT's "The Open Door."

### — PENNSYLVANIA —

**PHILADELPHIA**—New and renewals: Blauner's has joined the list of local department stores buying radio time. The Philadelphia's women's apparel store has signed for two weekly participations on Ruth Welles' program on KYW. Keystone Musical Show, a 15-minute variety prog aired weekly, has been renewed for another 13 weeks by Keystone Automobile Club Casualty Company. Prog features Clarence Fuhrman and the KYW orchestra, the vocals of Roger Williams and the Keystone Tabloid of the Air, a column of tips for motorists. "Music for Young Listeners," a new series, is aired over KYW on Sunday. Mrs. Van Doren, pianist, plays and discusses musical pieces of interest to young listeners.

### — NEW YORK —

**NEW YORK**—John T. Flynn, author of "As We Go Marching," will face Critics Harry Hansen, Henry J. Taylor and Leo Cherne on WHN's "Author Meets the Critics" next Wed. Yvette, who has sung for our Doughboys on many war fronts, will be the "Pin-Up Girl of the Week" on the GI variety show "Wings Over New York" over WNEW, Mon. From WLIB: Roger Wayne, former production manager, is now a See Bee at Camp Peary, Williamsburg, Va. Alan Courtney's "Tolerance Through Music" program over WOV is hitting its mark, judging from the overwhelming influx of mail and telephone calls from listeners. WBYN announces the time signals as "Eastern Victory Time," instead of "Eastern War Time." WABC's new program is called "Coast to Coast" and conducted by Malcolm Child, widely known motion picture and drama critic. Program will disclose oddities in both Hollywood and Broadway. Vincent Lopez recently appeared on Jack Shafer's "Radio Beam" program on WMCA. The world famous Lener Quartet was heard in the radio premiere of Virgil Thomson's "Stabat Mater" over WNYC, Sat. Feb. 19.

### — OHIO —

**CINCINNATI**—Don Graham and Mitchell, Disney artists-animators, guesting at WLW. WING, Dayton, a new member of the production, he's Edward Hochhauser and hal Elmira, N. Y. Clarence Nash, wise known as Donald Duck's voice, interviewed recently over WHIO on the announcerial staff at WLW. Arthur Barry. He was former WCOL, Columbus. Announcer Hanes, who marched away in came back medically discharged again with WGAR. Rita Hackett conducts the "Views on Vogue and prog over WSAI, returned to her post after a recent vacation.

### — DISTRICT OF COLUMBIA —

**WASHINGTON**—Fulton Lewis, national reporter over WOL, signed with King Features to syndicate Sunday column. Utal guested as emcee on the V government quiz program today, which also played host to David Grant, wife of the Air Surgeon General. Christine Clark is raising her glory in the WTOP show where she is secretary to manager J. Burkland. In recognition of her tiring work at the Stage Door, teen, Miss Clark has been named canteen's first "Eileen."

WKY HAS EVERYTHING

**WKY**  
OKLAHOMA CITY  
The Radio Agency Representative

is for  
**BUYING POWER**

Oklahoma led all states in percentage of sales gain, 1943 over 1942.

FROM "A" TO "Z"

PROGRAM THE  
**HEADLINERS!**  
NBC  
RECORDED  
PROGRAM

For example:  
**THROUGH THE SPORT GLASS**  
with SAM HAYES

A new series of 26 quarter-hour programs. Thrilling moments in sports-history... famous figures in the sports-world... made vivid and exciting by Sam Hayes, ace sportscaster. Little known facts... dramatic re-enactments... covering the whole field of sports. Successfully sponsored by beverages, sports equipment, clothing firms and makers of other products of interest to men. Ask for presentation, audition records, availability data, today.

★ ★ ★  
Many other NBC Recorded Programs—  
5 minutes to half-hour.

National Broadcasting Co.  
**NBC** RADIO-RECORDING DIVISION  
AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. Merchandise Mart, Chicago  
Trans-Lux Bldg., Washington, D. C. Sunset and Vine, Hollywood



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



26, NO. 38

NEW YORK, N. Y. THURSDAY, FEBRUARY 24, 1944

TEN CENTS

## Time Sales Heavy In 1943

### OWI Seeks 450 Men For Overseas Duty

Washington Bureau, RADIO DAILY  
Washington—A total of 450 men—half of whom must come from the radio industry—for OWI overseas assignments was asked of the news- and radio advisory committee by OWI Chief Elmer Davis during a public session here yesterday and today. Many will go abroad within a few weeks, nearly all eventually will replace OWI men here who have been sent overseas. The men asked for are 60 radio engineers, 30 announcers, script writers.

(Continued on Page 6)

### Canadian Red Cross Plans Drive On CBC

Montreal—Plans have been completed by the Canadian Broadcasting Corporation for several network programs in support of the forthcoming Canadian Red Cross drive to raise \$10,000,000. A quintet of shows has been scheduled by the CBC in co-operation with the Red Cross, the Canadian Association of Broadcasters and a

(Continued on Page 2)

### Blue Devotes 109 Hours To War Effort In Jan.

Chicago—The Blue Network devoted a total of 109 hours to the war effort, according to statistics released yesterday. Of the total, nine hours and nine minutes was devoted by the Blue sustaining time, 46 hours and 46 minutes by the Blue. Last year for the same month, Blue devoted 106 hours to war programs.

### New Copy Slant

Washington—Rep. William Barry, New York Democrat, yesterday introduced into the House a measure which would require advertisers to disclose claims for their product or service are found by the FTC to be false, to advertise the FTC's findings in order to give them circulation comparable to the presumably misleading advertising which occasioned the FTC action.

**Topical**

"Texas Jim" Robertson who introduced "Pistol Packin' Mama" on the airwaves not so long ago has divorced his lyrical lady to sing "Anchors Aweigh." "Texas Jim" has been inducted into the Navy.

### Radio's Bond Drive Highly Successful

Radio's effort in the Fourth War Loan Drive was 20 per cent better than its job in the Third Loan and 50 per cent better than that in the Second Loan campaign, according to information given to Secretary of the Treasury Morgenthau by Ted R. Gamble, National Director of the War Finance Division. Both Morgenthau and Gamble praised the broadcasting industry for its excellent work in making the Third Loan a success.

In a message to the radio industry, Secretary Morgenthau said in part: "I want to pay tribute to the part that radio stations, the major networks

(Continued on Page 7)

### Transcript of W-W Hearing Has 1,022 Pp. Of Testimony

Washington Bureau, RADIO DAILY  
Washington—The committee record of the hearings on S 814, the White-Wheeler bill, was released yesterday. Transcript of the hearings, which covered 28 sessions between Nov. 3 and Dec. 16 of last year, covered 1,022 pages, including index, and testimony was taken from 36 witnesses.

## Drive On Juvenile Delinquency Fostered By Women's Group

### Constance Hope-Ferris Merge Organizations

Constance Hope Associates and Earle Ferris organization, two public relations companies with offices in New York and Hollywood, have amalgamated, according to a joint announcement by Miss Hope and Ferris. Effective immediately, activities for clients formerly serviced by the two

(Continued on Page 2)

## FCC Reports Net Sales Of \$49,793,000 For 52 Clear Channel Stations; \$7,764,000 Increase Over '42

### Detroit Taxpayers To Get Radio Aid

Detroit—Mammoth radio school, giving aid to taxpayers in filling out income tax blanks, will be conducted by WJR on Sunday, Feb. 27 at 12:30 p.m., EWT and on the following Sunday at the same hour.

George Cushing, WJR, news-editor, announced yesterday that arrangements have been completed with Collector of Internal Revenue, the Detroit Free Press and the Toledo, Ohio, Blade

(Continued on Page 5)

### Case and Kilian Promoted In Staff Changes At WBBM

Chicago—George Case, former WBBM production manager, has been appointed assistant program director, replacing O. J. Neuworth, who has resigned to devote full time to the production of WBBM-CBS' "The

(Continued on Page 2)

### Blue Execs To Entertain Departing Brazilians Today

Mark Woods, Blue prexy, will host a cocktail party today in honor of Dr. Julio Barata, chief consultant for the Brazilian section of the Office of

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Net time sales only slightly under a million dollar average were reported by the nation's 52 clear channel stations for the last year. Total volume was \$49,793,000 an increase of \$7,764,000 over the \$42,029,000 reported for 1942, according to the FCC—or 18 per cent. Only one station did more in 1942 than last year, reporting a decrease of \$52,000.

Increased volumes ranged from \$30,000 to \$540,000 with 14 stations reporting that their volume had jumped from \$30,000 to \$75,000, 21 showing

(Continued on Page 7)

## NBC Asks 5 FM Outlets; KFAB Case To FCC

Washington Bureau, RADIO DAILY  
Washington—Application for five new FM stations was filed yesterday by NBC. The FCC reported receipt of applications from the network for FM transmitters in Washington, Denver, San Francisco, Los Angeles and Cleveland. NBC already has applica-

(Continued on Page 5)

## Station Sponsors Contest Among N. Y. Art Students

As a gesture toward encouraging art students in New York City art schools, WOR is staging a contest in which students are invited to depict any phase of the radio broadcasting

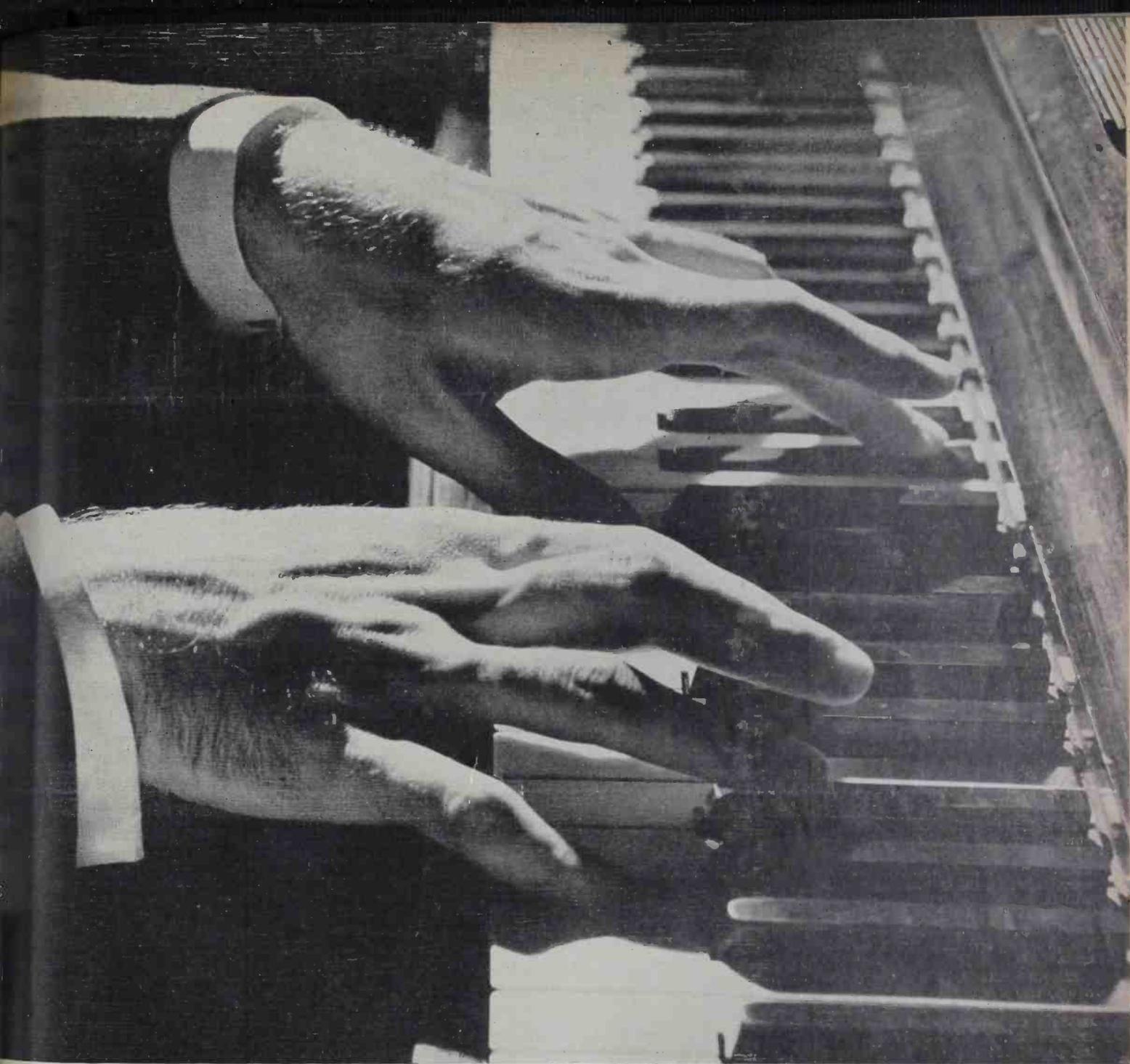
(Continued on Page 2)

## Versatile

NBC press release reveals: (Quote) "Across the Fence," in which Merv Emmert holds a one-man round-table discussion with himself on overall farm problems, will be the Saturday, Feb. 26 show, (unquote). Emmert holds the post of farm editor on WEA. His program, which has the title "Modern Farmer" is heard each morning on the station, except Sunday, at 6:30 a.m.

The four major approaches will (Continued on Page 6)

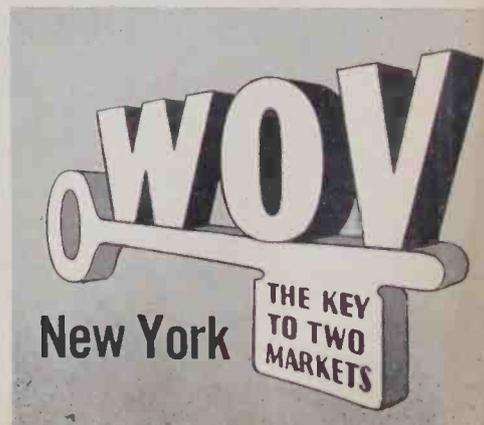




## ONE COMPLEMENTS THE OTHER...

**T**WO great markets listen to WOV. Two great markets, in their respective listening hours, combine to give WOV a constant, balanced audience . . . night and day • WOV's daytime domination of the vast metropolitan New York Italian-speaking audience extends to 58% of the 520,000 Italian radio homes and is never less than 23% during any particular hour • In the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other other New York independent station . . . and at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLYRA, NAT'L REP.





Vol. 26, No. 38 Thurs., Feb. 24, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary.

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

FINANCIAL

Wednesday, February 23

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(February 24, 1924)

The overwhelming success of the Junior High School of New York harmonica band has been so inspirational that a country-wide move is being made to organize similar bands in other schools...

Radio Announcer

Wanted by progressive network station in Northeastern Pennsylvania. 40 hour, 6 day week.

Please give full details in first letter. Address Box 807, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Canadian Red Cross Plans Drive On CBC

(Continued from Page 1)

sponsors' co-operation committee, which is made up of representatives from radio and ad agencies.

Story of a Canadian Red Cross worker will be dramatized over the CBC Friday, Feb. 25, 10:30 to 11 p.m., EDT, in a Dominion edition of Columbia's "The Man Behind the Gun," specially written and produced by William N. Robson of New York.

The CBC Overseas Unit will prepare a half-hour broadcast, titled "Red Cross Story," for Sunday, Feb. 27, at 6 p.m., EDT, in which will be heard a blinded Canadian soldier now in St. Dunstan's Hospital, London.

Case and Kilian Promoted In Staff Changes At WBBM

(Continued from Page 1)

Romance of Helen Trent" it was announced by Walter Preston, program director. Case has been with WBBM for the past two years.

Fred Kilian, WBBM producer for the last 10 months, steps into the post of production manager for the station. Prior to joining WBBM, Kilian was program director for WIZE, Springfield, Ill.

"Duffy's" To Entertain

Ed "Archie Gardner, Florence "Miss Duffy" Halop, Charlie "Finnegan" Cantor and Eddie "The Waiter" Green of Duffy's, Blue net comedy show, will entertain at the banquet of the Associated Chain Drug stores at the Waldorf-Astoria on Wednesday, March 15.

Blue Execs To Entertain Departing Brazilians Today

(Continued from Page 1)

The Co-ordinator of Inter-American Affairs, at 5 p.m. in the Rockefeller Center club room, New York. Dr. Barata and Ramundo Magalhaes, special consultant in the radio division of the CIAA's Brazilian section, who will also be a guest at the party, are returning to Brazil Saturday.

Among the guests scheduled to attend are Dr. Oscar Correio, consul general of Brazil; Dr. Egydio da Camara Souza, director of the Brazilian Government Trade Bureau; Frank C. Page and Leonard Jacob, Jr., vice-presidents of the International Telephone and Telegraph Co., and, for the network, Edgar Kobak, executive vice-president; Earl E. Anderson, board member; C. Nicholas Prialux, vice-president in charge of finance, and Phillips Carlin, vice-president of the network in charge of programs.

Constance Hope-Ferris Merge Organizations

(Continued from Page 1)

concerns separately will be conducted in New York and Hollywood from central offices.

Merger of the two organizations was effected to expand facilities for servicing clients in the industrial and commercial fields as well as in radio, motion pictures, concert, theatrical and operatic fields.

Station Sponsors Contest Among N. Y. Art Students

(Continued from Page 1)

field which appeals to them. Paintings entered in the contest will be shown for two weeks at the Advertising Club of New York beginning March 7. A committee of judges will select three winners with War Bonds being awarded to the best artists.

Lawson Zerbe Improving

Lawson Zerbe, radio actor heard on many network programs, was yesterday reported greatly improved at St. Luke's Hospital where he is recovering from an attack of pneumonia.

COMING and GOING

GEORGE P. HOLLINGBERRY, head of union rep organization bearing his name returned to Chicago following a visit to company's New York offices.

MARK WOODS, president of the work, is back in town, having returned from the West Coast by way of Chicago.

DAVID H. HARRIS, production program director of WTAC, CBS affiliate in Worcester is spending a few days in New York.

TOM SLATER, Mutual's director of features and sports, is in Norfolk, Va., the launching of the new aircraft "Shangri-La."

LINUS TRAVERS, executive vice-president of the Yankee Network and of WNAC, stopped here yesterday in the course of his trip.

BILL IRVIN, Chicago representative of Daily and radio editor of the Chicago completed a 10-day vacation in New York and boarded a train for the West.

HENRY V. SEAY, sales manager of WOL, D. C., is in town for conference with the New York representatives of the station.

DURWARD KIRBY, news reporter here with CBS with Bernadine Flynn, has arrived in Chicago on a bond-selling tour.

LOUIS G. COWAN acting director of York office of OWI, overseas division, is in town on a short business trip to Washington.

REX DAVIS, news-editor-in-chief at Cincinnati, is back at the station after spending Washington's Birthday in Franklin, where he addressed the Civic Club of the city.

RICHARD CONNOR, director of stations for Mutual, and ED OTIS, manager of eastern division of the department, are in town from Quebec, where they attended the convention of the CAB. CHARLES GODWIN, southern division manager of station, is attending the NAB district meeting in New York.

HERVEY CARTER, station manager of WJZ, is in town from Manchester, N. H. He returned yesterday with the New York station representative.

"NIGHT OWL CLUB" BOOMS SALES

We've been telling you what a whale of an audience you get with Baltimore's newest midnight to dawn show. Well, the facts have started to roll in... sales at the lowest-cost-per-dollar spent still hold good for W-I-T-H in Baltimore! Get the facts about this show that has caught on so quickly. New spots across the board cost only \$125 per week.

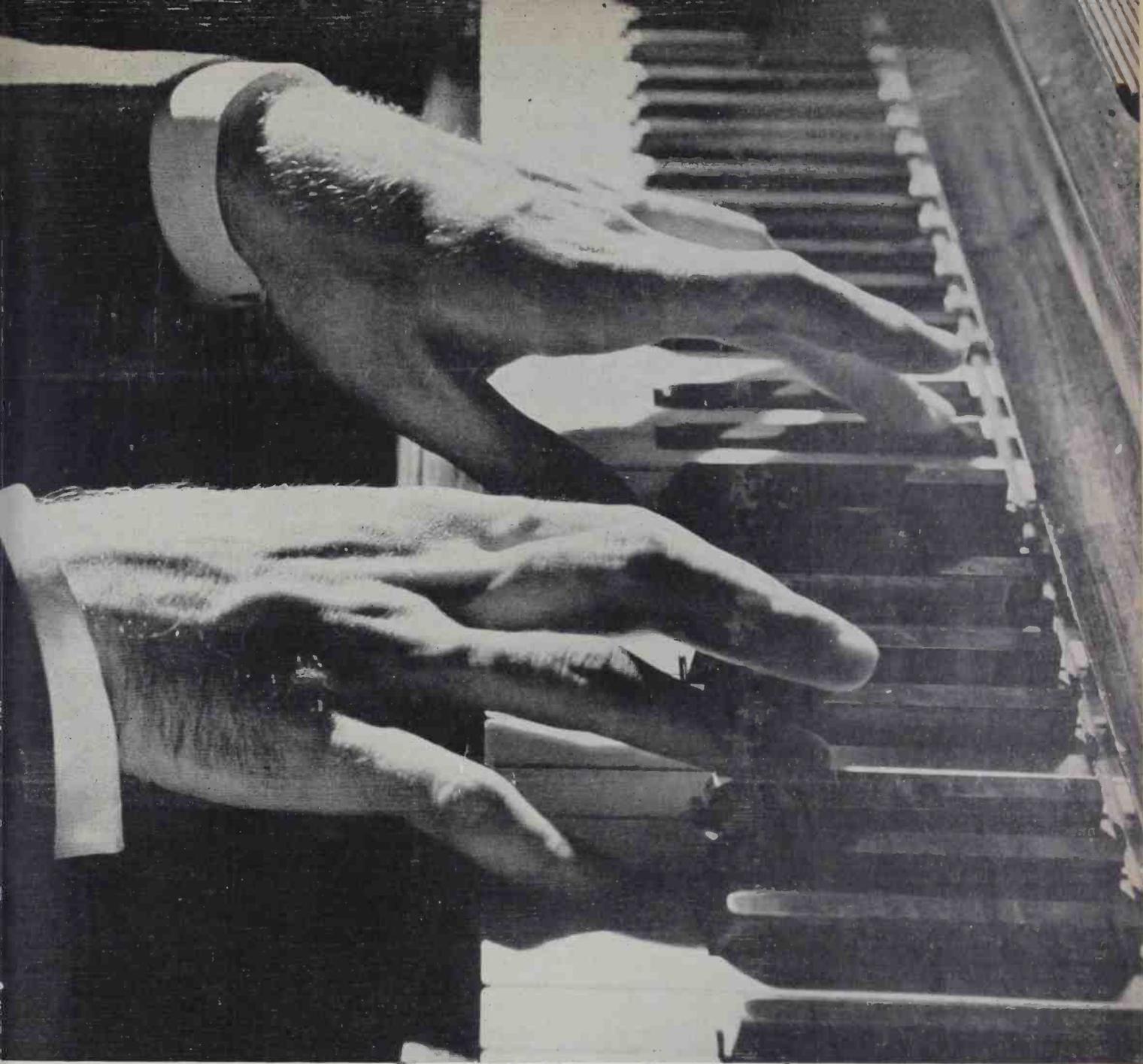


WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

PHILADELPHIA knows that this loyalty makes WDAS the best dollar buy in this area. That's why 78% of its sponsors renew regularly.

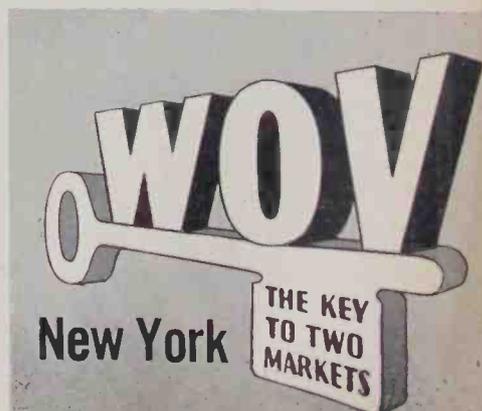




## ONE COMPLEMENTS THE OTHER...

**T**WO great markets listen to WOV. Two great markets, in their respective listening hours, combine to give WOV a constant, balanced audience . . . night and day • WOV's daytime domination of the vast metropolitan New York Italian-speaking audience extends to 58% of the 520,000 Italian radio homes and is never less than 23% during any particular hour • In the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other other New York independent station . . . and at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLYRA, NAT'L REP.



LOS ANGELES

By RALPH WILK

CBS actress Anges Moorehead, who resumes her popular role of Lionel Barrymore's waspish housekeeper, "Marilly," when the "Mayor of the Town" program returns to Columbia network March 4, has been awarded another "plum" in a coveted screen role. She will play second feminine lead with Greer Garson when Louis Bromfield's "Mrs. Parkington" is filmed in the near future.

Johnny Mercer's and Harold Arlen's "My Shining Hour" will be Frank Munn's first number on "Waltz Time" Friday, Feb. 25th, NBC. Also heard on the program will be contralto, Evelyn MacGregor, and Abe Lyman's orchestra will present two instrumental solos.

Funny sight: Charles J. Correll (Andy, of Amos 'n' Andy) and Murray Bolen, producer of the show, sitting at the same piano pounding out a hot swing version of "Tea for Two," while Freeman F. Gosden (Amos) did a Krupa on the drums.

Joan Davis, star of her own NBC show with Jack Haley (Thursdays) says she knows an actress who is so exclusive, she refused to grow a Victory Garden until the government allowed her to raise mink radishes!

Dinah Shore this week completed a clean sweep of all national popularity polls throughout the country when she was notified by Billboard Magazine that she had been named top girl singer on the air by a vote of radio editors of the United States.

Jack Slattery, supervisor of KNX announcers, and newscaster, began a new daily series of news broadcasts under the sponsorship of Metro-Goldwyn-Mayer on the 16th. The program will be heard Mondays through Fridays, 1:25 to 1:30 p.m., PWT, over KNX only, the newscast having been signed for a 52-week period of broadcasts.

Effective Feb. 14, NBC's "Star Playhouse" has a new producer, Les Mitchell, formerly of Chicago, now a resident of Hollywood. Paul Pierce, ex-producer, is 1-A for service, having passed his physical examination.

Our Passing Show: Sydney Gaynor, Erskine Johnson, Henry Gerstenkorn, Pat Campbell, Fair Taylor, Donald Breyer, Dave Hillman, Edward Halperin, Edward Albright, Charles Chaplin, Marion Squires, Elizabeth Golden, Selma Schoenfeld, Stu Wilson, Marjorie Gilbert, Edward Kemble at the cocktail party tendered Dudley Williamson, emcee on "What's The Name Of That Song?" program by the Hillman, Shane, Breyer agency.

MAIN STREET



CHICAGO

By PEGGY BYRNE

JACK BRICKHOUSE and Tom Terty, both members of the announcing staff before joining armed forces, returned to their last week after receiving honorable discharges. "Mystery House," a unique thriller, made its debut on WGN last Saturday. Title is the story of a fictional publishing house members enact manuscripts submitted for publication, finding the best method of proving the worth as substantial mystery and give their final opinions on the story at the end of the program. George Anderson is scripter on WGN's Edmund Kohn handled production. Sponsor is Peter Brewery Co., Chicago, through chell-Faust Advertising Co. are aired Saturdays, 9:30 to 10:00 CWT.

Mike Ramano, veteran radio and former assistant state attorney has been cast in the lead on WGN Tuesday night half-hour which "Crime Files of Flamond." He replaces Myron Wallace, who left week to be commissioned an officer in the Navy.

Pete Jaeger, Blue sales manager heads back for New York on a short visit here. Merritt Seefeld, Blue central division sales manager, is back from a two-week business trip to Texas, Oklahoma and New Mexico.

Ell Henry, Blue publicity director here, is proudly displaying a document just awarded his department by General Mills. It's the advertising good deed of the award, which, contrary to its name is not presented that frequently. Blue's central division publicity has received the honor for its excellent creative work" in publicizing the eleventh anniversary of the "Ranger."

To the Colors

Chicago—Art Peterson who Dr. Rutledge on NBC's "The G-ing Light" and Dr. Franklin on "Romance of Helen Trent," reports Uncle Sam on February 29. He Elders, Charles Flynn and Ed Pettiss, all leading Chicago actors expecting early call.

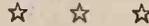


National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD  
WEVD—117 West 46th Street, New York, N.Y.

Unscrambled Wattnotes ! !

• • • Nice job open for the duration it seems. . . . if a young or even old emcee can fill the bill on "Truth or Consequences" . . . . with Ralph Edwards scheduled to take his physical on March 8, first of a series of "try-outs" were held last night at NBC just as though the show was on the air, an audience being present as well. . . . various names have been mentioned, among them Don McNeil the Chicago wiz who heads the "Breakfast Club" on the Blue in the aym hours. . . . McNeil would be perfect for the spot. . . . others considered hot include Gary Moore, excepting that he himself is in 1-A. . . . Ransom Sherman is another who might make the grade, also mentioned are Art Baker and Walter O'Keefe. . . . last minute change in plans will prevent Dorothy McVitty from appearing this Sunday on "The Hour of Charm" . . . . but it is expected she will appear at a later date. . . . next issue of Tune-In will have a terrific layout of Jay Jostyn and the family.



• • • Al Hollender, assistant to Lou Cowan, acting director of OWI overseas office in New York, is on the 'alert' . . . . foreign assignment. . . . That "Milk Fund" show over WJZ the other night proved Mrs. William Randolph Heart quite a personable mistress of ceremonies. . . . Aaron Levin has been appointed contractor, for Columbia Record Corp. . . . 50,000 posters reproducing an ad for the Belmont Radio Corp. currently appearing in national mags, are being distributed through 35 blood donor centers of the American Red Cross. . . . enlarged posters are a plea for blood donations. . . . Belmont signature is eliminated from the poster copy and space is allowed for the imprint of the local addresses of the 35 blood donation centers. . . . Aldrich Family and Phil Baker will headline the "Hall of Fame" show on the Blue this Sunday evening. . . . Carroll D. Alcott, WCKY commentator and Far East expert, is nearing completion of his second book on the Japanese. . . . title will be, "Sons of Heaven" . . . . Henry Holt will publish. . . . Eddie Dowling, of Mutual's "Wide Horizons," will sit in on the "Ellery Queen" detective armchair this Satdee. . . . In three Ward Baking Co. broadcasts over WABC, starting Feb. 8, on the 8-8:15 a.m. World News. . . . listeners were invited to write for the War Bond Holder Recipe Booklet and Calendar. . . . so far says WABC. . . . 6,934 requests have been received.



• • • February issue of Rotarian, has a story entitled "Young Man with a Wire" . . . . which is both a human interest and informative yarn on the inventor of recording on wire, now used exclusively by the Army. . . . eight hours of recording on a five-inch spool of wire. . . . and it all sounds so simple via a magnetized bit of wire. . . . post-war radio sets may have it installed for taking down off-the-line stuff or your own recordings, it is said. . . . some of the magnetic recordings are reported to have withstood 200,000 playings. . . . Bruce Hayes, tenor on the "Luncheon with Lopez" sessions on MBS. . . . boasts 22 fan clubs, although he has been on the air less than a year. . . . plan for networks and stations to participate in the Red Cross Drive finds the Blue building a program for Feb. 29, around the actual experience of a Red Cross worker. . . . Lindsay MacHarrie, former Blue Network producer who resigned in the Fall of 1941 to join the RC will describe his experiences in Great Britain. . . . Mutual will start its RC ball rolling with Gov. Dewey in a special address, also on the opening day, this Tuesday. . . . when he speaks before an RC War Fund meeting in Madison Square Garden. . . . as already chronicled in these columns, all major webs and stations are giving full support to campaign. . . . special to Mel Spiegel. . . . don't be a wastrel with those March hares until we come by.



Remember Pearl Harbor

Let GINGER & LANNY Remove that "Spot" Problem.

Will write and produce entire jingle campaign—or sing YOURS.

GINGER & LANNY GREY  
595 - 5th Ave., N. Y. C. LEx. 2-1100

## Asks 5 FM Outlets; KFAB Case To FCC

(Continued from Page 1)

pending for two other FM stations. Commission reported receipt of the application for relinquishment of control of the KFAB Broadcast Co., Lincoln, Nebr., by the Co. The new stock ownership would give CBS 45 per cent of station, with the KFAB Broadcast Co.; retaining 55 per cent—later to be controlled by stockholders other than the Sidles Co. The deal would give 55 per cent of CBS-owned station in Charlotte, N. C., to the KFAB Broadcast Co., with CBS retaining 45 per cent. KFAB will pay \$455,000 in cash for FCC approval, and \$100,000 to be in escrow by the First National Bank of Lincoln.

**Band-Shift Asked**

In separate application, KFAB, a low watt station, requested permission to shift from the 780 band to 790. It has been sharing nights with CBS-owned WBBM, Chicago, and airing simultaneously with WBBM. KFAB asked unlimited time, contingent upon granting of the KFAB

# ★ PROMOTION ★

### Sewing Contest

The fourth annual sewing contest sponsored by the National Needlecraft Bureau will be promoted in New York and the surrounding area this year on WJZ through Alma Kitchell's "Woman's Exchange" program, and beginning March 1, to April 15, the contest will be featured locally as the "Alma Kitchell WJZ Sewing Contest." Although the contest was promoted in newspapers in the past, promotion this year will be almost entirely over the airwaves. Department store advertising on the air and the larger number of radio service features aimed at women and their interests, inspired the change in the media. Eighteen large department stores in Manhattan and Brooklyn and 25 Singer Sewing Machine Shops in New York and the surrounding area are cooperating with WJZ in promoting the contest by issuing application blanks and featuring Alma Kitchell displays. Approximately \$1,000 in War Bonds will be awarded as prizes to contestants in the WJZ area.

### KLZ's New Piece

In a large, glossy brochure which folds for easy mailing, KLZ of Denver, Colorado, is marketing its entire production staff and programming, by way of photographs and biographical sketches. Copy, under the keynote "Showmanship Gets the Green Light on KLZ," reveals operational tactics and expansion data. Colorful in black, white and orange, this tabloid piece has a high personality-appeal.

### Planning 4-H Show

Washington—William Cline, of WLW, Chicago, is in Washington now working on the nation-wide 4-H club show scheduled for airing over the Blue Saturday night, March 5. Centering about the 800,000 former clubbers in the armed forces and work of the present members on the food front here, Judge Marvin Jones WFA administrator, is already scheduled to appear. The President may also speak briefly. One or two overseas pickups are also on the schedule.

### Tax Talks Scripts

With tax talk in the air again, United Press Radio has prepared a special series of 12 scripts on "Facts About Taxes." Designed to simplify this year's tax laws, a series of twelve five-minute articles, prepared by Elmer Walzer, United Press Financial Editor, will be sent out every weekday morning, starting February 21.

Beamed at the average taxpayer, the articles are written in simple, informal style. Mr. Walzer has cut away the legal verbiage of tax talk, and, in every-day language, covers the highlights of what has been described as the "world's most complicated tax." Many commonly misunderstood items, such as earned income credit, medical expenses, non-taxable items, etc., are discussed, and the items in popular form 1040 are taken up, point by point.

The scripts will be made available to all United Press Radio clients, and are released for use any time after transmitted on the UP circuit.

## Detroit Taxpayers To Get Radio Aid

(Continued from Page 1)

for a campaign to get taxpayers throughout Michigan and adjoining states to tune in their radios with their income tax forms before them.

In the WJR, studio during the half-hour broadcasts will be a jury of citizens who actually will be filling out their blanks from the directions narrated by a representative of the income tax office. Cushing will relay questions puzzling the jury to the man at the mike.

Directly following the broadcasts, listeners will be able to telephone income tax offices throughout Michigan and in the Toledo, Ohio area for information on their particular problems. Agents will report for work these Sundays for these broadcasts.

These public service programs were conceived because of the unusual demand on the part of taxpayers in this area for help made evident by the long lines of people waiting in cold weather at the Federal Building in Detroit, according to Cushing.

## WMCA Announces Policy On Controversial Issues

Some time for controversial discussion will be permitted over WMCA, New York, it was stated yesterday by Arthur Straus, president of the station. Commercial time for this purpose will be allowed on the station if responsible groups on both sides of the question are willing to share time for presentation.

Adoption of the policy by the metropolitan outlet is designed to guard "freedom to listen," according to Straus. The new practice prevents a departure from the NAB position against the sale of time for controversial discussion. Unions and other self-interest groups may buy time on the New York station, it was said, while the public is protected against "one-sided answers to one-sided questions."

## Walt Lochman Steps Up Ladder OPENS KMBC SPORTS JOB

We're proud that Walt Lochman is moving to the top as a KMBC graduate.

Walt became America's leading minor league baseball announcer while here.

### How would you like to take his place at KMBC?

Yes—we're looking for an all-around sports announcer with both play-by-play and commentating experience. Your background must be successful from a commercial standpoint—a background that means something to the national advertiser. Your character must personify the work you're doing.

What we offer is a sound, good-paying basis . . . association with one of America's recognized prestige radio stations . . . national promotion . . . excellent living conditions in the friendly "Heart of America."

### Walt liked it all well enough to be with us eight years.

Furnish us with complete details including draft status, age, family, religion, experience, etc. Be sure and send voice transcription—including sample of play-by-play talents. Write Karl Koerper, managing director, KMBC of Kansas City.

## FRANCIS LEDERER

romantic lead of many famous stage and screen successes, now in New York for the opening of two of his most sensational motion pictures, "The Bridge of San Luis Rey," picturization of Thornton Wilder's Pulitzer Prize Novel, which starts at the Capitol on Thursday, March 2nd; and "Voice in the Wind," opening at the Victoria Theatre during the week following.

AVAILABLE FOR A LIMITED NUMBER OF RADIO GUEST APPEARANCES

Exclusive Representation:

NATIONAL CONCERT AND ARTISTS CORPORATION  
711 Fifth Avenue, New York City, 22 • PLaza 3-0820

# WNRC Will Combat Juvenile Delinquency

(Continued from Page 1)

urge frequent spot announcements, messages to parents by outstanding radio figures, forums and material changes in the top nationally aired entertainment programs, Mme. Mero-Irion said.

Bing Crosby, Edgar Bergen, Frank Sinatra, Fred Allen, Burns and Allen and many others will be urged to include in their broadcasts material which will indirectly bear upon the problem and will be helpfully stimulating to young people. It was pointed out that Eddie Cantor and Bob Hope have already incorporated such text with conspicuous success since both comedians have a tremendous adolescent audience, she said.

Spot announcements on local radio programs will be designed to inform the young people of the community where they can find an opportunity to keep busy in healthful, normal fashion. Radio figures, selected for the wholesomeness of their appeal, will address messages to parents and to the children of working parents, emphasizing the importance to the whole war effort of keeping alive the right kind of home relationships.

Forums, both nationwide and local, dealing with aspects of the juvenile delinquency problem, are stressed; also the publication in local newspapers of recommended lists of programs for youthful consumption which are known to be helpful, stimulating and productive of wholesome ideas and ideals.

"Not only will the Women's National Radio Committee present these suggestions to the networks, but through our 25 affiliated organizations, with their several million membership, we shall reach out into local communities throughout the country and try to mobilize local radio stations to enlist in this constructive effort," Mme. Irion said.

The committee's annual awards, which in the past two years have been presented for the programs most effectively serving the war effort, may be given this year for programs contributing directly or indirectly to the fight against juvenile delinquency.

## Heads G. E. Division

Claude J. Hendon has been appointed district manager of the Southeastern District of the General Electric Company's Electronics Department, according to an announcement by A. A. Brandt, General Sales Manager for the department. Hendon will have his headquarters at the company's Atlanta, Ga., office in the Red Rock building.

## Buys Time On WJZ

Taylor-Reed Corporation, Mamaroneck, N. Y., has scheduled participations five times weekly in Alma Kitchell's "Woman's Exchange" in the interest of Tumbo pudding. Tracy, Kent Company, New York, is the agency.

# WHO'S WHO IN RADIO

## DR. WALTER R. G. BAKER

SCIENTIST and man of action, Dr. Walter R. G. Baker provides ample proof in his life story that a straight line is the shortest distance between two points. One point in the career of General Electric's v.p. in charge of electronics is the present. The other belongs to a moment in the past when his intellectual curiosity was awakened to the electrical phenomena about him. From that moment to this, electronics and the great industries that have sprung from this science have been his driving interest, which he also contributes as chairman of the Radio Technical Planning Board.

Before young Baker had finished high school in his home town of Lockport, N. Y., his family moved to Schenectady. There his father found him a job, through a friend, with the Hudson River Telephone Co. at eight dollars a week. The work was routine, recording line-trouble reports. One day, though, Walter's curiosity was awakened when a tester couldn't answer his question about why switches were being thrown to locate and correct a line failure. He had found the interest that was to dominate his life.

Walter Baker advanced rapidly in the company, becoming wire chief and then district engineer. Realizing the need for a college education, he entered Union College as an engineering student. He still kept his job with the phone company, working nights. In 1916 he received his B. S. in electrical engineering. Since that time his alma mater has also awarded him a Master's sheepskin and the honorary degree of Doctor of Science. A few months ago he was elected a member of the Union College Board of Trustees.

From a modest beginning with General Electric in 1917, Dr. Baker became managing engineer of the radio department at Schenectady. In 1930 he went to RCA, where he finally became v.p. and general manager. Five years later he returned to GE. FM and television have also benefited from Dr. Baker's scientific contributions. These are services made possible by the electronic tube and the desire of men like Baker to know why?



"man of action"

## Town Meeting Broadcast On Race Question Praised

Congratulations have been received from all sections of the country by "America's Town Meeting" on the constructive handling of its debate Thursday night Feb. 17, at Town Hall on the race question. Some of the telegrams and long distance calls came from the deep south including Georgia and Alabama. All of them felt that in this particular program radio had demonstrated that it could handle highly controversial issues in war time.

Speakers on the program were Langston Hughes, Negro author and poet; Carey McWilliams, former commissioner of immigration in California and author of "Brothers Under the Skin"—speaking from the point of view that race questions should be handled by the Federal government.

On the side of leaving the question to the state and community authorities were John Temple Graves, 2nd, editor of the Birmingham "Age-Herald" and Dr. James E. Shepard, president of the N. C. College for Negroes, in Durham.

Moderator George V. Denny, Jr. put the audience on its honor not to become too emotional or vociferous in its reaction. Broadcast over WJZ and the Blue at 8:30 to 9:30 p.m. was attended by officials of the Blue Network, exec. vice-president Edgar Kobak and Philip Carlin, vice-president in charge of programs.

## Universal Microphone Co. Reorganizes Corporation

Inglewood, Calif.—The Universal Microphone Co., Ltd., Inglewood, Cal., doing business as such since 1928, will be known hereafter as the Universal Microphone Company.

The stockholders and board of directors of the corporation elected to dissolve the corporation, and filed certificate with the California secretary of state and the county clerk of Los Angeles county.

### Partnership Formed

James L. Fouch and Cecil L. Sly, president and vice-president of the former corporation and its principal stockholders, have organized a partnership and have taken over the assets and liabilities of the Universal Microphone Co., Ltd.

The partnership will continue to conduct the business of the former corporation. Operating as the Universal Microphone Company, the partnership has announced that officers will continue to be James L. Fouch, president; Cecil L. Sly, vice-president and treasurer, and Durwood D. Allen, secretary.

### Stork News

Chicago—Earl Horrigan, WBBM news writer celebrated an additional birthday, February 22. A five-pound feminine Horrigan made her world debut 212 years after George Washington made his.

# OWI Seeks 450 Men For Overseas Duty

(Continued from Page 1)

ers and producers, 150 language specialists and 100 newsmen.

A large proportion of the latter groups will be composed of radiomen while the former two will be made up almost entirely of industrial workers. The engineers will be selected for erection and repair of transmitters, recording studio and operating work. Five to 10 years experience and physical fitness are required. They must be over 26. Five years experience is demanded of the newsmen also but it is preferred that they be over 38, or 4-F with only minor disabilities. Some men 30 to 37 will be considered if particularly well qualified.

Interested men are urged to write Ralph Stillman, personnel director, Outpost Service Bureau, OWI, 10 West 57th St., New York.

### Special Committee Named

To assist OWI's overseas branch in meeting these new obligations, the following were named to a special committee representing the broadcasting, newspaper, and advertising professions: Earl Gammons, CBS; Kenneth Barkeley, Blue Network; Charles Barry, Blue Network; Lewis Allen Weiss, KHJ, Los Angeles; Clayton Smith, NBC; William Brown, NBC; Paul West, president, Association of National Advertisers; A. R. Jones, managing editor, Washington "Post"; B. M. McKelway, associate editor, Washington "Evening Star"; Mark Ethridge, publisher, Louisville "Courier-Journal"; Palmer Hoyt, publisher, Portland "Oregonian"; J. Gaertner, Jr., managing editor, St. Louis "News"; Wilbur Forrest, senior editor, New York "Herald Tribune"; H. D. Paulson, editor, "Forum"; Paul Bellamy, Cleveland "Plain Dealer"; Mason Britton, executive vice-president, McGraw-Hill Publications, and I. S. Reppert, general manager, War Advertising Council.

## Withrow Leaves WJJD; Joins Chicago Agency

Chicago—Earl Withrow, chief of WJJD continuity department for the past 10 years resigns from the station March 1 to head the radio department of the George H. Hartman Advertising Agency, Chicago. Margery Leak, whose full time radio experience dates back to June, 1943 when she became Withrow's assistant, will replace him as director of continuity. Prior to joining WJJD she was a high school teacher for seven and a half years.

### Wedding Bells

Janet Elsas of the Blue script department will be married Easter Sunday to Lt. Ebb Ford, USA, now stationed at Fort Jay, N. Y. She has signed effective two weeks before wedding.

PROGRAM REVIEWS

“CREEPS BY NIGHT”

**Sustaining Series**  
**WJZ-The Blue Network**  
 Today, Feb. 15, 10:30-11 p.m., EWT  
 “Creeps By Night” wishes to sur-  
 and eventually graduate from a  
 coming to a commercially spon-  
 series, it had better quicken its  
 A script containing a lot of un-  
 cing situations and vague char-  
 zations makes a poor beginning.  
 “Voice of Death,” the first play  
 series, did nothing more than  
 the composer the opportunity to  
 duce some ghostly themes.  
 te this musical influence, there  
 et moments in the script that  
 ll for snickers.  
 e “Voice of Death” unfolds with  
 idle-aged woman learning that  
 er husband (Boris Karloff) has just  
 killed in an accident on the eve  
 eir 35th wedding anniversary.  
 This tragic opening, the play  
 mplicated by having the wife  
 nced that she is able to com-  
 ate with her dead husband—  
 efly very much alive to her.  
 in the manner Karloff played it,  
 eared very much alive to us,  
 this situation was necessary to  
 w to the listeners that their love  
 andying.  
 ing the course of their superna-  
 marital relations, their little  
 e enters the scene to bark and  
 . Immediately the filtered Kar-  
 oice orders his wife to kill  
 e. And poor poochie is killed.  
 er many days have passed, this  
 n’s son—a grown, married man  
 omes suspicious of her actions,  
 ing his mother to be going in-  
 . When he informs her that he  
 mmoned a doctor, Karloff once  
 “enters” the scene and orders  
 arthly wife to kill their son  
 a pair of scissors, the same  
 that poochie was killed. Here’s  
 nicker: the son sees his mother  
 up the scissors, he sees her ap-  
 h him with that glint in her  
 out his only resistance is a lot  
 ly vocalizations. That’s Gene  
 ’s and Alonzo Dean Cole’s story,  
 he listeners were stuck with it.  
 only convincing item in the  
 production was the brilliant  
 mance of Ruth Perrott whose  
 re from the gay, scintillating wo-  
 to the tragically influenced  
 re, supposedly haunted by her  
 husband’s love, made this pro-  
 interesting.

Levant To Guest

Levant will be guest soloist  
 Telephone Hour’s Great Artist  
 on NBC, Monday, Feb. 28.

WTBO

Full Time  
 NBC Affiliated  
 Cumberland, Md.

Net Time-Sale Increase Listed  
 By 52 Clear-Channel Stations

(Continued from Page 1)

increases of between \$75,000 and \$150,-  
 000, with 16 stations topping the last  
 figure.

Three clear-channel stations were  
 added to the list last year—KTRH,  
 Houston; KVOO, Tulsa and KXEL,  
 Waterloo, Ia. There are construction  
 permits outstanding for KWBU, Cor-  
 pus Christi, Texas, and WINS, New  
 York.

All but one of the clear-channel  
 stations are affiliated with a network,  
 with the sole exception—WHN, New  
 York—having occasional network  
 connections. Five are affiliated with  
 the Blue, 20 with CBS, 24 with NBC  
 and two with MBS. In addition, Blue  
 owns two, CBS seven and NBC five.  
 Apart from the 14 owned and oper-  
 ated stations, 11 are owned or con-  
 trolled by newspapers, or corpora-  
 tions in the publishing field. Seven  
 are owned or controlled by manu-  
 facturers, three by insurance com-  
 panies, eight by department stores,  
 schools, theaters, etc., and nine are  
 controlled by firms not engaged in  
 any other business.

The FCC released also a geographi-  
 cal analysis of the clear-channel sta-  
 tions, WTOP, CBS-owned, is in the  
 District of Columbia with the other  
 51 distributed as follows:—

1. In each of 14 States:—KIRO,

Seattle, Washington; KMOX, St.  
 Louis, Mo.; KOA, Denver, Colo.; KOB,  
 Albuquerque, N. Mex.; KSL, Salt Lake  
 City, Utah; KVOO, Tulsa, Okla.;  
 WBAL, Baltimore, Md.; WBZ, Boston,  
 Mass.; WHAS, Louisville, Ky.; WJR,  
 Detroit, Mich.; WRVA, Richmond,  
 Va.; WSB, Atlanta, Ga.; WTIC, Hart-  
 ford, Conn.; WWVA, Wheeling, W. Va.

2. In each of five states:—Iowa—  
 KXEL, Waterloo; WHO, Des Moines,  
 Louisiana—KWKH, Shreveport;  
 WWL, New Orleans. Minnesota—  
 KSTP, St. Paul; WCCO Minneapolis.  
 North Carolina—WBT, Charlotte;  
 WJTF, Raleigh. Tennessee—WLAC,  
 and WSM, Nashville.

3. In each of three states: Califor-  
 nia—KFI and KNX, Los Angeles,  
 Calif.; KPO, San Francisco. Ohio—  
 WCKY and WLW, Cincinnati; WTAM,  
 Cleveland. Pennsylvania—KDKA,  
 Pittsburgh; KYW and WCAU, Phila-  
 delphia. Five in the state of Illinois,  
 (Chicago). WBBM, WENR, WGN,  
 WLS, WMAQ. Five in the state of  
 Texas, KRLD and WFAA, Dallas;  
 KTRH, Houston; WBAP, Ft. Worth;  
 WOAI, San Antonio. Eight in the  
 state of New York, (five in New York  
 City). New York City—WABC,  
 WEOF, WHN, WJZ, WOR; Schene-  
 ctady, WGY; Rochester, WHAM; Buf-  
 falo, WKBW.

Radio’s Bond Drive  
 Is Highly Successful

(Continued from Page 1)

and advertisers have played in the  
 success of the Fourth War Loan. Be-  
 cause of the total number of people it  
 reaches and the effect which it has  
 on these people, radio as such is in-  
 dispensable to the success of the Loan  
 drives. . . . I would like to pay tribute  
 to the people of radio—to the writers  
 and actors, engineers, executives and  
 sound effects people, the advertising  
 agencies and sponsors, and broadcast-  
 ers and script writers, singers and  
 musicians. . . . and I say, “Thank you  
 for a job well done.”

In an inter-office communication to  
 Morgenthau, Gamble stated that the  
 “Hooper figures on the opening broad-  
 cast of the Fourth War Loan Drive  
 shows the unusual high rating of 44.4.  
 In other words, 14,000,000 families or  
 42,000,000 persons heard that one  
 broadcast. We have also received  
 from the OWI a report which shows  
 that this opening salvo was followed  
 by a barrage exceeding even that of  
 previous War Loans. . . . Because radio  
 is so equipped to talk in personal  
 terms to people, it was able to be so  
 successful. . . . They told the story to  
 the country’s 110,000,000 radio listen-  
 ers incessantly during four weeks.  
 This is truly a remarkable record.”

New Blue Organist

Betty Mendenhall, a music student  
 with some radio experience in her  
 home town, Winston-Salem, N. C.,  
 joins the Blue Network in New York  
 on March 1st as a staff organist.

Improvement Expected  
 In Farm-Battery Supply

Washington Bureau, RADIO DAILY

Washington—While the WPB an-  
 nounced this week that it may not be  
 possible to increase production of dry  
 batteries sufficiently to keep all farm  
 radios operating, there is a strong  
 belief in industry circles that the Gov-  
 ernment will somehow manage to ac-  
 complish that objective. Last year saw  
 production of 3,750,000 radio battery  
 packs, a quarter of a million better  
 than in the pre-war year 1940, with  
 98 per cent of this production going  
 to farmers.

Although the WPB is afraid the  
 demands of the military will mean a  
 smaller civilian supply, radio circles  
 here are inclined to credit the pre-  
 diction of the NAB research director,  
 Arthur Stringer, that production will  
 be kept high enough so that silent  
 radios will not be found because of  
 the inability of their owners to pur-  
 chase batteries. Stringer did not re-  
 veal the information on which he  
 based his prediction, but it is pre-  
 sumed to be reliable. Radio men point  
 out also that this is an election year,  
 and that Federal officials are anxious  
 not to have radios silenced during the  
 coming campaign.

Generally speaking, WPB now pro-  
 vides enough material to permit pro-  
 duction at the capacity of the dry  
 battery industry. But even the ex-  
 panded capacity of the industry is not  
 large enough to meet all the many  
 war demands and all the usual civil-  
 ian demands as well, the agency  
 declared.

AGENCIES

DON JOHNSTONE is joining Ben-  
 ton & Bowles, Inc., as assistant direc-  
 tor of research, effective immediately,  
 it has been announced by Clarence B.  
 Goshorn, president of the agency.  
 Johnstone comes to B&B from Schen-  
 ley Distillers Corp. where he was  
 director of field market research.  
 Prior to his association with Schenley,  
 he was director of research at Sher-  
 man K. Ellis & Co., Inc. and assistant  
 director of research at J. M. Mathes,  
 Inc. LOUISE DYKES is joining the  
 media department of Benton &  
 Bowles, Inc. as a space buyer, effective  
 immediately. For the past year Miss  
 Dykes has been with Time, Inc. and  
 for the previous 10 years she was a  
 member of the staff of the J. Walter  
 Thompson Co.

VARIOUS CLINICS of the Adver-  
 tising and Selling Course, conducted  
 by the Advertising Club of New York,  
 tonight will be in charge of the fol-  
 lowing leaders: Sales Promotion: H.  
 M. Carroll, advertising manager,  
 Hyatt Roller Bearing Div., General  
 Motors Sales Corp., “Promoting an  
 ‘In-Built’ Industrial Product”; Copy  
 Clinic: Walter O’Meara, vice-presi-  
 dent and copy director, J. Walter  
 Thompson Co., “How to Write a Good  
 Advertisement”; Radio Production:  
 Robert T. Colwell, Radio Department,  
 J. Walter Thompson Co., “Commer-  
 cial Radio Writing”; Advertising Pro-  
 duction: Andrew Ragona, advertising  
 production manager, N. Y. “Times,”  
 “Newspaper Production”; Export Ad-  
 vertising and Selling: T. M. Quinn,  
 executive vice-president, Irwin Vlad-  
 imir & Co., Inc., “Evaluation of Media  
 for Advertising Abroad.”

ELDRIDGE D. HEDGES has  
 joined Erwin, Wasey & Company, Inc.  
 as an art director, specializing in the  
 electronic field. He was formerly asso-  
 ciated for eight years with J. W.  
 Thompson Company as art director  
 in the trade and industrial fields, and  
 recently was with Morse International  
 Company, N. Y.

AVAILABLE

Continuity—Script Writer

10 years’ advertising, network  
 radio experience.

Age 34, draft exempt. Write

RADIO DAILY

Box 799

1501 Broadway

New York, 18, N. Y.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — NEW JERSEY —

**JERSEY CITY**—WHOM's observance of Brotherhood Week, sponsored by the National Conference for Christians and Jews, will feature a triologue including a Catholic priest, a Protestant minister and a Jewish rabbi, Joseph Lang, general manager, announced. . . WFGP, Atlantic City: Jane Marston, new fem-announcer, and Edgar A. Sweet, program director, recently interviewed Jean Bartel, nationally known as "Miss America 1943," to help boost Bond sales.

## — MASSACHUSETTS —

**BOSTON**—A brand new series of the Yankee Network's "Quiz of Two Cities" opens shortly with two crack teams from the U. S. Marines, who tied at 170 all in a previous series, competing for jackpot honors when quizmasters John Stanley, of Boston, and Mowry Lowe, of Providence, pop the questions over WNAC and WEAN. . . **GREENFIELD**—New show for WHAI: "The Story-Book Special," a mythical train trip touring story-book land, carries as its passengers, the kiddies of northwestern Massachusetts, Southern Vermont, and New Hampshire. Aired three weekly.

## — TEXAS —

**SAN ANTONIO**—WOAI: Captain Charles J. Giezendanner, Jr., public relations officer, has been ordered to Washington for a special assignment with the War Department. He formerly conducted the weekly "Cadet Radio Chapel". . . **FORT WORTH**—The Southwest Exposition and Fat Stock Show, an annual affair, and scheduled for March 10 through 19 this year, is getting off to a good start through an extensive announcement series over KGKO. . . **DALLAS**—Sgt. John Parker and Lt. Lynn Cole, respectively former radio pianist and vocalist, appeared on the Texas Quality Network on "It's Showtime" program recently. Ovation demanded return engagement scheduled for future date.

## — PENNSYLVANIA —

**PHILADELPHIA**—WIBG's vital statistics: Dick Mabry, formerly of WCBT, N. C., is new on the announcing staff. Archie Sichel, formerly with the engineering dept., is in the U. S. Navy. Charlie Lynch has resigned his post at WIBG to become pro-

gram director at WBRY, Waterbury, Conn. . . **WPEN**: New addition to the announcer staff is Nick Dragonette. Ed Browning, announcer, is waiting for the President's Greetings. . . **WCAU**: Betty Hurd, who does "Hurd In Hollywood" five times a week, had Patricia Dane, M-G-M starlet, and husband Tommy Dorsey on her program recently.

## — OHIO —

**CINCINNATI**—WLW-WSAI: Recent addition to the continuity staff is Barbara Ramsell, formerly with WOWO and WGL at Fort Wayne. . . **CLEVELAND**—WHK-WCLE's Russell W. Richmond is being newly sponsored by the Richman Brothers Company to be newscaster on the "Richman News" program. . . **DAYTON**—WING's "Man on the Street" program is now in its eighth year of sponsorship by the local Coca-Cola Bottling Company. . . **WCKY**, Cincinnati, went on the air 35 minutes late recently because John Watkins, announcer, who signs the station on at 5:30 a. m. daily, was caught in the blizzard and cold wave.

## — NEW YORK —

**NEW YORK**—WNEW: Charles Jackson, author of "The Lost Week-end," a current best seller, was interviewed recently over Kathryn Cravens' "News Through a Woman's Eyes. . . WBYN's new program, "The Daily Record," bowed in Feb. 21, and is fascinating its listeners with an unusual presentation of news. It combines the features of news, columns, human interest stories, ads, where-to-dine information, plus the musical highlights and the personalities. It's a two-hour show "edited" by Walter Grey and disked by Walter Grey.

## — IOWA —

**DES MOINES**—Recent "Talent Auction" over KRNT in behalf of the Fourth War Loan turned out to be talent test. Listeners competed in bond pledges for the privilege of naming "out of line" stunts for their favorite mike stars; for example: Pa and Ma Smithers, serial characters, were called upon to harmonize "Mairzy Doats."

## — CONNECTICUT —

**HARTFORD**—Musicians and critics: Paul W. Morency, general manager of WTIC, has selected seven local musicians and critics to choose the winner of primary auditions to be held at WTIC and affiliated with the "Hour of Charm's" nation-wide hunt for the "undiscovered voice of America." Judges are: James D. Price, supervisor of music in Hartford public schools; Pau F. Vellucci, musical director of the Hartford School of Music; T. H. Parker, music critic of Hartford Courant; Moshe Paranov, director of the Julius Hart School of Music and music director at WTIC; Leonard Patricelli, program manager of WTIC.

## — MISSOURI —

**ST. LOUIS**—KSD has announced the findings of its attorneys in regard to public reproduction of an original program without consent of the radio station, i. e.: that such an act con-

stitutes infringement of literary property or common law copyright and is liable for damage suit under common law of unfair competition. . . Jimmy Grant, Army bound, has been replaced by Al Chotin as emcee of "Riddles in Rhythm," Monday feature on KMOX. Venida Jones, console queen of KMOX, guested recently before the Cosmopolitan Club. Joe Karnes, popular singer, on "Magazine of the Air," Monday, Wednesday and Friday, in place of Richard Paige, now in Chicago.

## — ARKANSAS —

**FORT SMITH**—Honors to KFPW! This station has been awarded the "S" pennant of the WPB for its contribution to the war salvage campaign. . . New editor-manager Pat Garner made 153 personal talks before civic, school, church and organizational groups in 1943—1944 looks much heavier. . . Nine Ft. Smith churches buy radio time on KFPW regularly. . . News programs are the most dominating item on the station: it has six 15-minute newscasts, eight five-minute, one 15-minute sportscast, one 15-minute commentary each day—all of which are sponsored. . . Noon newscast is piped over the entire Camp Chaffee, near Ft. Smith, over PA system. This is the only radio program permitted on this system, except army specials.

## — INDIANA —

**FORT WAYNE**—New editions and sales at WOWO-WGL: Tom Wheeler, farm director, is a member of Agricultural Committee of Chamber of Commerce. . . Latest staff member is Key Colclasure. She was previously with WLDS, Jacksonville, Ill., as announcer and continuity writer. She now conducts the Paris "Musical Clock" item. . . When the "Famous Hoosier Hop" devoted an entire performance to a special Lincoln Birthday show, it sold a thousand dollars in war bonds and war stamp corsages.

## — CALIFORNIA —

**SAN FRANCISCO**—KGO's new program, "Pacific Opinion," is something new in news programs. Presented by Sidney Roger, the format features the editorial opinions of Pacific Coast newspapers. . . **LOS ANGELES**—Worthy contribution: KGFJ conducts a "Junior Night Club" for teen agers from 14 to 18 for the purpose of curbing juvenile delinquency. This is the first program of its type to hit the airlines. . . KFI-KECA highlights: William B. Ryan, general manager, was elected director of the 16th District of the NAB recently. He succeeds Cal Smith, manager of KFAC.

## — NEW JERSEY —

**NEWARK**—WAAT is launching an extensive promotional campaign for 1944 by way of a direct mailing inaugurated by Victor A. Bennett, vice-president. Brochure furnishes local and national aspects and reveals WAAT's dollar for dollar value in America's fourth largest market.

## — CANADA —

**MONTREAL**—Rupert Caplan, who has recently returned to Montreal from the

Pacific where he made his first CBC stations since his appointment supervisor of production, is to inaugurate a new drama series of plays for the net. They will be heard on Wednesday nights, beginning this week and originate in the local CBC studio. First play of the new series is by Jacobson, Montreal playwright. "No Time for Pity" was well received in a previous Caplan series. His new series is called "The Great Fear"—dealing with postwar readjustment. . . New series and program for Toronto's CBC called "Riches to Rhythm," sponsored by Tip-Top Tailors, Ltd.; agency McClelland, Eastman, Ltd. Neil Leroy is emcee of 12-piece orch conducted by Sgt. Hersenhoren, Gail Meredith vocalist, Hugh Bartlett announcer.

## Television Demonstration For ANPA Tomorrow

Schenectady—How television in the future might cover or supplement news will be demonstrated to members of the American Newspaper Publishers' Association by General Electric here on Friday, April 24, following the close of the publishers annual convention in New York City.

A special edition of a metropolitan newspaper will be televised, including page one war news, the news, sports, society, financial, editorial page, the comics, display advertising, the want ad page, etc. This, first the regular newspaper will be televised, then General Electric will show how the same might be covered by television, models, puppets, groups of actors motion picture film to supplement efforts of war correspondents and other staff writers of the newspaper in the studio.

The invitation to the 600 public has been extended by the publishers association, co-operating with General Electric, so that the newspaper may see and judge for themselves how television might be helpful in the dissemination of news. Last November General Electric staged its first television news program for the benefit of publishers in east and last month members of New York State Publishers Association came to Schenectady for a series of demonstrations, members of ANPA have been invited to come here in April. They will be lunch guests of General Electric, where fundamentals of television will be explained by speakers and a motion picture film, then will be taken to the company's television station, WRGB, for a two hour review of the televised newspaper, starting at 2:30 p.m. Arrangements also being made for those who may care to remain for the regular Friday evening program telecast regularly for the benefit of the Albany-Troy Schenectady area.

**HAPPY BIRTHDAY TO YOU**

February 24

Theodore Alban May Singhi Breen  
John Harrison Jack Ingersoll  
Dora Johnson Joe Laurie, Jr.  
Bert Lytell Pauline Morin  
John Neff Ruth Pickard  
Robert A. Schmid

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

26, NO. 39

NEW YORK, N. Y., FRIDAY, FEBRUARY 25, 1944

TEN CENTS

## Radio Manpower Survey

### Way Re-elected NAB 12th Dist. Head

William B. Way, vice-president and general manager of KVOO, returned to office as director of the 12th District, NAB, by the unanimous ballot of Kansas and Oklahoma broadcasters.

Resolutions of the one-day conference recommended those who have taken steps to discontinue "cowing" and "hitch-hike" announcements and "deploring the practice. An even more and more competitive BMI

(Continued on Page 5)

### Symphony Broadcasts Scheduled By NBC Mar. 25

A series of five broadcasts will be launched by the Chicago Symphony Orchestra over the National Broadcasting Company network beginning Saturday, March 25 (7:30 p.m., EWT) under the baton of Leopold Stokowski, noted Belgian-born conductor.

Saturday broadcasts will originate from Orchestra Hall. Samuel Hays, manager of the NBC Radio Division, will make a special

(Continued on Page 2)

### "School Of Radio" Set "School Of Air" Show

"School of Radio Broadcasting," presented this Monday over the 15-9:45 a.m., EWT on the "School of the Air" series of "Science of the Air" which is the regular Monday presentation. Done from the point of view of an engineer, the script traces radio from an early date

(Continued on Page 2)

### Deadline

Although he has not been active in newspaper work for several years, Edwin C. Hill, as commentator, strictly adheres to a self-imposed deadline in preparing his material for his Tuesday broadcast. At his "deadline" time, Hill has a copy ready right on the dot just business-like as though an editor were on his neck yelling for the

### Drips' Domain

Chicago—William Drips, director of agriculture for NBC, who was the subject of Radio Daily's "Picture of the Week" recently, now has a permanent office. He has been assigned quarters in the space formerly used as a private observation room to Studio D, NBC press reports.

### Dick Connor Resigns From Mutual Staff

Richard F. Connor, has resigned as director of station relations for Mutual Broadcasting System and is reported as leaving shortly for his home in California. Charles W. Godwin, manager of the southern division of the station relations department, has been named acting director pending a successor to Connor.

Connor was appointed to the Mutual post last spring and was station

(Continued on Page 5)

### FCC Grants Application For New Michigan Station

Washington Bureau, RADIO DAILY

Washington—The FCC has granted the application of Karl L. Ashbacher and Grant F. Ashbacher for a new 250-watt station in Ludington, Mich., to operate unlimited on 1,450 kilocycles. An application was reported also from Harold H. Thoms, Durham, N. Car. for a new station in that city to operate unlimited with one kilowatt on the 1,580 band.

### WNEW-Dumont Tele Station In Co-Op Program Exchange

### Toscanini To Conduct NBC Symphony, March 5

Arturo Toscanini returns to the podium of the NBC Symphony orchestra Sunday, March 5, 5 to 6 p.m., EWT, for the first of his final series of six concerts on the "General Motors Symphony of the Air" winter series. Beethoven's "Symphony No. 6 in F Major" will be featured.

### Heavy Technician Turnover At Webs; Checkup Reveals Small-City Outlets Have Difficulty In Replacing Men

### Ellis Named Pres. Of Kudner Agency

James H. S. Ellis, executive vice-president and long time associate of the late Arthur Kudner was yesterday elected president of Arthur Kudner, Inc., N. Y. advertising agency.

Other officers of the agency, who are Hayward M. Anderson, Col. Kenneth Collins, on leave with the U. S. Army Air Corps in Europe, Samuel D. Fuson, Charles F. Gannon, Elward J. Owens and Robert D. Stewart, all

(Continued on Page 7)

### 'Snow White' Midwest Hit As WLW Plugs Revival

Cincinnati—Like the fairy tale it represents, the movie favorite of six years ago, "Snow White and the Seven Dwarfs," has made a record-smashing comeback in the Middle

(Continued on Page 2)

### 'Helpmate' Renewed For Another 52 Weeks

Chicago — "Helpmate," daytime serial sponsored by Cudahy Packing Company on NBC, has been renewed for another 52 weeks on 39 stations.

(Continued on Page 2)

A survey of the manpower situation as it relates to the broadcasting industry conducted by RADIO DAILY reveals that networks and stations in the larger cities have been able to make wartime replacements while independent stations, particularly in the smaller communities, are facing a series manpower shortage.

From Washington it was learned that the National Selective Service organization and local draft boards

(Continued on Page 6)

### Musician Strike Threat With Chi. Net Stations

Chicago—Threats of a radio musicians strike in Chicago against network owned stations were published in local newspapers yesterday. It is alleged that James C. Petrillo, AFM president and president of the Chicago Local No. 10, has issued an ultimatum to stations WENR, WGN, WBBM and WMAQ that staff musicians will be pulled unless the stations agree to an increase in musicians' personnel.

### Strotz Heads Red Cross Coast Radio Committee

Los Angeles—Sidney N. Strotz, vice-president in charge of the western division of the National Broadcasting Company, has accepted the

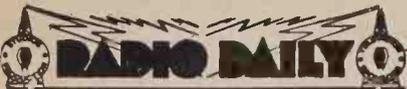
(Continued on Page 2)

### Anniversary Present

Corp. Doris Packer of the WAC, stationed in New York on recruiting duties, celebrated her first year in the service by getting special permission for an appearance on NBC's "The Aldrich Family," Thursday, Feb. 24, (8:30 p.m., EWT). Corp. Packer, played "Miss Sparrow," neighbor of the Aldriches, prior to her enlistment in the Women's Army Corps.

(Continued on Page 7)

# RADIO DAILY



Vol. 26, No. 39 Fri., Feb. 25, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

## FINANCIAL

(Thursday, February 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	158 1/4	158 1/8	158 1/4	+ 1/4
CBS A	28	28	28	- 1/8
CBS B	28	28	28	- 1/8
Crosley Corp.	18 1/4	18 1/4	18 1/4	+ 1/4
Farnsworth T. & R.	12 3/4	12 5/8	12 5/8	- 1/4
Gen. Electric	35 3/8	35	35 1/4	- 1/8
Philco	28 3/8	28	28	- 1/16
RCA Common	9 5/8	9 3/8	9 1/2	
RCA First Pfd.	73 3/8	73	73 1/8	+ 1/8
Stewart-Warner	12 3/4	12 1/2	12 3/4	+ 1/4
Westinghouse	94 1/2	94 1/8	94 1/2	
Zenith Radio	35 5/8	35 3/8	35 5/8	+ 3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	29 1/4	29 1/4	29 1/4	+ 1/4
Nat. Union Radio	4 1/4	4 1/4	4 1/4	

### OVER THE COUNTER

WCAO (Baltimore)	21
WJR (Detroit)	31 1/2

## 20 YEARS AGO TODAY

(February 25, 1924)

A current review of radio broadcasting recalls that the first microphone of WJZ, New York, was described as a "tomato can" suspended from what was probably a musician's music stand... It is the opinion of a radio executive that multiplicity of radio stations is an unhealthy condition which lack of financial support will cure in time.

### PROGRAM DIRECTOR

wanted for progressive 5,000 watt station located in Massachusetts and owned by regional network. Fine opportunity for announcer or production man with imagination and showmanship. Starting salary \$55 a week. Apply Box 803, RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

## 'Snow White' Midwest Hit As WLW Plugs Revival

(Continued from Page 1)

West aided by power-packed broadcasting and promotion of WLW. On the opening day in Cincinnati, which reflected the excellent box-office receipts in 60 cities of Ohio, Indiana, Kentucky and West Virginia, this six-year-old film broke all attendance records.

Theater men had been skeptical that the film could be brought back successfully, and it was not booked in what they concede are the two top Cincinnati theaters. Instead, it was routed into the Grand for a four-day run. After the terrific opening day's business, the run was extended to four weeks.

On opening day the crowds were so big that it was necessary to open the boxoffice at 8 a. m., despite the fact that the hardest rain in 11 months was drenching the city. Figures showed that more than 9,000 cash customers had paid to see the film. The theater seats only 1,094 persons, indicating that the seats were filled with nine different groups of customers during the day and evening.

"Snow White and the Seven Dwarfs" held the all-time high in attendance records in Cincinnati until it was broken a year ago when WLW sponsored the premiere of "Hitler's Children" in the largest theater in the city. Six months ago, WLW sponsored the premiere of "Behind the Rising Sun" in the same theater, and records again fell on opening day.

The Disney film this week exceeds that record by more than two hundred dollars in the smaller theater. This was accomplished by one of the most intensive and far reaching promotional efforts ever undertaken by any radio station. WLW definitely went "all-out" in bringing to the attention of theatergoers in the four-state area the fact that the Disney classic was being pulled from the moth balls for another assault on boxoffice records. Credit for the record promotion goes largely to Roger Baker, director of public relations at WLW, who closely co-ordinated the efforts of his promotional and publicity staffs during the three-week ballyhoo which preceded the "Snow White" opening.

Also capably assisting Baker were members of the RKO and Disney publicity staffs, who set up headquarters in Cincinnati.

### Wedding Bells

Vera Brodsky, pianist currently heard on CBS and whose country-wide appearances on the concert stage and over the radio have included two-piano recitals, Mozart series and solo work with symphonies, was married on Washington's Birthday to Theodore Lawrence, chief engineer of the BBC in the United States.

### Radio-Film Premiere Tieup

Several nation-wide radio presentations will be linked with the premiere of Paramount's "The Navy Way," which will debut at the Great Lakes Naval Training Station on Friday, March 24. Stars will be heard from Chicago on coast-to-coast basis.

## Strotz Heads Red Cross Coast Radio Committee

(Continued from Page 1)

chairmanship for the radio division of the American Red Cross campaign which gets under way next week. This is the first time that radio is functioning as a distinct unit in similar campaigns. Those who have accepted on the radio committee with Strotz are Gene Carr of KMPC; Austin Sherman, representing AFRA; Glenhall Taylor, prominent advertising agency executive; C. P. MacGregor, representing transcription companies, and Al Comparte of the music publishing field. Other appointments will be made by Strotz shortly.

## Chi. Symphony Broadcasts Scheduled By NBC Mar. 25

(Continued from Page 1)

visit to Chicago to participate in the March 25 program.

"The Festival of Symphonic Favorites" is the title of the series which will perform selected works of Beethoven, Tschaiikowsky, Dvorak, Sibelius, Shostakovich, Strauss, Rimsky-Korsakov and Debussy.

## "History Of Radio" Set As "School Of Air" Show

(Continued from Page 1)

and bring in the efforts of David Sarnoff in establishing the industry, mentioning NBC and also KDKA's pioneering, the inauguration of commercial shows and so on to the present day.

Program will be directed by Robert Louis Shayon.

## 'Helpmate' Renewed For Another 52 Weeks

(Continued from Page 1)

Paul McCluer, sales manager for NBC central division, announced yesterday. Account is handled by Grant Advertising, Inc.

**CKLW**  
BEST  
RADIO BUY  
in the  
DETROIT  
AREA  
5,000 WATTS  
DAY and NIGHT  
800 Kc.  
MUTUAL SYSTEM

## COMING and GOING

NILES TRAMMELL, president of NBC, left yesterday for Washington, D. C.

JOHN H. NORTON, JR., manager of NBC's station relations department, left for Texas on a business trip.

NED CALMER, CBS news reporter, left for Chicago. He will broadcast Monday and Sunday from WBBM, Columbia's Chicago station in the Windy City.

SPENCER MITCHELL, station manager of WDAE, Tampa, in town from Florida on business with the New York representative of the station.

FRED PALMER, station manager of WNCN, in New York this week on business trip. JEANETTE FULLER, traffic manager of the station, is back at the home office visiting with her sister and recently-born in Nashville, Tenn.

JOHN C. COLLINS, who has been in charge of special attractions department of NCAC, New York, has arrived in Chicago to supervise the corporation's branch office there during the absence of SAM HARRINGTON, who is on vacation in Florida.

EDWARD W. WOOD, JR., general sales manager of the Mutual network, is expected to arrive in Chicago today from Chicago.

BRADLEY R. EIDMANN is in town. He is station manager of WAAF, Chicago. Left yesterday at the offices of the local representative.

WILLIAM F. BROOKS, director of NBC's special events, is back from Washington where he discussed news coverage problems of the domestic and overseas branches of the network.

FRITZ KREISLER on Sunday will be in Cleveland, where he will appear as soloist with the Cleveland Orchestra.

LUCILLE MANNERS is in Houston, where tonight she will broadcast over NBC her appearance with the Houston Symphony Orchestra.

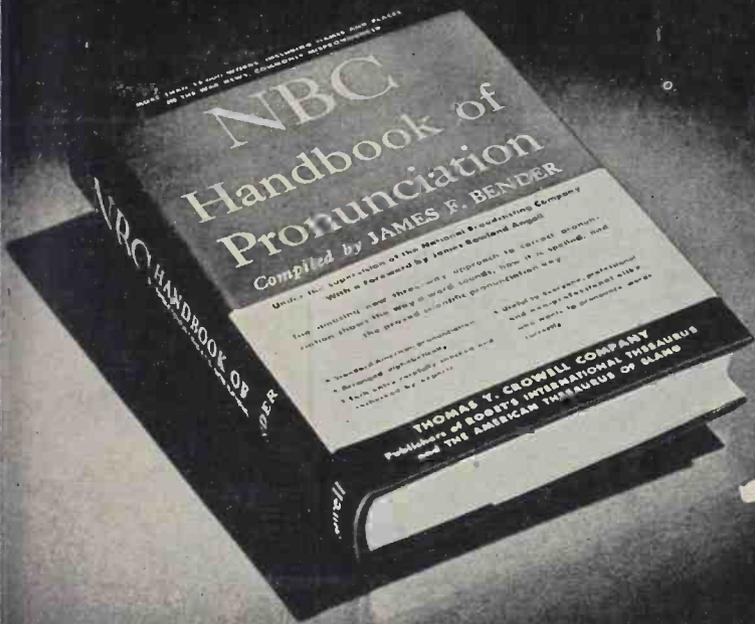
JAMES MAHONEY, western division manager of station relations for Mutual, is currently on tour through the Midwest.

HENRY LADNER, of NBC's legal staff, is in Washington on business.

## Sports Show Available

Ready to go! Commentator: Sports Editor of Baltimore paper. Time 6:15 to 6:30 P. M., Day Saturday. Price: On request. Write today.

**WITH**  
TOM TINSLEY  
President  
Represented by  
HEADLEY  
BALTIMORE



How do you  
pronounce...

"Dnieper"?

Is it "D-nee-per" or "D-ny-per" or  
"Neeper"?

And what about "amenable"?

Are you sure how that one goes?

★ ★ ★

Well, NBC announcers are . . . they have  
to be.

What's all this got to do with advertising  
over NBC? Just this. When all NBC an-  
nouncers give their words the same pro-  
nunciation—the *correct* one—the quality of  
every program is stepped up, distractions  
are avoided, the advertiser's sales message  
is given additional power to create receptive-  
ness in the listeners and to induce action.

These are but some of the objectives of

"The NBC Handbook of Pronunciation,"  
which was compiled especially for NBC by  
James F. Bender, eminent American au-  
thority on speech.

Conceivably, each of the millions of NBC  
listeners has his own particular reasons for  
listening to NBC programs and responding  
to the sales messages of NBC advertisers.

But, whether it's the voice of a favorite  
crooner, the jokes of a favorite comedian,  
the music of a favorite orchestra—or the cor-  
rect pronunciation of Dnieper (NEE-per)\*  
—this nation-wide acceptance of NBC pro-  
grams by millions puts a nice point on  
NBC's constant drive for perfection in  
"little things." It's the total of these "little  
things" that has made NBC "*The Network  
Most People Listen to Most.*"

\*From "The NBC Handbook of Pronunciation."

They all tune to the  
**National Broadcasting Company**

It's a National Habit

America's No. 1 Network



A Service of Radio  
Corporation of America

# LOS ANGELES

By RALPH WILK

**B**OB ANDERSON resumed his announcing duties on the "Dr. Christian" program when the Jean Hersholt show returned to KNX as its origination point, after 10 weeks of broadcasting from New York. Florence Ortman took over the production reins of the program, formerly handled by Ted Bliss for the McCann-Erickson, Inc. Agency.

Edgar "Cookie" Fairchild, now in the seventh season as musical director for Eddie Cantor, met the Banjo-eyed star when both were in the Ziegfeld play, "Rosalie."

Terry O'Sullivan, NBC staff announcer featured on the new Horace Heidt show, makes his film debut this week in "Men on Her Mind"....thus following in the footsteps of another radio announcer who also has made good in the movies, Bill Goodwin of CBS.

Gracie Allen is probably the most avid listener to radio programs of anyone in Hollywood. Gracie has a small radio in every room in her house and keeps up with the latest wherever she is.

Kay Kyser began his fourth year of staging shows at service camps with broadcast from San Diego marine base Feb. 23. Kyser has given 1,700 shows for servicemen and women during past three years.

Producer C. P. MacGregor is doing a new series of transcriptions for his musical library with the King Cole trio and singer Ida James.

Snapshots from Don Ameche—vacationing in Palm Springs—show the famous Ameche smile with a handsome coat of tan...he reports he'll be back in town next week to begin work on his new picture.

"Letters From Servicemen," a new KNX program, made its debut over CBS, Sunday, February 13th. Sponsored by Helm's Bakeries, Inc., the program is heard from 4:15 to 4:30 p.m., PWT, features narrations by Rube Samuelson based on letters from servicemen. The Dana Jones Company agency placed the contract, signed for a 26-week period of broadcasting.

Dr. Ralph L. Power, head of the agency which bears his name and handles advertising, publicity and public relations for Universal Microphone Company, is a veteran radio man and was a pioneer announcer on the Coast. He also served as radio editor of the L. A. Examiner, Times, Record and Post-Record. He has also been a station manager and producer. He opened his own offices as a radio counsellor and bought one million dollars worth of transcriptions for Australia and to service technical clients as an advertising agency.

## Engagement Announced

A radio romance will be culminated when Jean Law, Woman's editor of WJW, Cleveland, and Pfc. Robert W. Gendall formerly with WJLS, Beckley, W. Va., marry on April 3 at the home of the bride in Marietta, Ohio.

# MAIN STREET



## Reporter At Large...!

● ● ● Herb Polesie, CBS producer, has been signed by the Biow Company to direct "It Pays To Be Ignorant," which bows in tonight at 9 to replace "Philip Morris Playhouse".... We know of Herb's background and feel that his experience as a motion picture producer, during which time he proved himself in possession of a fine sense of comedy timing, and later, as the successful producer of Sinatra's "Broadway Bandbox," will prove his selection a wise one.... Sergeant Barney Ross, one of the Marine heroes of the recent Solomon Islands campaign, will be interviewed tomorrow nite by Harry Wismer on his regular Saturday sportscast via WJZ.... Another American Marine, who served in this same theater with distinction, and who later was honorably discharged, is Milton Rosenberg, (Brother of Ascap's Sylvia), who leaves Monday for Hollywood where he will work in the General Amusement Corp. offices, assisting Ralph Wonders.



● ● ● One of the most capable and best-liked praise agents, an energetic little fellow named Warren Gerz of the Blue Network Press Department, has passed his physical and will wear the Navy Blue some time in April.... this is to remind Warren that the hundreds of 'biggies,' whom he helped will echo this wish.... Goodspeed and a safe and successful voyage.... The Frank Dahms (he's the scripter of the "Sea Hound") became parents of a six pound boyby yesterday.... We heard a series of playbacks the other afternoon at CBS studios, of that net's "Wartown" directed by Robert Louis Shayon for the Community War Chest Fund.... not only did Ralph Bellamy's narration reach the heart, but the musical background, conducted by Jon Gart, proved a thrill to the ear.... please pardon the pun, Jon, definitely has 'Gart' something on the ball.... Morton Downey, accompanied by the Jimmy Lyttel orchestra, on a War Bond selling tour to the Coast, sponsored by Coca-Cola, return to Gotham late this week.... A startling source of enemy propaganda will soon be exposed via a new radio show, now being prepared by two well-known writers, one of whom has been writing radio scripts for several years.... Benny Goodman is sure that Tommy Manville won't marry next month.... seems a crystal-gazer warned him to "beware the Br-Ides of March".... The other night several newscasters made merry with the news flash that a truck-load of 'Bagels' were stolen.... we happened to see several letters to NBC Newscaster George Putnam as a result of his report.... the poetry and invitations to partake of this cylindrical delicacy??? we'll skip but we thought you might get a snicker at some of the definitions of the word.... one writer said, quote:—A bagel is a doughnut dipped in cement.... unquote—another had it.... quote:—a yo-yo without a string.... unquote—as for us we'll reserve decision, until Leo Lindy of Lindy's famous Broadway bistro, gives us definition of "Bagel."



● ● ● When the newspapers carried the story about the gallantry, courage and determination of the crew of the Flying Fortress, "Jersey Bounce," which was mortally wounded on a bombing flight over Naziland, the publishers of the hit song, after which the Fortress was named, decided to make a substantial contribution to the crew.... so a RADIOKAY to Jappie Judd and Mort Browne of Lewis Music Co. for their generosity and sincere expression of their gratitude.... LOOK ALIKES: Paul Lavalle, the orchestra leader and Ted Collins, Kate CBSmith hour producer.... Ed Fishman, agent and Paul Whiteman.... J. L. Grimes, "Wheeling Steel-makers" program producer and Deems Taylor.... Lon (Nick Carter) Clark and John Bolles.... "Texas" Jim Robertson, one of the most popular of the network cowboydellers, donned a Navy uniform Wednesday.



Remember Pearl Harbor

# CHICAGO

By PEGGY BYRNE

**M**ORRIS SACHS amateur now in its tenth consecutive year on WENR, changes to the day 12:30 to 1:30 p.m., CWT, on March 5. When shift is effective show will also be aired by Shuffle moves the Blue's "H Fame" from WCFL to WENR same day, to be heard from 5:00 to 6:00 p.m., CWT.

A radio romance culminated marriage last week-end when announcer Hugh Downs and Ruth, head of the transcription department of NBC, were married in chapel of Chicago's Epworth Methodist church.

More than 800 young people have auditioned in the General Electric Hour of Charm search for "undiscovered voice of America" the NBC Chicago studios where regional auditions close on February 25. Officials of the BBD&O agency declared.

Jon Ward is the newest W Blue mikeman. He joined the last week, coming from KSI, Louisville. Caesar Petrillo, W music director, has had to cancel vacation plans. His son had a rope of the flu.

Floyd Head, news commentator will be sponsored by the Chicago Milwaukee, St. Paul and Pacific road on WMAQ for 39 weeks beginning Sunday, March 12, through Bill Williams and Cunningham. Hear broadcast from 10:30 to 10:45 p.m., CWT, Sundays.

Jack Payen, head of continuity production for WAIT, has won a "Dr. Christian" award for an original script. Check arrived, unexpected and appropriately, on Valentine's day.

Bob Carter, formerly of New York, has brought his "Jim Grouch" to WAIT. Program previously on WMCA is aired mornings from 8:15 a.m., CWT. Sponsorship is anticipated. Carter also conducts "With WAIT" afternoon platter-chatter program.

WCFL is conducting a special series of broadcasts during Lent starting today from 12:30 to 12:45 p.m., CWT. Well known personalities will be heard each Friday in round table discussions on the theme of "Religion in World Today."

Sophie Brady of the WEDC continuity department, has taken added duties as a staff announcer for the station. Wilma G. Williams the newest addition to the WLS publicity department. Previously she was a member of the WLS promotion department for three years.

## — GUESTING —

### "LANNY & GINGER"

GOODYEAR "HOOK 'N' LADDER FOLLIES" FEB. 26, WFAF-NBC, 11:00 A.M.

Featuring "GIVE ME A SENTENCE"

GINGER & LANNY GREY

595 - 5th Ave., N. Y. C. LEX. 2-110

**Agenda Listed  
for 2nd Dist. Confab**

Relative agenda for the two day meeting of the Second District NAB which will be held at the Roosevelt in New York City, Saturday and Friday, March 2 and 3 announced yesterday by Kolin of WGY, Schenectady, district representative. Subjects for discussion are as follows: Legislative Situation — White-Rose Bill—Holmes Bill, etc.; Service and Man Power; Disposition of Labor Matters; "Freedom of Radio" controversy and NAB Code; Activities; Regional War Effort; Broadcasters — OWI Survey — Harry C. Levin, Chief of Radio Station Relations Division — Discussion.

To Talk Post-War Plans — War Planning Committee Re-NAB Membership; NAB Com-merce and their work (including Radio Measurement Project); 1944 Conference; A. F. of M. Recording and Transcription Situation; Ascap—Petrillo. Chairman John A. Bacon, Buffalo—Broadcast Advertising Association of Announcement Periods—Promotion Plan, etc. Public Relations—Chairman Michael Anna, WHCU, Ithaca—Radio's Book of Public Relations—Local Community Councils—Government and Community Contacts. Engineering—Chairman Earl Godwin, WBAB, Atlantic City—Radio Planning Board—FM as a Broadcast Service—Current technical problems. Programs—General Discussion—Debate—Broadcast Operation—Commer-cial Restrictions—Time Limits—Allocation of Time for Public Ser-vices, etc.; Resolutions; Elec-

**Luncheon With REC Set**  
Thursday the NAB group will hold a joint luncheon with members of the Radio Executives Club at the Roosevelt. Entertainment at the luncheon will include Milton Caniff, cartoonist and author of "Terry and the Pirates"; Sylvia Opert, "telegirl" with Jack Kirkwood as her partner and J. Norman Lodge presenting his "War's News." In January, "Reveille Sweet" John Reed King and William speaking on "The Russian War" will be guest artists at Friday luncheon of the Second District NAB.

**To The Colors**

W. Tice, CBS announcer, has returned from the network to enter the service.

**Radio Announcer**

Interested by progressive network station in northeastern Pennsylvania. Write for information, 6 day week. Please give full details in first letter. Address Box 807, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

**NAB 12th Dist. Re-elects Way;  
6th District Meets In Memphis**

(Continued from Page 1)

was urged, through investment of funds otherwise applied to reduction of fees. The Cannon-Mills bill was condemned and opposition was expressed to the Government's buying either time or space for the promotion of the war effort. NBC Thesaurus, RCA Recording Company and Columbia Recording Company were commended on the strong stand against Petrillo. Confidence was expressed in the NAB Legislative Committee's ability to obtain proper radio legislation. Neville Miller was thanked for his faithful service to the industry as president and J. Harold Ryan was promised allegiance and support as incoming head of NAB. Special approval was voiced of the selection of a broadcaster as NAB president.

**Tribute To Gillespie**

This, the first meeting of the 12th District broadcasters since the untimely death of William C. Gillespie, vice-president, KTUL, went on record with an expression of sympathy for Mrs. Mildred Gillespie, now conducting a woman's feature over KTUL, and observed with regret the loss experienced by the radio industry in the death of one of its leaders. KVOO, KTUL and KOME were thanked for their hospitality and Director William B. Way and John Esau, KTUL, received special thanks for preparing an interesting and instructive meeting.

C. E. Arney, Jr., secretary-treasurer and temporary managing director of NAB, discussed the legislative situation, labor, war activities, selective service, manpower, post-war matters and general NAB activities. Carl Haverlin, BMI, and Frank Chizzini, NBC Thesaurus, reported on Ascap and Petrillo.

Lewis H. Avery, director of broadcast advertising for NAB, was introduced by Clark Luther, KFJH, chairman of 12th District Sales Managers, and reported on the activities of the Sales Managers' Executive Committee. National success of the Retail Promotion Committee Plan was discussed, especially with regard to reactions within the retail trade. Plans to approach the motion picture and building industries with similar presentations were outlined.

Robert Enoch, KTOK, 12th District Public Relations Chairman, introduced Willard D. Egolf, NAB assistant to the president, who reported on the activities of the industry during the past year and introduced a proposed book on public relations for broadcasters.

Memphis, Tenn.—Sixth District broadcasters mulled local operating problems, principally American Federation of Musicians matters, in opening sessions at Memphis yesterday. Hillbilly musicians, popular in the southern area, are a considerable factor in negotiating union contracts.

C. E. Arney discussed new legislation, labor, selective service, war acti-

vities, post-war problems, NAB membership and committees, music, Ascap and Petrillo. He was assisted in the latter three subjects by Carl Haverlin, BMI, and Frank Chizzini, NBC Thesaurus.

**Egolf Reports**

Following lunch, Hoyt Wooten, WREC, presiding director, turned the meeting over to Arney for introduction and remarks from representatives of war agencies and associate members of NAB. Wiley P. Harris, WJDX district public relations chairman, introduced Willard D. Egolf, assistant to the president of NAB for a report on public relations activities, and led a discussion of the proposed book on public relations for the industry.

The day closed with a showing of three films. Today's session will feature Lewis H. Avery, adoption of resolutions and election of director. Meeting will adjourn at noon to permit meetings of CBS and NBC affiliates.

**Dick Connor Resigns  
From Mutual Staff**

(Continued from Page 1)

relations head with the OWI at the time.

Philip Whitten, of the Blue Network sales, joins Mutual sales department as account executive, effective March 6. Whitten was formerly sales manager for WHN and also headed his own agency.

Alma Graef, has been appointed assistant Eastern sales service supervisor in charge of contracts and estimates. Marjorie Dolge, has been transferred to MBS' research division in the sales promotion and research department.

**Gets Second Gold Star**

The second Gold Star for continued achievement in completing wartime schedules has been added to the Maritime "M" Pennant, which was awarded the Radiomarine Corporation of America on March 8, 1943. The first star was presented last September.

**Walt Lochman Steps Up Ladder  
OPENS KMBC SPORTS JOB**

We're proud that Walt Lochman is moving to the top as a KMBC graduate.

Walt became America's leading minor league baseball announcer while here.

**How would you like to take his place at KMBC?**

Yes—we're looking for an all-around sports announcer with both play-by-play and commentating experience. Your background must be successful from a commercial standpoint—a background that means something to the national advertiser. Your character must personify the work you're doing.

What we offer is a sound, good-paying basis . . . association with one of America's recognized prestige radio stations . . . national promotion . . . excellent living conditions in the friendly "Heart of America."

**Walt liked it all well enough to be with us eight years.**

Furnish us with complete details including draft status, age, family, religion, experience, etc. Be sure and send voice transcription—including sample of play-by-play talents. Write Karl Koerper, managing director, KMBC of Kansas City.

# Survey Shows Manpower Problem Most Acute For Small-City Stations

(Continued from Page 1)

would continue to scrutinize applications for deferments carefully and that reclassifications of men would continue. However it was pointed out that if broadcasters could establish that engineers and technicians were indispensable to station operations that deferments might be obtained from local draft boards.

## Highlights Listed

Highlights of the survey revealed:

That NBC, despite an almost 50 per cent turn over in the engineering department of the network, has remained adequately staffed with 4F's over-draft-age men and a few women.

At CBS approximately 10 per cent of the 250 technicians employed by the network had been drafted and that the net has received consideration from Selective Service boards in deferment matters.

Of the 200 odd Mutual affiliates, 50 to 75 per cent of the engineering departments' personnel enlisted or were inducted into the armed forces.

That WOV, New York, a typical independent operation, has had a 100 per cent turnover in the station's engineering department since the war and now has 13 women employed in that department.

Midwest stations in the smaller communities have been victims of personnel "raids" by stations in the larger cities and as a consequence are finding it hard to keep operating staffs together.

While the personnel turnover has been heavy every where networks and affiliates in the larger cities have suffered less inconvenience than the smaller communities. Mutual network, with affiliated stations in many of the smaller cities, has experienced a greater turnover in manpower than the other networks.

## NBC Turnover Heavy

Ernest de la Ossa, personnel director of the National Broadcasting Company, revealed yesterday that despite the step-up in the draft recently, draft boards were most cooperative in granting deferments to key men for periods of one to six months, thus enabling the network to replace them with "fairly competent" arrivals. As far as he could see, there is no danger to the operations in the future.

Of the 360 persons employed by the NBC network before the war broke out, 170 have either enlisted or been inducted into the services since the beginning of the war, de la Ossa said.

The following key NBC cities have suffered manpower changes in the engineering department: of the 169 originally employed in New York, 91 changes were made; 21 changes in Chicago's figure of 51; 11 of Cleveland's 19; 14 men of Hollywood's 42; 14 of San Francisco's 33; 12 of Wash-

ington, D. C.'s 25; seven of Denver's 19.

## Blue Situation Good

Less than 10 per cent of the technicians employed by the Blue Network have been drafted since the beginning of the war. Of the 89 technicians employed, 18 are on the draft boards' deferment listings, a Blue official said, pointing out that in only two cases did the draft officials deny deferments. "However, in every other case, the Selective Service Boards have been most understanding by giving us a great deal of cooperation."

## CBS Operation Satisfactory

James M. Seward, director of operations for the Columbia Broadcasting System, attributes the comparatively successful operations of the engineering departments of the network to both the Selective Service Boards' considerations and the cooperation of Electrical Workers.

Of the 250 technicians employed by CBS, approximately 10 per cent have been drafted since the beginning of the war, Seward said. Another fairly small percentage resigned from CBS positions to obtain commissions in the armed services while others chose to enlist their qualifications with government sponsored research organizations, he pointed out.

In September, 1942, CBS directors and the International Brotherhood of Electrical Workers collaborated on an "apprenticeship course," designed to keep 10 aspiring technicians well schooled and in readiness to occupy eventual vacancies. The services of this course have been found most profitable in many instances, Seward pointed out. If CBS and the IBEW hadn't collaborated in this system, the present situation might have been critical, he added.

## Mutual Hit Hardest

Of the 220 Mutual affiliates, 50 to 75 per cent of the engineering departments' personnel enlisted or were inducted into the armed services since the beginning of the war, a spokesman for the network said yesterday. Like the other networks, Mutual has collaborated with its union affiliates for the purpose of replacing its losses, whenever the draft boards found it imperative to induct technicians, he added. At the present time, approximately 25 per cent of the personnel in the engineering departments are women, he pointed out.

## 100 Per Cent Turnover At WOV

Ralph N. Weil, WOV's stations manager, announced that his engineering department has suffered a 100 per cent turnover since the beginning of the war, with deferments granted only in the case of his two key men, in the transmitter and studio branches. The situation has never been critical at any one point, since replacements have been made possible mostly by the enrolled services of men attending engineering schools, Weil added. Thirteen men and one

woman are now employed in that department. Providing the Selective Service Board acts as stringently as predicted, Weil said WOV may have to replace nine technicians in the future.

## WMCA Manpower Loss Small

Station WMCA, New York, has lost only two men to the draft since the beginning of the war, Frank Knaack, chief engineer, announced yesterday. At the present time, 17 technicians are employed, he said, pointing out that seven of these men have been granted deferments until March and June. The remainder of this number are either over the draft-age limit or in the 4F classification, Knaack said.

## WNEW Hard Hit

M. J. Weiner, chief engineer of WNEW, which is operated by the Greater New York Broadcasting Corporation, announced that his staff's turnover has been "very great." Nineteen persons, including one woman, are in the engineering department, he said. Shortly after the war began, Weiner adopted a training schedule whereby two aspiring technicians "are taught the ropes."

## NAB Studies Problem

Realizing the seriousness of the situation as it affects stations in the smaller communities, NAB has made the manpower problem a subject for discussion at the regional meetings now being conducted in the various districts. It will be one of the main topics on the agenda when the Second District meeting is held at the Hotel Roosevelt in New York on next Thursday and Friday.

## Selective Service Status Of Manpower Revealed

Washington Bureau, RADIO DAILY

Washington—The burden of proof is strictly on the broadcaster when he appears before his local Selective Service Board an official of the National Selective Service headquarters, told RADIO DAILY yesterday. If the local board is not convinced that drafting an engineer or technician will force the silence of the station—or that it is essential for the station to remain on the air—it is quite likely no deferment will be granted.

The official remarked that although there had been no change in the National policy regarding deferments for broadcast personnel, the job of the draft boards in raising personnel for the armed forces is so tough today that they are likely to be far less impressed by essential lists, etc. Whereas a year ago workers on these lists, frequently received six months deferments, today they are fortunate to get three months, he said.

One of the objectives of the local boards, said the official, is to force replacement training. When this cor-

## NEW BUSINESS

WBWM, Chicago: The Dept. of Health (Wheatamin Vitamins), 13-week renewal for local sponsorship CBS "News of the World" Station, 8:00 to 8:15 a.m., CWT, effective February 27, 1944, through Rochelle Williams & Cunyningham, Inc.; Root Beer, station breaks at 2:30 p.m., CWT, Monday, Wednesday and Friday for 52 weeks, effective February 14, 1944, through Malcolm-Evans Advertising Agency; Consoal Royal Chemical Co. (Krank's Cream), Paul Gibson's newscast, 6:30 to 6:35 a.m., CWT, Monday, Tuesday, Saturday, 52 weeks, effective February 21, 1944, through Arthur Merriam & Co.; Penn Tobacco Co., Barre, Pa., sponsorship of Eugene Read and the News, 52 weeks, Tuesday and Thursday, from 10:10 to 10:45 p.m., CWT, through Kiesewetter Advertising Agency; McKesson & Robbins, Inc., Bridgeport, Conn., renewal for 52 weeks, of Eugene Read and the News, Monday, Wednesday and Friday, 10:30 to 10:45 p.m., CWT, effective February 28, 1944, through Tarcher & Co., New York; Glass & Paint Co., participation in "Sunrise Salute," 13 weeks, through Saturday, from 6:00 to 6:15 a.m., CWT, effective March 6, 1944, through Goodkind, Joice & Stewart & Ashby Coffee Co., participation in "Housewives' Pro League," 13 weeks, Monday to Friday from 4:00 to 4:30 p.m., effective February 14, 1944, through Roche, Williams & Cunyningham.

## Picture Stars Guesting

Warner Bros. stars are scheduled for another busy week on the works starting Sunday, with Ida Lupino, appearing on Silver Theater over CBS; Ida Lupino, on the Colman show Tuesday night over NBC; Miriam Hopkins, on the Sinatra program Wednesday over CBS, and Michele Morgan and Dorn on the Suspense show Thursday at 8 over CBS.

## Mary Williams On "Basin"

Mary Lou Williams, jazz pianist, will appear on the "Basin" show on the Blue Sunday, 9:15

respondent pointed out that the finding of a competent radio engineer is a matter of years, he replied the local boards must be convinced of that.

Only time aid can move from is in the event of an appeal, and there selective service is regulated largely, upon the recommendations of local boards. They are on the ground and they know the ground.

It was pointed out here in incidents that broadcasters could do better than keep close check on radio men who may be released from the armed forces. Many are being discharged at this time, and although only a few could fill chief engineering posts, there are many who fit into existing organizations.

# Named Pres. Of Kudner Agency

(Continued from Page 1)

om have been associated with for many years, will continue as presidents. Ellis, the new agency head, entered the advertising business in 1915 and had been associated with Kudner for 15 years as copy chief. Erwin, Wasey & Co. in Chicago and New York and as vice-president in charge of copy and plans the formation of Arthur Kudner in 1935. He became executive resident of the Kudner Agency in 1932.

ere will be no basic change in agency policy," Ellis said. "We continue to be an organization of advertising men and women, specialists, experienced writers, researchers, space buyers, publicists, etc., functioning as a team. Arthur Kudner, Inc. is an organization of more than 200 people, men and women, founded and built up over the past eight years by Arthur Kudner. The organization includes 61 men now in the military service and will be welcomed back when they return.

Kudner's death is a loss to so many people; certainly we who worked so closely with him for many years know how great a loss is gone.

haps his greatest pride was in the capacity of his associates who followed the direction of the business for many years. No organizational matters beyond those previously mentioned are immediately contemplated. In Rensselaer, Indiana, May 1913, Ellis attended the local high school and University of Va., later transferring to the University of Chicago where he was graduated in 1917. He served in the tank corps with the 1st Armored Division in World War I.

# Electronics To Be Used Post-War Merchandising

Philadelphia—Forecasting a new development in the use of electronics in the merchandising field, J. Finn, of RCA, gave the keynote dinner of the Philadelphia Merchants Association at the Ritz-Carlton Hotel, an insight into post-war planning.

Television displays and demonstrations may be presented in stores, rooms and show windows with the use of broadcast equipment and frequency channels," he explained, "by conducting the signals through wires from a point of production. Programs could be presented simultaneously in various departments.

Men's reports may be electrically recorded on a fine wire by dictating into the recording instrument," Finn said. "Mailed to headquarters or home office, the recording would be run through an electronic reproduction device and transmitted."

# ★ AGENCY NEWSCAST ★

LEONARD FEATHER, prominent jazz authority, composer and publicist has been appointed a member of the "Esquire" jazz department and is retiring from his activities as a publicity man to concentrate on this new assignment, his activities as assistant editor of "Metronome" and record reviewer of "Look." Feather's WMCA Platterbrains jazz quiz, now in its third year, will continue with Feather at the helm.

PAUL HODGES has joined the public relations division of Arthur Kudner, Inc. Until recently, he was associate editor of "Nation's Business."

ROGER IRWIN is now with the research and marketing department of Pedlar, Ryan & Lusk, Inc. He had been with Ward Wheelock.

JOHN L. HALPIN, Deputy Commissioner of Conservation, State of New York, has resigned from public service to re-enter the commercial field, with the establishment of an advertising agency in Schenectady.

LLOYD N. DAY, who has been sales manager of the mail order division of Montgomery Ward & Co., is now associated with Batten, Barton, Durstine & Osborn, Inc., as a member of the writing staff.

DR. VERGIL D. REED has resigned his post as chief of WPB's general statistics staff and industrial facilities branch to join J. Walter Thompson as associate director of research.

ALAN LEGG, formerly copy chief of M. H. Hackett Co., has become affiliated with Fuller & Smith & Ross, Inc.

GENERAL MILLS is introducing its Puffed Flakes Kix through Dancer-Fitzgerald-Sample.

STRAUCHEN & McKIM ADVERTISING, Cincinnati, Ohio, has been elected to membership in the American Association of Advertising Agencies.

JOHN C. KELLY, of Kelly, Nason, Inc., and JAMES W. EGAN, JR., of the New York "Times," have been named to head the advertising committee of the New York Catholic Charities 1944 campaign.

GEORGE H. ALLEN is now associated with McCann-Erickson as an account executive. He will assist J. L. Deane, vice-president, in the servicing of the Standard Oil Company of New Jersey account. He was formerly with Paris and Peart and Sherman K. Ellis.

# British Hold Conference On Technical Radio Matters

Montreal—A Commonwealth conference has been in session in London "the last few days" studying wartime radio advances potentially useful in post-war civil aviation, the Dominion's office in the United Kingdom revealed.

The announcement, summarized in a Canadian press cable, said it was hoped the conference would make useful contributions "to discussions with the United Nations and later on an international basis."

Technical aspects only were examined "and the delegates now will report recommendations to their respective governments."

# Gaines Leaves World Co.; Joins Frederick W. Ziv, Inc.

Charles Gaines, for many years associated with World Broadcasting Company, has joined Frederick W. Ziv, Inc., in an executive capacity, John L. Sinn, vice-president of the New York Ziv office, announced. Gaines will join the Ziv organization March 1st.

# Wedding Bells

Virginia Rooks, staff writer in the CBS Program Writing Division, was married to Captain Joseph Turner of the United States Merchant Marine on Saturday, February 19. The wedding took place in the Church of the Blessed Sacrament, New York City. Miss Rooks has been with CBS since June, 1943.

# WNEW, DuMont Tele In Program Exchange

(Continued from Page 1)

with a training ground for tele staffers, does not shut out the possibility of a similar hook-up between the Blue Network and Du Mont. Negotiations for the web tie-up, which have been pending for several weeks, are still in the discussion stage.

Details of the WNEW-Du Mont project were worked out by Bernice Judis, manager of the New York radio outlet; Ted Cott, its program director, and Sam Cuff, assistant to Allen B. Du Mont, head of the tele station.

Cott has been appointed tele director of WNEW, in addition to his duties as program director. He will have a special budget for eye-and-ear entertainment.

Telecasting has been scheduled to begin in about a month when Du Mont's new studios are expected to be completed. Programs of WNEW will be televised Sundays at 8:30 p.m. Among the outlet's radio shows to be beamed over Du Mont are Paula Stone's film chatter, Martin Block's platter sessions and service shows.

Television will be discussed over WNEW under Du Mont auspices in an informal forum series. Radio dramatizations will also sketch the history of sight and sound. No time has been indicated for the oral presentations.

# LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

For example:

**"CARSON ROBISON and His Buckaroos"**

★ Here's Western music that has lassoed big sales for an imposing list of manufacturers. (Cereal, refrigerators, soap, chewing gum, drugs, and local merchants.) Carson Robison and his Buckaroos know how to produce music that's keyed to the adventure, humor, and pathos of life on the range in programs that are smooth and brilliantly balanced... of proven mass appeal for men, women and children. 117 quarter-hour shows. Write for audition records today.

★ ★ ★

Many other NBC Recorded Programs— 5 minutes to half-hour



National Broadcasting Co.



A Service of Radio Corporation of America

**NBC RADIO-RECORDING DIVISION**

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.  
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## PICTURE OF THE WEEK

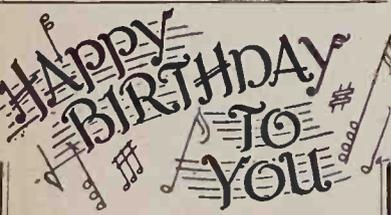


Tenor Jack Wright, locomotive fireman, on the U. P. railroad line, is the modern "Casey Jones." He's testing his vocal chords in preparation for a duet with Mrs. F. W. Clarke (inset), wife of the chairman of the railroad's executive committee, on "Your America," NBC program, which originates each Saturday at 4 p.m., in Omaha.

**—NEW YORK—**  
**NEW YORK**—Scripted by Milton Robertson of WNEW continuity and directed by program chief Ted Cott, "The Invitation" will be aired by WNEW tomorrow at 7:35 p.m. in connection with its Red Cross 1944 War Fund drive. "The Invitation" is a special Red Cross script. New folksong series titled "Music, U. S. A.," will premier over WNEW Feb. 27 at 12 noon, running the gamut from lumberjacks to street hawkers. . . . In connection with its 100th anniversary in June of this year, the YMCA has announced the completion of a series of eight ETs on war and home front service which will be released to local radio stations. Well known personalities of the theater, radio and literary world will be heard.

**—NORTH CAROLINA—**  
**NEW BERN**—When WHIT closed its 4th War Loan activities with a special bond rally at 1 a.m. on the latest night of the drive, all hands including auctioneers Ed Burwell, Paul Parker and Tim Ryan, drew a sigh of relief—and satisfaction. A grand total of \$174,515.00 worth of bonds had been sold. The fast pace of three auctions daily had been maintained for the period of the drive.

**—NEW JERSEY—**  
**PATERSON**—As its contribution to the Annual Milk Fund drive, WPAT is airing spot announcements daily from Feb. 21 to 28 which ballyhoo Fund's charity performance of "Aida" at the Metropolitan. . . . **NEWARK**—WAAT is airing a roundtable discussion Feb. 28 at 10:30 a.m. involving postmasters of three New Jersey cities who will talk on the salient points of the zoning system. Broadcast will originate at the Hotel Sheraton with Paul Brenner, studio special eventer, acting as moderator.



- February 25
- |                           |              |
|---------------------------|--------------|
| Ellis Angres              | Jack McNally |
| E. A. Ellington           | Victor Bay   |
| David Kelley Roberts, Jr. |              |
| Ranny Weeks               |              |
- February 26
- |                   |                |
|-------------------|----------------|
| Joseph Bonime     | Vernon Delston |
| Eddie Gallaher    | Beulah Julius  |
| Maximilian Pilzer | John Stanzola  |
- February 27
- |                  |                       |
|------------------|-----------------------|
| Harold Robertson | Carson                |
| Upton Close      | Ruby Cowan            |
| Ramona Gerhard   | Dunker Gilson         |
| Emmett Hurd      | Robert Kelly          |
| David D. Lee     | Malcolm Meacham       |
| Frank Munn       | "Texas" Jim Robertson |
| David Sarnoff    | Maurice Spitalny      |
| Harold Turner    | Samuel R. Zack        |
| Gladys Zasorin   |                       |

**—COLORADO—**  
**DENVER**—Hugh B. Terry, KLZ station manager, and Pete Smythe, production manager, are in Chicago on a special radio production mission. . . . New on KLZ's announcer staff is Hal Davis. . . . KFEL: Morton Salt Company has contracted for 10 announcements weekly through the Kenyon and Eckhardt Agency. . . . Central Bank and Trust Company has signed 13-week contract, through Lane-Freiburger Agency. . . . Julian Heinemann, former KFEL announcer, is now art director for Sheldon, Quick & McElroy in New York City.

**—CONNECTICUT—**  
**NEW HAVEN**—When observant Phil Buzbaum, Jr., sports editor of WELL, attended the short-lived bout between "Bummy" Davis and Bob Montgomery at Madison Square Garden recently, he realized the radio sponsor Gillette Blades had paid a pretty penny but had only received two brief announcements. However, when it was decided to auction off the boxing gloves to the highest war bond bidder, that bidder rose from his seat to accept the gloves. The third commercial was unwittingly announced

when the auctioneer cried out, "The gloves go to the man who just got up from the seat which has the Gillette Blade sign on it!"

**—PENNSYLVANIA—**  
**PHILADELPHIA**—The pioneer voice of WIP goes on a round-the-clock, seven-days-a-week schedule starting next week accomplished when last scheduled program was taken by Pep Boys "Dawn Patrol" all night series. . . . WPEN is giving an airing of Frank Sinatra Columbia recording on Peter Arnell's "950 Club" show to the successful guessers of the mystery series played by Arnell. Promotion is a duet with the Fox Theater's showing of "There and Higher," Sinatra's new picture. Rocco Stanco, WPEN pianist and organist, will accompany Luigi Bocelli and other blind artists when they are featured at the Bavarian Charity Society's concert Feb. 27.

**—CALIFORNIA—**  
**SAN FRANCISCO**—KFRC vignette Bill Martell, quiet and unassuming member of the announcing staff, unwittingly staged a dramatic surprise recently, resulting in a hearty round of applause from both ends of the mike. Strolling into the front of a late afternoon, Bill was asked "You sing?—I don't believe it." Within the next few minutes, he proved that he possessed another talent as he sang in a clear, true tenor, "Chérie, my own." **OAKLAND**—KROW purchase memo: Consolidated Royal Chemical Corp. of Chicago through O'Neil, Larson & McMillan Agency, has bought 25 minutes of air except Sunday. Programs feature western music.

**—FLORIDA—**  
**MIAMI**—The Crusader Kids program entered its sixth series when it bowed last Saturday over WIOD. This program offers grand prizes totaling \$175 every week with weekly winners getting \$5 and \$2 prizes, and has been an inspiration for 300 Miami talented youngsters to date. These include instrumentalists, vocalists, readers, dancers, impressionists and at one time a teen-aged swing band performed. Winning groups have appeared before civic organizations and rehabilitation centers for servicemen in the Miami area.

### Can. Schools Seek Radio For Audio-Visual Education

Regina—A committee of the Canadian Broadcasting Corporation is endeavoring to have a portion of radios now being manufactured in Canada on a priority rating for installation in schools, Hon. H. Stairs, Saskatchewan minister of education said yesterday. Addressing the public accountants committee of the Saskatchewan Legislature, Staines declared that his department had placed an order with the CBC for a number of sets to be used in schools as part of a program of audio-visual education.

# Garey Resigns Lea Post

## RCA's Net Earnings Up 13% During 1943

Annual report of RCA for the year 1943 reveals net profit of \$10,192,452 compared with \$9,002,437 in 1942, with earnings per share placed at 50.5 cents on the common stock after payment of preferred dividends. This compares with 41.7 cents during the year before. Total gross income from all sources amounted to \$294,535,362, compared with \$197,024,056 in 1942. The report shows an increase in gross income of 49 per cent and an increase in net profit of 13 per cent; also an increase of 14 per cent in the number of employees.

Reduction of important radio, (Continued on Page 6)

## Applications For Television Stations Filed With FCC

Washington Bureau, RADIO DAILY  
 Washington—Applications for eight commercial television stations were received yesterday by the FCC from NBC, two from Philco and one from WGN, Chicago. NBC applications are for stations in Cleveland, Chicago, Los Angeles, San Francisco and Denver, those from (Continued on Page 7)

## Direct Broadcast From Lisbon To American Evacuees

Direct broadcast from Lisbon this time, was picked up by CBS at 3:15-3:30 p.m., EWT during Elizabeth Bemis news program. Correspondent in Madrid, Glenn Stader, went to Lisbon to do the broadcast. Stader gave the story to the first trainload of repatriated (Continued on Page 8)

## Neighborly

Beginning on March 6, Irene Masley will send gardenias and weekly microphone visits to specific neighbors who listen to "Neighbors" program over CBS, Mondays through Fridays, 3:15-3:30 p.m., EWT. Irene's visits will come in the form of surprise calls to the homes of neighbors who have expressed their enthusiasm for the commentator's programs.

### WLB Disk Decision

Strong possibility that the WLB panel which heard the dispute between the AFM and the three recording companies which argued against the new method of direct payments of fees to the union, will hand down its findings on Wednesday of this week. Decision had been expected earlier, but according to Chairman Arthur S. Meyer, it will be ready shortly.

## Vast Radio Bond-Aid Itemized By The OWI

Washington Bureau, RADIO DAILY  
 Washington—A total of 1,390,543,000 listener impressions on bond messages achieved through the various activities of the OWI Domestic Radio Bureau was estimated last week for the period of the Fourth War Loan. OWI estimates that during the four-week period the network allocation alone accounted for 951,100,000 im- (Continued on Page 7)

## Will Air Red Cross Rally From Madison Sq. Garden

Four independent stations and the Mutual network are scheduled to broadcast highlights of the Red Cross rally at Madison Square Garden, New York, tomorrow. The stations are WNBC, WQXR, WHN and WINS. The Madison Square Garden rally, designed to generate enthusiasm for the 20,000 Red Cross workers, is be- (Continued on Page 2)

## Counsel For Select Committee Of House, Together With Three Associates, Quits Investigation Of FCC

Washington Bureau, RADIO DAILY  
 Washington—Charging Chairman Clarence F. Lea with hostility toward the investigation of the FCC and "political interference" with his work, Eugene L. Garey, Friday resigned as counsel for the Special House Committee to conduct the investigation. Along with him, associates Fred R. Walker, Milton I. Hauser and Ambrose V. McCall also resigned.



EUGENE L. GAREY

Future of the committee was not definite. Chairman Lea was out of town Friday, but he told RADIO DAILY last week that he has every intention of concluding the investigation. Although it has been rumored that Rep. Miller and Wigglesworth, the committee's Republican minority, will also resign, such action does not appear certain. Wigglesworth, Lea and Rep. Ed Hart, New Jersey Democrat, have all requested time on the House floor for Tuesday afternoon, and it is likely that there will be no new developments in the matter until tomorrow.

## Sunbrock 'Roped' By 'Lone Ranger'

Chicago—King-Trendle, Inc., producers of "The Lone Ranger," were granted an injunction by Judge William H. Campbell, U. S. district court, restraining Larry Sunbrock, promoter, from using the slug line "Lone (Continued on Page 2)

Direct cause of Garey's resignation was cancellation on Feb- (Continued on Page 2)

## Flamm Criticizes Lea For 'Dropping' WMCA

Rep. Clarence F. Lea, chairman of the House Committee investigating the FCC was recipient over the weekend of a letter from Philip Handel- (Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### Time Sales Jump

By BEN KAUFMAN

NET time sales of the nation's 52 clear-channel outlets in 1943 increased 18 per cent over the previous year, according to the FCC's report during the past week. Volume jumped to \$49,793,000 from the 1942 total of \$42,029,000, representing an increase of \$7,764,000. Average was slightly under the million-dollar mark. Only one station did more in 1943 than last year, reporting a decrease of \$52,000. A survey of broadcast manpower by RADIO DAILY revealed that webs and affiliated outlets in larger cities have been able to make adequate wartime replacements in spite of a heavy turnover. Most acute problem was found to be faced by independent stations, particularly in smaller communities, where war-created vacancies were being filled by women trainees in many instances. At Selective Service headquarters in Washington, it was indicated by an official that draft boards were not likely to defer an (Continued on Page 8)

### Listening Habit

"Women listen to radio dramas because in them they frequently find some answers to their own problems," a spokesman for Columbia University's Office of Radio Research revealed. Psychological factors are considered important to Prof. Paul F. Lazarsfeld and his staff of researchers at the Morningside Heights institution, in arriving at their conclusions.



Vol. 26, No. 40 Mon., Feb. 28, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher  
 FRANK BURKE : : : : : Editor  
 MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merseur, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

# Flamm Criticizes Lea Action In Abandoning WMCA Angle

(Continued from Page 1)

man, of Handelman & Ives, attorneys for Donald Flamm, in which Lea was called upon to "recognize the rights of one citizen under our system of government are equal to the rights of any other citizen..." and requesting that the Committee instruct its counsel to permit Handelman to have access to the WMCA testimony. Handelman made the request on the ground that having revealed his evidence pertaining to the suit for damages by Flamm pending against Edward J. Noble relative to the sale of WMCA, he should now be placed on equal footing with Noble.

Letter by Flamm's attorney written on Friday, apparently was consummated before official news was out that Garey had resigned as special counsel to the Lea Committee. The letter from Handelman to Lea follows:

"The action of Congressmen Hart, Magnuson and yourself in terminating the investigation of the actions of the Federal Communications Commission in connection with the sale of WMCA to Mr. Noble, is unfair, inequitable and unjust.

"When the investigators for your Committee sought to inquire into the WMCA matter, we protested against revealing our case for fear that such a revelation would enable Mr. Noble and his attorneys to create a defense to Mr. Flamm's suit now pending in the New York Supreme Court. It was only upon the assurance of your Committee that there would be a full disclosure of both sides of the case, that we consented to reveal our evidence. Finally, at the commencement of the hearing on February 8, 1944, the pro-

test of Mr. Noble's attorney against this revelation was presented to you at the very outset of the hearing. You and your Committee declared that the protest would be disregarded because the interests of the Congressional Committee investigating abuses in radio with a view to enacting legislation in the public interest, was superior to the rights of private litigants.

"Thereupon, Mr. Flamm took the stand and stated his case to your Committee together with the names of witnesses, facts and dates. Subsequent to this revelation by Mr. Flamm of his case, you reiterated your position of refusing to call off the WMCA investigation, saying: 'After all, there is great public interest in this matter and we cannot drop it because of an abstract theory that because litigation is pending, a Congressional Committee must not study the facts. The Committee agreed to go ahead with this matter, and I see no reason to alter its decision.'

"We are now shocked to learn that Mr. Noble has been able to terminate this investigation. We, of course, are not concerned with the politics involved in your investigation nor are we desirous of bringing to public light at this time the means involved in forcing Mr. Flamm to sell his station to Mr. Noble, but we do feel that the spirit of fair play requires that there be the same amount of revelation on both sides and that we have the immediate opportunity of examining the statements made by Messrs. Noble, Coreoran, Dempsey, Koplovitz, et al, at the private examination conducted by Mr. Garey and Mr. Hauser.

"We feel sure that you recognize that the rights of one citizen under our system of government are equal to the rights of any other citizen, and since your Committee has seen fit to compel us to reveal our case to the advantage of Mr. Noble, we sincerely request that you will instruct Mr. Garey to permit us to have access to the aforementioned examination so that we will be placed on an equal footing with Mr. Noble."

# Garey Resigns Post As Counsel In Proce

(Continued from Page 1)

February 16 of the remainder of the hearings on the sale three years ago of WMCA, New York, by Donald Flamm to Edward J. Noble. This decision was reached by the Democratic members of the committee.

His letter of resignation, addressed to Lea and released to the press, nie it plain that the calling off of the WMCA sessions was not the by complaint Garey had, however.

Was Cox Appointment

The New York corporation lawyer was appointed to the committee a year ago by Chairman Eugene Cox, who later resigned.

Cox, whose sponsoring of the investigation coincided significantly with the discovery by the FCC that he had been paid by a constituent broadcaster for aid before the FCC while a member of Congress, took floor Friday to comment on Garey's resignation. The forcing of Garey's resignation, he said, was "shameful beyond comparison. Robespierre never employed greater force and fealty to undermine the psychological foundations of moral freedom."

Cox Lauds Garey

The purpose of the committee majority, Cox said, is "to stop investigation." He promised, however, that the investigation will be renewed "but under different circumstances." He said, "Congress will not force to tolerate this kind of outside influence in the exercise of its constitutional powers, and the people will not accept as a fixed policy of government

(Continued on Page 6)

## FINANCIAL

(February 25)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	158 5/8	158 3/8	158 5/8	+ 3/8
CBS A	27 7/8	27 7/8	27 7/8	+ 1/8
CBS B	27 3/4	27 3/4	27 3/4	- 1/4
Farnsworth T. & R.	12 5/8	12 1/2	12 5/8	...
Gen. Electric	35 3/8	35 1/8	35 1/4	...
Philco	28 1/8	27 7/8	28	...
RCA Common	9 5/8	9 3/8	9 1/2	...
RCA First Pfd.	73 1/4	73 1/8	73 1/4	+ 1/8
Stewart-Warner	12 3/4	12 3/4	12 3/4	...
Westinghouse	94 3/4	94 1/4	94 1/4	...
Zenith Radio	35 1/2	35 1/2	35 1/2	- 1/8

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21	...
WJR (Detroit)	31 1/2	...

## "Ad-Lib Radio"

Martin Block, WNEW's ace platter spinner, goes to Boston tomorrow to talk on the subject, "Ad-Lib Radio." Block will appear before a luncheon meeting of the Advertising Club of Boston at the Hotel Statler.

## 20 YEARS AGO TODAY

(Feb. 28, 1924)

Ernie Young of Tabloid Musical Comedies, who is scheduled to make his radio debut with a company of sixty artists over WOR, Newark, early next month, has announced that he will apply to Lloyds of London for a \$50,000 policy insuring his tabloid musical comedy broadcast against static.

Need Bright Commercial Jingles that will sell?

Consult **BOB BRIGHT**

Call Radio Registry, L.A. 4-1200 or write Box 805, Radio Daily, 1501 Broadway, N. Y. 18, N. Y.

## Sunbrock "Roped" By "Lone Ranger"

(Continued from Page 1)

Ranger Impersonated" in his advertising. ET's on WAIT, WCFL, WJJD, WIND, WSBC, WEDC and WAAF announced the coming of Sunbrock's circus-rodeo, with a barker reeling off the show's attractions, including "The Lone Ranger Impersonated." Printed ads billed the "Lone Ranger" in large type and "impersonated" in very small type. Court order labelled the phrase "misleading and confusing." Understood that Republic pictures is also taking action against Sunbrock to restrain him from using the name "Cowboy Rogers," which is frequently mistaken for the name of their star Roy Rogers.

## Will Air Red Cross Rally From Madison Sq. Garden

(Continued from Page 1)

ing staged by John Golden, theatrical producer, and G. E. Eyssell of the Radio City Music hall in co-operation with James E. Sauter and the United Theatrical War Activities committee.

## Hoyt Wooten Re-elected Director, NAB Sixth Dist.

Memphis—In a contest between Hoyt B. Wooten, WREC, and Wiley P. Harris, WJDX, Wooten was re-elected director of NAB's sixth district on Friday. On motion of Harris, delegates rose to make the vote unanimous for Wooten.

## ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



Cover your market with a package of spots that cover the day.

To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."

## AROUND-THE-CLOCK VARIETY

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



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

**IN ST. LOUIS**  
**"RUSH HUGHES**  
**... HAS THE RATINGS**  
**... SELLS THE PRODUCT**  
**... GETS THE RENEWALS"**



**WE SAY..**

**BOND BREAD:** "You have done a swell job for Bond Bread and for Rush Hughes... as our sales have continued to increase with the popularity of the program."  
 \* Feb. 16, 1943

**GLOBE DEMOCRAT:** "As our roving radio reporter for the past twelve months we know you are doing a good job and expect to continue you in the role indefinitely."  
 \* Mar. 12, 1943

**OLD JUDGE:** "We have received ample evidence of the worth of our sponsorship of the news portion of the daily 'Song and Dance Parade,' and plan continued sponsorship on a year 'round basis."  
 \* Oct. 1, 1943

**GRIESE DIECK BROS.:** "We at Griesedieck Brothers are very happy with our association with Rush Hughes. Not only does he take an interest in our problems but we find him continually trying to even better his top rating."  
 \* Nov. 24, 1942

**MEYER BROS.:** "So many sales of Sherton Vitamin B1 Tonic are directly traceable to Rush Hughes on KWK that we have decided to cut ourselves a bigger slice of your radio salesmanship."  
 \* Nov. 2, 1942

**ST. LOUIS DAIRY:** "This is our start with a section of the 'Song and Dance Parade' with Rush Hughes. We signed up on the strength of his past record and expect him to do as well for us as he has for so many others."  
 Feb. 15, 1944

*\*Denotes the date when the sponsors whose testimonials appear above first contracted for time on the Rush Hughes shows. All these sponsors have consistently renewed.*

**THEY SAY..**

Rush Hughes presents his "Song and Dance Parade" at 10:00 A. M. to 12:00 Noon and his "First Five" at 6:15 to 7:00 P. M. GWT, Monday thru Saturday. Two sections are now available... at 10:20 A. M. to 10:40 A. M. and at 11:20 to 11:40 A. M. C W T.

PAUL H. RAYMER, Representative



**IN ST. LOUIS THE TREND IS TO ...**

HOTEL CHASE  
 ST. LOUIS

**WHAT DO YOU SAY?**

Out of  
a total  
of 18...

**CBS WMAZ  
10 MRSIS**

The CBS eye logo is visible in the background, consisting of the letters 'C' and 'B' with a white star between them.

The notable poll of opinion among active radio editors throughout the U.S., originated by the *New York World Telegram*, was conducted during 1943 by *The Billboard*. Among its results: First place went to CBS programs in 10 classes out of 18. (The second network received 7 first places; the third network received 1; the fourth none.)

### ★ CBS "Firsts":

- ★ *Favorite Programs:* ... FRED ALLEN
- ★ *Outstanding Broadcast, 1943:*  
... CBS OPEN LETTER TO THE AMERICAN PEOPLE
- ★ *Top Symphonic and Concert Programs:*  
... NEW YORK PHILHARMONIC-SYMPHONY
- ★ *Top Dramatic Programs:*  
... LUX RADIO THEATRE
- ★ *Top Documentary Programs:*  
... THE MAN BEHIND THE GUN

- ★ *Top Children's Programs:* ... LET'S PRETEND
- ★ *Top Concert and Opera Singers:*  
... GLADYS SWARTHOUT
- ★ *Top Female Singers:* ... DINAH SHORE
- ★ *Radio's Newest Star, 1943:*  
... FRANK SINATRA
- ★ *Top Light Music and Dance Orchestras:*  
... GUY LOMBARDO

### What is more:

Of 13 leading concert and opera singers in the vote, 4 were CBS stars, 3 were regular stars on other networks, 6 were occasional performers.

Of 11 symphonic and concert programs named, 5 were CBS features, and 1 is a newcomer to CBS after long absence from the air.

Of 10 female singers named, 6 were regular CBS features.

Of 11 "army-governmental" programs named, 4 were CBS programs, and 4 were originated by the government on other networks.

Of 9 "favorite programs" 3 were on CBS.

Of 9 documentary programs, 3 were CBS originations, 2 originations by the government.

Of 15 leading comedians, 6 were on CBS.

Of 8 candidates named for top honors as radio's newest star, 5 of them were on CBS.

Of 9 outstanding single broadcasts named, 4 were on CBS.

Of 11 leading dramatic programs voted on, 6 were regular CBS features (totalling nearly 70% of all votes cast).

Of 12 light music and dance orchestras named, 5 were on CBS alone, 2 more were CBS "re-notes".

Of 10 "top 15-minute programs" nominated, 3 were on CBS — and 1 more was shared by CBS and the second network.

Of 7 top male singers named, 3 were on CBS.

Balanced teamwork by the program departments of CBS sponsors, their agencies, the artists, and the network's own creative people, has added up once more to the finest variety of radio product offered to a steadily expanding radio audience by any American network.

To the seasoned professional critics of radio, whose keen and rigid standards so ably promote radio's daily forward progress, go the grateful acknowledgments of all those whose efforts they approved in this *Billboard* poll.



*This is CBS..the Columbia Broadcasting System*

# Garey Resigns Post As Counsel In Probe

(Continued from Page 2)

subordination of moral responsibility to political necessity."

Garey, Cox continued, "is a great lawyer and a good man. No braver or more honest man ever lived. I am proud to call him my friend." He said Garey's taking on the committee post, at great financial sacrifice, was not a political matter but rather the result of his (Cox's) conviction that Garey was the best possible man for the job.

Garey's resignation, Cox concluded, "is all that he can do, for under the circumstances his task is an impossible one. It is unfortunate, however,

## Background

Eugene L. Garey, Chicago attorney who subsequently moved to New York and had come up the hard way in life, was appointed special counsel to the House Select Committee investigating the FCC by Chairman Cox early in 1943. He started his hearings in the summer of last year after intensive gathering of facts and witnesses. When Chairman Cox resigned and Rep. Clarence Lea was appointed to succeed him, Garey was continued as special counsel, at the New Year. Hearings were resumed more than a month ago and the WMCA situation was brought out in course of the continuation.

that the public should have to take the loss that is involved. The evil that the committee started out to correct is one that must be corrected soon if all media of communication are not to be paralyzed and the right of free speech and free press be lost forever."

Complete text of Garey's letter of resignation, addressed to Lea, follows:

"My dear Mr. Chairman: At your express direction, public hearings were opened in the investigation into the sale of radio station WMCA, I am now in receipt of what purports to be a copy of the minutes of the alleged meeting of the committee from which it appears that a majority of the committee have determined to discontinue further hearings in this matter. No other communication of



"I'd suggest Walter Winchell on WFDF Flint."



## Memos of an Innocent Bystander . . . !

Happy Felton, comic formerly featured in Olsen & Johnson's "Hellzapoppin," is definitely in the running for the job as successor to Ralph Edwards, when the zany emcee of the "Truth Or NBCConsequences" program, joins the Armed Forces. . . . incidentally the producers are toying with the idea of having future guests on this show, appear as "contestants," which proves that not only do these specialists of the art of mayhem and comedy dig up ideas, but have the intestinal fortitude to try them out. . . . Bob Selwyn has been appointed manager of Universal Recording to succeed Allen Best who recently joined Noble Music Co. as professional manager. . . . Ivan Black, praise agent will augment his staff considerably when he moves into larger quarters at 400 Madison Ave. about May 1. . . . Today is just Feb. 28, to most of us but to Jim Boles this day really dawned bright and early (sudden possible change in the weather, notwithstanding) for today, Jim observes his birthday, his wedding anniversary, (married to Athena Lorde) and starts a new running part in the NBCurrent, "David Harum". . . . Gregory Coleman has several agencies interested in a new audience-participation program, "Personality Quiz," scripted by Eddie Pola, which we predict is definitely "Big Timey."

★ ★ ★  
Remember Pearl Harbor

notice of such action has been received by me from you.

"The pretended reasons advanced for such action are puerile. I am sure they will not fool anyone, because they rest on shadow and not on substance. They ignore the paramount public interest which far transcends any private interest that might be claimed to be involved. They create a dangerous precedent in respect of the Legislative function whereby the essential constitutional investigatory powers of the Congress always can be thwarted merely by adopting the same subterfuge which you are putting forward as a basis for your action in this matter. To such a patent fraud on the Congress and the public I cannot and will not lend my aid.

"A year ago I was requested to serve as general counsel to the committee. I was persuaded to act only after I was convinced that the investigation was in the public interest and only after I was assured that it would be conducted without fear or favor and free from political interference. During your chairmanship, I regret to say that has not been the situation.

"Despite the many efforts to frustrate, interfere with and discredit the work of the committee, the committee's public record contains conclusive evidence respecting the arbitrary and unlawful functioning of the commission and the high-handed manner in which it has abused its powers and usurped authority. The great mass of the material gathered has not yet been made public. It seems to be the evident purpose to conceal by one means or another, this material from the Congress and the public. While the conclusion reached in this letter became crystallized by your action in the WMCA matter, it has long been under serious consideration. From the beginning of your chairmanship your hostility to the investigation and its

## Makers Of Pall Malls Sign Contract With Benny

Hollywood—Jack Benny announced Friday that he would change sponsors of his NBC Sunday show next season. He has signed a three-year contract with the American cigarette and cigar manufacturers of Pall Mall cigarettes, through Ruthrauff & Ryan to start this fall. Benny's present contract with General Foods expires on June 11.

purposes has been clear to me. You have repeatedly ignored the mandate of the House, stymied the staff in its work, and converted the investigation to a sheer white washing affair, wholly responsive to political pressures and dominated entirely by political expediency. To continue as counsel to the committee in these circumstances would serve no useful public purpose, would merely produce waste and futility, and would end in shame and dishonor to the Congress.

"Since I and my associates, Messrs. Fred R. Walker, Ambros V. McCall and Milton I. Hauser, who share these views, are unwilling to contribute our support in aid of your objectives, I now submit in their behalf their respective resignations, together with my own."

Wigglesworth and Miller are both, apparently, waiting until Tuesday before commenting upon Garey's resignation, while Lea and Hart were both out of town Friday afternoon. Representative Warren G. Magnuson, who promised that if the occasion arises he will also speak before the House Tuesday, said he had not seen a copy of Garey's statement, "as I understand it," he added, "it indicates a lack of faith in the integrity of the New York courts before which he is going back to practice."

# RCA's Net Earnings Up 13% During 1942

(Continued from Page 1)

sound and electronic equipment for the armed forces of the U. S. . . . an increase of 100 per cent over 1941.

Annual report, which is being prepared, covers RCA and its divisions: Victor Division; NBC, RCA Communications, Radiomarine Corp. of America and RCA Institutes. Year-end financial statements contained in the report include: total current assets placed at \$189,312,778 compared with \$156,555,124 in 1942. Working capital was also up and a chart shows the growth of RCA during the past few years.

David Sarnoff, president in announcing the status of the company, explained that television, FM, and similar items would extend the service of radio to the public in preserving the high level of employment. Television companies to hold close attention of NBC, despite shortages of material, stated, and the post-war period find the company manufacturing transmitters again for Federal standard stations.



KEEP UP WITH THE SHIFTING MARKETS WITH RADIO

WEED AND COMPANY RADIO STATION REPRESENTATIVE  
NEW YORK • BOSTON • DETROIT • SAN FRANCISCO • HOLLAND

# OVI Itemizes Radio Bond-Drive Aid; 1,390,543,000 'Listener Impressions'

## Applications For Tele Stations Filed At FCC

(Continued from Page 1)

(Continued from Page 1)  
Figures for the other OWI follow:  
Assignment, 257,592,000; Station announcement, 120,500,000; National spot, 3,651,000, and Special 27,600.

**Above Third Loan Drive**  
work on the drive, said an report, topped all previous selling campaigns, not only in number of listeners reached but in the effectiveness of the individual appeals and special promotions. Sponsors, stations, networks and

though unable to appraise fully the contribution of the industry, OWI was able to report that on the basis of programs scheduled by OWI "the radio circulation campaign was nearly one and a half billion listener impressions—enough to reach each of the nation's 90,000,000 listeners more than 10 times. This figure is 20 per cent more than the radio coverage given for the War Loan. The time and cost for these programs are roughly estimated at \$2,574,000."

**Additional Treasury ET Shows**  
In addition there were the special transcription programs arranged by local loan committees and those given by nets, stations and networks.

OWI scheduled a total of 87,466 spot and announcements—395 national, 86,994 local station transcription and 77 national spot and retransmissions. These were evenly divided on the network allocation plan for the most popular day and hour with the total for all spots not exceeding 78 a week. In addition a dozen net shows carried featuring brief addresses by representatives of banking military and government officials.

**40 One-Min. Spot Discs**  
Forty one-minute spot discs were used by practically every station in the country during the four-week drive with affiliates airing nine on the opening day of the drive and each day thereafter and non-affiliates airing 12 on the first day of the drive, six daily from Jan. 19 to Jan. 23 and three daily for

the rest of the drive. Extra appeals were made on Feb. 14. The 77 national spot and regional shows on which bond messages were given were carried by 2,441 stations.

General agency reaction was that aside from the superlative figures on time and talent devoted to the drive, the actual scripts and handling was far superior to that of any previous drive. OWI staff members monitoring 98 shows over Washington stations rated the bond presentation of

44 per cent of them "as excellent" highest percentage ever accorded this classification. To qualify, a program was required to devote three minutes or more of "interesting and extremely persuasive" copy to the drive. Thirty-seven per cent of the shows were regarded as "good"—1½ to three minutes of "interesting and reasonably persuasive" presentation; 17 per cent regarded as "fair"—with less than 1½ minutes of "adequate" copy and only two per cent were held to be "poor"—

Philco for New York and Washington, and the WGN application for Chicago. Two days earlier NBC had applied for FM stations in Washington, Cleveland, Los Angeles, San Francisco and Denver. Application for an FM station in Denver was received from KOV, Inc., Denver.

short or long messages but "incomplete, confused or unsatisfactory."

The 98 shows were all network—including the most popular of the network programs.



Local stores know how you can increase consumer demand for your product. Advertise on WDRC — get all 3!

- 1—Complete **COVERAGE** of the 26 towns in the rich Hartford Trading Area.
- 2—**PROGRAMS** of CBS, world's finest network.
- 3—One low uniform **RATE** for all advertisers—national, regional, local.

Connect in Connecticut by using radio on WDRC. It's the first-choice, low-cost advertising medium for the entire Hartford Trading Area.

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS  
Hartford 4  
Connecticut

NATIONAL REP.  
Paul H. Raymer Co.

*Wolly sez—*

IN WASHINGTON  
THERE'S A BILLION  
DOLLAR MARKET  
AT YOUR FINGER-TIPS

Sell Them on

# WOL

Affiliated with Mutual Nat'l Reps. SPOT SALES, INC.  
New York, Chicago, San Francisco



# AFM-Net Execs Meet In N. Y. Wednesday

Although the possibility of a musician strike still hangs over the heads of Chicago network key stations, situation in New York was held to be proceeding satisfactorily, with the next meeting between officials of AFM Local 802 and the four network representatives scheduled for Wednesday. Previous meetings have so far amicably settled various points, according to network officials.

Representatives of the four major webs met at CBS last week and during course of discussion with William Fineberg of Local 802, agreed to some of the AFM counter-proposals and also gave Fineberg some proposals to take back to his committee. Sub-committee has been appointed to work out details of angles pertaining to classification of network employees who may come under the head of librarian, pancake-turner, or copyist etc.

According to John H. MacDonald, NBC vice-president handling the negotiations for the network, the original five pages of demands made by the AFM are virtually obsolete inasmuch as some of the demands were automatically covered.

Chicago situation is more serious since it involves many additional musicians being added and all high-ranking AFM officials are in the Windy City working out negotiations. James C. Petrillo is president of the AFM local there and of course is on hand to personally supervise the dealings. Threat of a strike last Thursday at midnight was averted and an additional week's time was extended by Petrillo in which the key outlets there may make decisions and further negotiate.

Blue Network which has been using the NBC house musicians will undoubtedly agree to its own setup, but the crux of the matter still remains the AFM wants an increase from 35 to 65 musicians. Network reaction to this has been stiff, with H. Leslie Atlass, CBS vice-president in Chicago handling much of the negotiations with Petrillo. Other demands by the union there are similar to the New York proposals.

### Radio Announcer

Wanted by progressive network station in Northeastern Pennsylvania. 40 hour, 6 day week. Please give full details in first letter. Address Box 807, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

# THE WEEK IN RADIO

### Time Sales Jump

(Continued from Page 1)

engineer or technician unless the drafting would force the silence of the station, if it was essential that the outlet remain on the air.

**News Shorts:** There may be no radio bill, declared Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee and co-author of the pending White-Wheeler legislation... OWI sought 450 men for overseas operations, with a good half requested from the radio industry... NAB's Association of Women Directors pledged support of the forthcoming American Home Campaign at a New York convention... Five radio programs were cited for their cultural contributions to humanity by the National Conference of Christians and Jews in commemoration of Brotherhood Week.

Threats of a radio musicians' strike loomed in Chicago against the network outlets... Radio's effort in the Fourth War Loan Drive was computed by the Treasury as 20 per cent better than its job in the Third War Loan and 50 per cent greater than that in the Second War Loan.

A co-operative time-exchange deal was set between W2XWV, Du Mont tele outlet in New York, and WNEW, independent Gotham station.

**Personalities:** James H. S. Ellis,

executive vice-president of Arthur Kudner, Inc., was elected president of the New York advertising agency, succeeding Arthur H. Kudner, who died of pneumonia 10 days ago in Los Angeles... Richard F. Connor resigned as director of station relations for Mutual... W. B. Way, vice-president and general manager of KVOO, Tulsa, was re-elected director of the NAB's 12th District... Lewis H. Titterton, manager of the NBC script department since 1936, resigned to become assistant radio chief of Compton Advertising, Inc., New York City agency.

# CBS Lisbon Broadcast Re Amer. Evacuees

(Continued from Page 1)

Americans arriving from Germany and their stories of the German reaction to the recent heavy bombing. Due to government regulations evacuees themselves were allowed to broadcast. The S.S. in Stockholm, Swedish exchange ship, bring the Americans back.

Later Friday afternoon at 5:30 Edward R. Murrow, CBS' European chief gave a description of a bombing expedition over Alexandria. This was one taken up by a Murauder group by whom who also recently flew over

**HAPPY BIRTHDAY TO YOU**

February 28

Harry Kramer	Selma La Porte
David Lowe	Dorothy Ott
Harold Parkes	Olan Soule
Alan Wray	

**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!

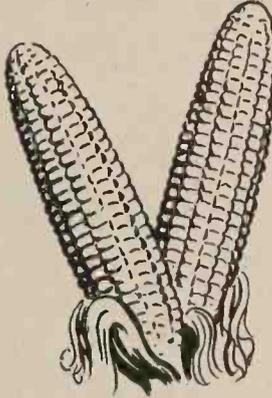
In Baltimore, it's

**WCBM**

BALTIMORE'S Blue Network Outlet

JOHN ELMER President	GEORGE ROEDER Gen. Mgr.
-------------------------	----------------------------

FREE & PETERS, Inc. Nat'l Representatives



**that's all bub!**

bub burn and his homespun news commentaries are as corny as the husks in van buren... as American as Broadway or Sutton Place... as integral to the New York market as the asterbilts—the cohens—or the Kellys.

bub serves up his corn every Monday—Wednesday and Friday from 7 to 7:15 p.m. while selling his corn—he could peddle your product, too. more about bub burn if you'll call or write

**WINS**

**10,000 WATTS ... 1010 ON N. Y. DIA**

Am I The Man You're Looking For?

**PUBLICITY! PROMOTION!**

Radio Editor-Commentator desires connection due to change in policy of paper. Prefers publicity and promotional minded station or agency where original ideas, showmanship and applied energy offer opportunity for future. Over draft age, married.

Box 808, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

# Radio's Red Cross Drive

## Garey's Resignation Draws Lea Statement

Washington Bureau, RADIO DAILY  
Washington—Accepting the resignation of Eugene L. Garey as counsel for the FCC Investigating Committee which he heads, Representative Clarence F. Lea D., California, Sunday night remarked:

"I regret that your talents were not better employed than in your letter which so intemperately reflects the attitude you have pursued in reference to the majority of this committee.

When unhappily, the members of the committee cannot agree, the committee should be dissolved." (Continued on Page 7)

## FCC Tele Permits Asked For N. Y. And Louisiana

Washington Bureau, RADIO DAILY  
Washington—The FCC has announced receipt of an application for a new commercial television station, to be operated by the News Syndicate Company of New York.

Another commercial tele permit was asked by Loyola University, New Orleans, La.

## Loation Soap Patent Suit Settled between Lever-P&G

Hard fought litigation between Lever Brothers Co. and Procter & Gamble involving alleged patent infringement in the manufacture of cutting soap, has been amicably settled, according to Lever Bros. who issued a statement to this effect yesterday. All of the pending legal action by both parties has been discontinued. (Continued on Page 2)

### Wood Honored

Philadelphia — Mark Woods, president of the Blue Network, will receive a citation from the Poor Richard Club at the annual dinner of that organization here on March 15. During course of the dinner, Dunninger, who originate his Blue Network program before 200 guests there and it will be part of the club's salute to the network.

## Mutual's New Policy On Religion Programs

Effective Sept. 15, 1944, Mutual will have a new set in its handling of commercial religious programs, according to Ed Wood, sales manager of the web. All such commercials will be heard prior 1 p.m. Sundays and be limited to one half hour each. Also the commercial religious accounts will be prohibited from soliciting funds over the air.

Wood said that all of their sponsors have agreed to the new policy. Breakdown of Mutual's client expenditures. (Continued on Page 6)

## Ramsdell Bys Interest In Buchanan Co. Agency

Arthur W. Ramsdell, formerly vice-president and director of sales for The Borden Co. has purchased an interest in and has become executive vice-president Buchanan & Co. Buchanan agency in New York has among its accounts the Texas Co. and Paramount Pictures.

## 'Quiz Kids' In N. Y. Program Set New Bond-Selling Record

## Protest FCC Suggestion For ET's of Web Shows

Washington Bureau, RADIO DAILY  
Washington—Tomorrow is the last day for the filing of briefs protesting the proposed FCC rule requiring recording of all network programs—regional or national. Although letters of protest have been filed by five regional nets, no briefs were received. (Continued on Page 2)

## Nets, Stations Launch Preview Today Of 1944 Drive, Which Will Feature Special Programs And Spots

## WMCA Endows Group For Negro-Life Project

Endowment of the City-Wide Citizens' Committee of Harlem for a project designed to portray by radio the contributions of the Negro race to American life, was announced yesterday by Nathan Straus, president of WMCA, New York. Mr. Straus also announced that the title and contents of Roi Ottley's best-seller, "New World A-Coming" has been purchased by WMCA and donated to the Committee. (Continued on Page 2)

## Davis Calls Capital Confab Of Advertising Executives

Washington Bureau, RADIO DAILY  
Washington — Elmer Davis announced yesterday that he has invited a small group of important national advertisers, agency men and media executives to Washington. (Continued on Page 2)

## G. Putnam Joining Army Reports At Camp Upton

George Putnam, NBC's "Army Hour" announcer and featured news commentator on WEAR will make his final broadcast before entering the Army. (Continued on Page 2)

Networks and stations throughout the country swing into action today on the eve of the 1944 fund-raising campaign of the American Red Cross. Round-the-clock tie-ins with all programs and many special features will characterize radio's backing of the campaign, with advertisers lending their co-operation on the sponsored programs, further enhancing the work of the stations and web's sustaining shows and special events.

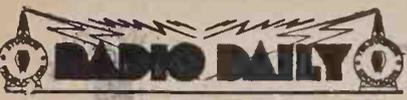
NBC is on the job today as of 6:30 a.m. to 1 a.m. tomorrow morning as well. (Continued on Page 6)

## Regional Network Launched in Texas

San Antonio regional network announced with WEAR as its Radio 12ncemer and here member of the Texas Radio Corp. (Continued on Page 2)



The RED CROSS is at his side and the Red Cross



Vol. 26, No. 41 Tues., Feb. 29, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher  
FRANK BURKE : : : : : Editor  
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.  
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

# FINANCIAL

(Monday, February 28)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	158 7/8	158 3/4	158 3/4	
CBS A	28 1/4	28 1/4	28 1/4	
CBS B	27 3/4	27 3/4	27 3/4	
Farnsworth T. & R.	12 1/2	12 3/8	12 3/8	
Gen. Electric	35 1/4	35	35	- 1/8
Philco	28 1/8	28	28	
RCA Common	9 5/8	9 3/8	9 1/2	
Stewart-Warner	12 1/2	12 1/2	12 1/2	+ 1/8
Westinghouse	94 1/2	94 1/2	94 1/2	- 3/8
Zenith Radio	35 1/4	35	35 1/8	- 3/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	30	29 1/2	30	+ 3/4
OVER THE COUNTER				
WCAO (Baltimore)				20 1/2
WJR (Detroit)				32 1/2

### Nizer to Speak

Louis Nizer will be guest speaker at the Town Hall Club on March 14. His subject will be "What to do with Germany" to be broadcast over radio station WNYC between 1:15 and 1:45 p.m.

## 20 YEARS AGO TODAY

(February 29, 1924)

Outstanding features of WOR, Newark, are the aired operas which present famous stars. Heard over the outlet among others has been the famous Nicola Zerola of the Puccini Grand Opera Company, singing the role of Rhadames in Aida. . . Great favorite of local airwave listeners is Nedelka Simeonova, talented Bohemian violinist.

### WANTED

Chief Engineer for 1,000-Watt (RCA transmitter) Radio Station in Texas. Give experience and educational background and references in application. Write Radio Daily, Box 806, 1501 Broadway, New York 18, N. Y.

## Regional Network Launched In Texas

(Continued from Page 1)  
Austin. Programs may originate at any station and any combination of stations may be used. At present there is a total of 22 programs being broadcast by the stations each week. These include programs for the Coca-Cola Co.; Gebhardt Chile Co.; Starkist Flo-tation Toothpaste Co., and the Taylor Tabernacle.  
KWBU operates with a power of 50,000 watts; KTBC operates with 1,000 watts and both KMAC and KPAB operate with 250 watts.  
Texas has three other networks serving the state. They are the Texas State Network, the Lone Star Chain and the Texas Quality Network.

## G. Putnam Joining Army; Reports At Camp Upton

(Continued from Page 1)  
Army on Monday, March 13. Having passed his induction examination Putnam will report at Camp Upton, N. Y., on Tuesday, March 17. Putnam has been on WEA-F for almost three years. He came to the station from KSTP, Minneapolis-St. Paul.

## Floating Soap Patent Suit Settled Between Lever-P&G

(Continued from Page 1)  
missed and P. & G. will continue to make New Ivory soap as at present. Lever floating soap product is Swan. Both are large radio advertisers.

## Raywalt, Lake To Walker As Partners in New York

Frederic E. Lake and C. Otis Rawalt will join The Walker Company, radio station representatives, as general partners in the New York office tomorrow, it has been announced by Wythe Walker.  
Rawalt for the past three years has been sales manager of the New York office of the Burn-Smith Company, Inc., and prior to that was with NBC for five years. Lake has been associated with the Burn-Smith Company, New York and previously was engaged in various executive and promotional advertising activities throughout the country for New York concerns.

## NBC Claims "First"

First radio broadcast picked up direct from Italy since America entered the war and the first broadcast from Iran since the war began are being heralded by NBC as a sequel to the Sunday "Army Hour" broadcast.

## Raft Guest On Two Shows Today

George Raft, now in New York, will appear as guest on two programs today. At 4:45 p.m. he will be heard on Paula Stone's "Hollywood Digest" over WNEW. Later, at 7:30 p.m., he will appear at WINS to participate in the "In Old New York" show of Judith Allen and Johnny Kane.

## Protest FCC Suggestion For ET's of Web Shows

(Continued from Page 1)  
by the Commission at the close of business yesterday.  
Tomorrow will also see oral argument on the Commission's Order 118, proposing a rule calling for the filing of additional business information by broadcasters, with more of this information to be made public.  
Among those who have stated their opposition to the FCC suggestions are NAB, NBC, Ed Crane, head of the network which includes KGIR, Butte; KPFE, Helena, and KRBM, Bozeman, all in Montana; Stanley Pratt, general manager of the Northern Network, Saulte St. Marie, Mich.; Donald Hathaway, KDFN, Casper, Wyo.; J. Nelson Rupard, general manager of KTSW, Emporia, Kans., and W. D. Cozzens, chief engineer of KLO, Ogden, Utah.

## Spire Resigns OWI Post; John Hymes Succeeds Him

(Continued from Page 1)  
health. He has been ill for several weeks, although he has remained at his desk. Spire came to the bureau when it was part of the OEM in the summer of 1942 from McCann-Erickson Agency, New York. His plans call first for a long vacation. John Hymes chief of station relations for the bureau will be the new deputy with Marion Sabatini and Lee House taking over the government liaison work handled by Spire.

## Davis Calls Capital Confab Of Advertising Executives

(Continued from Page 1)  
March 8, for a one-day conference with military leaders and WPB officials. The off-the-record conference will be conducted in co-operation with War Advertising Council. Its purpose is to acquaint leaders in the field of advertising and public information with the progress of the war, various aspects of the military situation and home front needs during the war emergency.

## WMCA Endows Committee For Project on Negro Life

(Continued from Page 1)  
mittee for the broadcasts. Programs will be heard Sundays, from 3:03 to 3:30 p.m., and the premiere scheduled for March 5 will feature Canada Lee in the lead.

Am I The Man You're Looking For?

### PUBLICITY! PROMOTION!

Radio Editor-Commentator desires connection due to change in policy of paper. Prefers publicity and promotional minded station or agency where original ideas, showmanship and applied energy offer opportunity for future. Over draft age, married.

Box 808, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

## COMING and GOING

MURRAY GRABHORN, manager of B work spot sales, has returned to following a week spent in Washington and delphia.

M. C. WATTERS, vice-president for Howard Radio, Inc., owner of WNOX, C let in Knoxville, Tenn., is spending days in New York. HARRY LeBRUN, manager, also is in town.

JAMES V. McCONNELL, manager, sales, has returned from a business trip which he contacted NBC and West owned-and-operated stations.

PHIL BAKER, who did his "Take It" show over CBS in New York on night, now is en route to Hollywood to picture. Next Sunday's program will from the film capital as the first of a

MARTIN BLOCK, conductor of WNEW's Believe Ballroom, is in Boston today speech which he will deliver before the tising Club of that city.

TOM REVERE, director of radio Bates, Inc., and EDGAR SMALL, direc media for the agency, are in Cincinnati visit of several days with Crosley execu

CHARLES P. HAMMOND, director of advertising and promotion department, in town after a trip to the West Coast to the showing there of the NBC "Parade of exhibit.

BOB MASSON, WHN program director, a week in the Adirondacks to rest up fr five-hour "Gloom Dodgers" stint.

SHEP FIELDS and the members of his tra are in Utica filling a theater engage

ALICE FROST, of the "Mr. and Mrs. program heard over NBC, and who has visiting with her mother in Genesee, Ill, be back in time for tomorrow's stanza show.

DR. LEON LEVY, president of WCAU, delphia, has left for two weeks at Palm

ANN PERRY, vocalist on WNEW, Cincinnati, where she will be a regular on "The Lion's Roar" show heard on WLW

1,207,436  
Civilians in Baltimore!

That's the latest Baltimore area census figure. There'll be no sudden collapse in 1944 of Baltimore worker payrolls. Most firms doing war work were here before the war and will be needed in 1944. They employ 2/3 of the workers. To reach these workers use W-I-T-H!

# W-I-T-H

## IN BALTIMORE

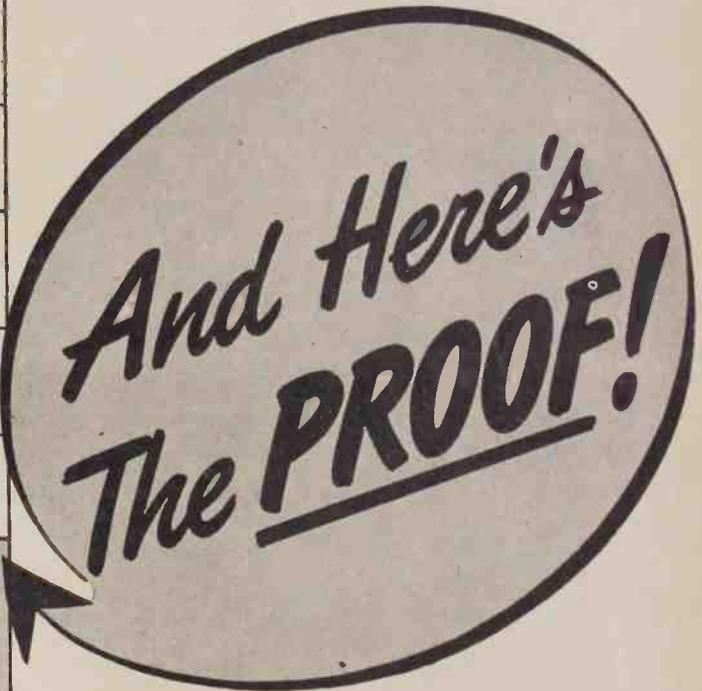
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

# When You Think Of AMERICA'S 4<sup>TH</sup> LARGEST MARKET

**1943 BOX SCORE**  
Comparative ¼ Hour Ratings  
12 Noon to 6 P.M.

You **MUST** Think  
Of **WAAT!**

<b>WAAT vs. THREE</b> 50,000 WATTERS COMBINED	<b>LEADS</b>	<b>435 ¼ Hrs.</b>
	<b>TRAILS</b>	<b>360 ¼ Hrs.</b>
	<b>TIED</b>	<b>69 ¼ Hrs.</b>
<b>WAAT vs. FOUR</b> LEADING INDEPENDENTS COMBINED	<b>LEADS</b>	<b>893 ¼ Hrs.</b>
	<b>TRAILS</b>	<b>207 ¼ Hrs.</b>
	<b>TIED</b>	<b>52 ¼ Hrs.</b>



This recapitulation is from the continuous survey conducted in North Jersey by "The Pulse of New York" (cooperatively paid for by ALL major stations in this area), covering an impartial study of ¼ hour ratings from 12 Noon to 6 P.M. for THE ENTIRE YEAR OF 1943!

Yes—these figures speak for themselves! They're the hard cold facts conclusively proving that dollar-for-dollar WAAT is New Jersey's best radio buy—that it must be considered for any schedule that aims at REAL coverage of this vast market.\* If you'd like to see the COMPLETE survey—with all the convincing facts and figures—write or phone today!

*National Representatives (Outside New York Area) Spot Sales, Inc.*



**WAAT**  
970 KC  
NEWARK,  
N. J.

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

\*Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

WILMINGTON  
DELAWARE

W

D

E

L

1150 KC

NBC  
Basic Network  
Station

5000

WATTS  
DAY & NIGHT

Sales Representative

PAUL H. RAYMER

MAIN STREET



Radio Vitamins for Tuesday ! ?

● ● ● Major Andre Baruch, former special CBS announcer, will appear on that network tonight as a special guest on "Report to the Nation" . . . . . just returned from overseas where he handled the Army radio for servicemen's entertainment in the Mediterranean theater, Major Baruch says that the men over there never get enough of their favorite radio shows and of course these are denuded of the commercial copy . . . . . and yet the boys even miss the commercials . . . . . so-o-o they put GI commercials in, gag 'em up and they're really funny. An early candidate to join the commercials going overseas is "Abie's Irish Rose," according to requests and letters received here from the boys themselves . . . . . and it appears it is a 'natural' for overseas fare.



● ● ● It depends upon which page you read in the New York "Post." In Friday's edition, Leonard Lyons paragraphed an item about Quiz Kid Joel Kupperman meeting Judge Samuel Rosenman, the President's special counsel, in Lindy's . . . . . Earl Wilson's column in the same issue described Joel as refusing to meet the judge because he wanted to get home to bed . . . . . a little celebrity bored with celebrities, as it were . . . . . "Abe Lincoln's Story," has been renewed on Mutual for another 13 weeks, effective March 5. Ed Gardner the genius of "Duffy's" on the Blue, anxiously looking over Calif. weather reports . . . . . leaves for the Coast soon . . . . . Jimmy Cash, tenor on Burns & Allen show, has changed his defense plant job . . . . . formerly on the Lockheed Burbank night shift, he is now working days at the same firm's Vega plant.



—Remember Pearl Harbor—

Radio-Press In St. Louis  
Raises Big "Dimes" Fund

St. Louis—A check for \$48,606.51 representing collections in the fourth "Mile O' Dimes" drive conducted jointly by KMOX and St. Louis "Globe-Democrat" was turned over to the local Infantile Paralysis committee. The sum, largest of the four "Mile O' Dimes" drive so far conducted here represents an increase of \$16,793.25 over last year's total. The campaign was in charge of war programs director Jerry Hoekstra of KMOX.

"Captain Dobsie"

Seattle—Capt. Hugh Barrett Dobbs, 59, nationally known as "Captain Dobsie" on a radio program, died suddenly of a heart attack, Feb. 21, while dining at the Washington Athletic Club. He had been affiliated with radio station KOMO in Seattle for the past five years. He started out in radio 20 years ago with a morning exercise program.

Russ Johnson to Coast

Russ Johnson, radio director at McCann-Erickson Co. will leave for Hollywood this week-end after he directs the first of the new "Grand Central Station" series over CBS this Saturday. On the Coast he will start the new Westinghouse three-a-week series and in the meanwhile seek a new program for an unidentified sponsor.

Further Delay Expected  
In Writing of Radio Bill

Washington Bureau, RADIO DAILY

Washington—Further delay in preparation of a radio bill for the Senate Interstate Commerce Committee was seen yesterday, when it was learned that Senator Wallace H. White, Jr., R., Maine, co-author of S 814, will be absent from Washington for a week or more while attending the funeral in Oregon of the late Senate minority leader, Charles McNary.

Industry circles are striving to speed the completion of a revision of the bill originally presented by White and the Interstate Commerce Committee chairman, Burton K. Wheeler, but Wheeler is apparently refusing to be hurried. He has stated plainly to RADIO DAILY that it is quite possible there will be no bill at all. White, on the other hand, is anxious to see new radio legislation, and may succeed in pushing it through.

Fetzer to O. of C.

Washington—John E. Fetzer, owner and general manager of radio station KWZO, Kalamazoo, Michigan, will succeed J. H. Ryan as assistant director of the Office of Censorship in charge of the Broadcasting Division, it has been announced by Byron Price, Director of Censorship. Ryan, who was recently elected president of the National Association of Broadcasters, will leave the Office of Censorship April 15, at which time Fetzer will take over.

CHICAGO

By PEGGY BYRNE

NEW show on WLS is "Main Street Your Farm" Fridays 12:30-1:00 p.m., CWT. Programs to be featured with WLS articles running in the weekly, "Prairie Farmer." Each week one of the stories is dramatized on the air.

Bob Miller has joined the WLS engineering staff, coming from DeCatur, Kentucky, where he had worked with the Kentucky Ordnance Works prior to that he was chief engineer for KXOK, St. Louis.

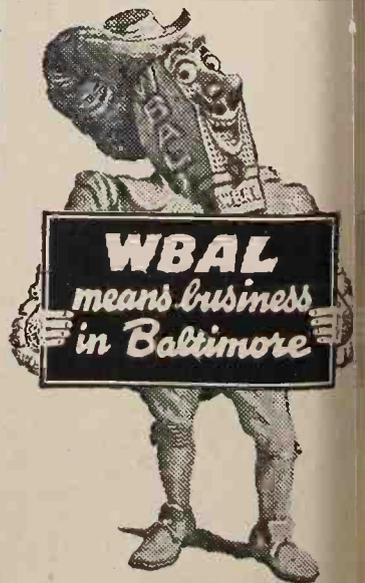
WLS educational director Walker will have two articles published in educational mags shortly. One will appear in the "Radio Teacher" next month. The other has been accepted by the association for publication by radio journal for February.

Buys Test Campaign  
On 34 Stations of IS

The Lydia E. Pinkham Medicine Company will commence March 1 a test campaign on 34 stations of the Keystone Broadcasting System in selected markets in Texas, Oklahoma and Arkansas. Agency is Erwin Wasey & Co., New York. Program is a five weekly quarter-hour drama titled "Mister Good" especially designed for women listeners. Contract was closed by Noel Rhys, KBS account Executive.

Joining NBC Net

Stations KYCA, Prescott, Ariz., KWJB, Globe, Ariz., will become affiliated with the National Broadcasting Company network as members of the Arizona group, effective tomorrow. William S. Hedges, NBC vice-president in charge of stations, announced yesterday.



Edward Petry & Co., National Representative

*Announcing*  
**"THE PULSE OF THE WAR"**

Diagnosed by

**HON. CHARLES L. DeVAULT**

An Exclusive KDKA Feature  
6:05 to 6:15 P. M., EWT  
Mondays through Saturdays

**W**ORLD TRAVELER, a veteran official of the United States Government Foreign Service, Charles L. DeVault brings to his KDKA assignment a global background to the global war. Against this background, his intimate knowledge of the peoples and nations involved, he interprets today's events on the far-flung fronts. Interprets them lucidly, realistically, objectively... and out of these interpretations emerges an uncanny ability to accurately forecast the shape of things to come. No major prediction by Mr. DeVault has failed to be substantiated by events. The upper stratum of radio commentators has been augmented by a star of the first magnitude.

He has served the Nation as:

1918-1920 — Attache to the U. S. Embassy at Paris; promoted to vice-consul at Paris

1920-1924 — U. S. Consul at London

1924-1930 — U. S. Consul at Taihoku, Japan

1930-1933 — U. S. Consul at Yokohama, Japan

1933-1937 — U. S. Consul at Paris

1937-1939 — U. S. Consul at Mexico City

1939 — Retired, subject to active recall



# Radio Red Cross Drive Debut Today To Feature Special Programs, Spots

(Continued from Page 1)

an inaugural boost to the drive. All NBC will devote a part of the broadcast time to the work of the Red Cross at home and in the field overseas. Most of these messages will show the listener how the funds were spent last year. NBC shows in particular will bring home the fact that 90 per cent of the R. C. goal of \$200,000,000 is budgeted for services to the armed forces. Home front activities will also be portrayed. A feature of today's news presentation over NBC will be "The Red Cross Serves," 1-1:30 p.m., EWT, a two-way broadcast originating here and in battlefronts throughout the world.

#### Special Events on MBS

Mutual will present two special events programs today. One of them, 4:30-5 p.m., EWT will trace the process of blood donation, its processing into blood plasma, and finally, an actual blood plasma transfusion at Halloran Hospital where wounded soldiers are recuperating. Show will open at the Red Cross Donor Center in New York. Tonight at 10:15-10:30 p.m. Mutual will pick up Governor Thomas E. Dewey's address from Madison Square Garden where a Red

Cross meeting and show is being held for Red Cross volunteer workers. Other stations including WHN here will carry part of this program which will also have an address by Mayor Fiorello LaGuardia. WHN will pick up the Mayor 10-10:15 p.m. and include the feature known as the Red Cross Call of Heroes.

Another special show set by Mutual for tonight will be heard at 7:45-8 p.m. when Gertrude Lawrence and Norman H. Davis, chairman of the Red Cross will be on, the latter from Charleston, S. C. Also, several wounded servicemen will be interviewed at the Walter Reed Hospital in Washington and picked up for Mutual via WOL.

Independent stations everywhere have formulated special plans of their own to aid the Red Cross campaign and nearly all the affiliates will at one time or another be running programs fed by the networks, commercial or sustaining.

#### Eisenhower to Speak

Blue Network will have a pickup from England featuring Gen. Dwight Eisenhower at 10:30-11 p.m. tonight. Others on the show will be Captain

Henry Dick, Army bombardier and Lindsay MacHarrie, former Red Cross worker. Later two will be heard from New York.

#### CBS in Special Tribute

CBS will climax a day of Red Cross announcements with a special documentary script to be staged at 10-10:30 p.m. as a tribute to Red Cross workers in peace and in war. Program untitled at this writing will be written, produced and directed by William N. Robson.

Independent stations in Greater New York will be active in the drive. Station WEVD is devoting today's spot announcements to the Red Cross drive, with each airing translated into both Italian and Jewish languages. Tomorrow, at 9-9:30 a.m., Judge Irving Ben Cooper will give a special talk on "The Blood Bank." Several special events will be announced in the future.

Fifteen announcements are being dedicated to the Red Cross today by station WQXR, and during the rest of the campaign three announcements will be made daily. Dramatizations, talks and trans-Atlantic hook-ups will be broadcast over WOV for this station's Italian audience.

Station WNEW began its role in the Red Cross drive last Saturday

## Mutual's New Policy On Religion Programs

(Continued from Page 1)

figures for 1943, revealed more spent on the network by commercial religious accounts than any group or industry represented in the statistics of the network.

Religious programs on Mutual coming under the head of broadcast client, will not be affected by the departure.

when it dedicated the product "The Invitation" to that cause sustaining and commercially scored spots will be surrendered to Red Cross announcements.

The all-star basketball game for March 30, at the Madison Square Garden, will be dedicated to the drive by station WINS, among daily dramatizations and spot announcements.

Twelve 15-minute programs being sponsored by station WHN in all commercials devoted to the Brooklyn Red Cross Chapter. Connie Mond's Band Stand, daily program will dedicate its 23 March program to the R. C. Station WMCA will vote all spot announcements to the R. C. drive during the month of March. WNYC opened its dedication to the R. C. with a special talk day given by Mayor LaGuardia. Three large special events programs will be sponsored by the station in the future.

SEE NBC  
FOR THE TOPS IN  
RECORDED PROGRAMS

**MODERN ROMANCES**

78 fifteen-minute programs, each a complete story, dramatized from the pages of the popular magazine MODERN ROMANCE—exciting, inspirational slices of real life. Successfully sponsored for bread and cake, furs, cosmetics, laundry service, disinfectant, various food products. Excellent ratings. Daytime or evening. Ask for presentation, audition records, availability data, today.

★ ★  
Many other NBC Recorded Programs—  
5 minutes to half-hour.

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TO-DAY AND EVERY DAY  
MON. THROUGH SAT.

Employs format of daily paper—

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Interwoven with cleverly written scripts—

with WALTER GREY, a new and exciting personality as editor, salesman (and what a salesman!) as THE MAN BEHIND THE DISK

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*History of Communications Number Four of a Series*

## SMOKE SIGNAL COMMUNICATIONS

While the puffs of our early American smoke Signals were not as complicated as the Morse Code, this type of communication was a speedy and effective means of communication at that time and could be seen for scores of miles on a clear day. Used for transmitting their battle messages, smoke signals in the days of the early American meant a progressive means of communication.

Restricted by climatic conditions this type of communication was limited in its use. Universal microphones in the part they play in modern electronic voice communication must withstand the climates of the Arctic and the Tropics all in a day's work. Built to accomplish a specific job, Universal Microphones are "getting the message through" on every Allied front.

*Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U. S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.*



MODEL T-45  
LIP MICROPHONE

**UNIVERSAL MICROPHONE COMPANY**  
INGLEWOOD, CALIFORNIA



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