

# Lea Committee Under Fire

## Commission Named Radio-Press Study

Chicago—Freedom of the press and will be scrutinized in a two-study by a commission headed by Robert M. Hutchins, president of the University of Chicago. It was announced here this week. Although the investigation is to be financed by Time Inc., which issues "Time," "Fortune," and "Life," the publishing organization is said to have no other connection with the commission and to maintain a hands-off policy. Testimony from newspaper work-alike departments will be sought

*(Continued on Page 5)*

## Lea Named Sec'y-Treas. Television Organization

Baltimore, program manager for Du Mont television station, WJZ-TV, yesterday was named secretary-treasurer of the Television Broadcasters Association at a meeting of the organization's board of directors. Mr. Lea will devote himself to handling the business affairs of the association and will co-ordinate

*(Continued on Page 2)*

## Special Peace Programs Offered Stations By WKRC

Cincinnati—WKRC is offering to its third sustaining peace program series, problems of peace, featuring nationally known authorities on all stations paying wire costs or will furnish free recordings of packing and shipping costs of stations scheduling regularly weekly half-hour Sunday pro-

*(Continued on Page 2)*

## Crashed

Ray Bloch, orchestra leader on the "Gay Nineties" show, crashed through a plate glass doorway Friday night while hurrying to the radio for his CBS broadcast. Bloch escaped injury and is now a member of the exclusive "Glass Door Club" group. The offending door was one of a double set of doors of a store on the ground floor of the CBS building.

### Air Alarm

During last Sunday's air raid alarm, Fred Allen complained bitterly that of the 18 hours of radio programs aired each day, the mayor had to blow his horn during his program. "Why couldn't he have blown it during Jack Benny's program? It would have been the highlight of the program," he said.

## House Of Commons To Investigate CBC

Montreal—Once again the Canadian House of Commons has decided to conduct a probe into the affairs of CBC. A motion to set up a special house committee for this purpose was proposed by the minister of National War Services, Major-General L. R. LaFleche, and carried last night without a decision. The minister, under whose department CBC falls, said he hoped to announce in a few days appointment of a new governor for the corporation, but explained that until the board had made a recommendation to him he was

*(Continued on Page 7)*

## A. Hopkins Signs With NBC To Produce Series Of Hits

Arthur Hopkins, legitimate stage producer, will produce a new series of dramatic programs on NBC starting Wednesday, April 12, under the title of "Arthur Hopkins Presents," C. L. Menger, NBC vice-president in

*(Continued on Page 2)*

# Expect No Post-War Conflict Between FM And Television

## Women Staff Member To Salute Women in the War

Produced as a salute to their sisters in the armed services, women of NBC will present a series of four all-women programs, "Now is the Time," beginning Saturday, March 25, at 9:30 a.m., EWT.

The half-hour broadcasts will be a series of dramatizations based on

*(Continued on Page 2)*

## Rep. R. B. Wigglesworth On House Floor Demands Renewal Of FCC Probe Or Chairman's Resignation

### Report Marshall Field Interested In Stations

Chicago—Marshall Field reported interested in purchasing either WJJD, 20,000 watts, WIND 5,000 watts or WAIT, 5,000 watts. The first two are owned by Ralph Atlas and the latter by Gene Dyer, who also controls WGES and WSBC here. Multiple ownership ruling requires that Atlas and Dyer dispose of extra outlets.

### North Carolina's Outlets In WAVE Recruiting Drive

The biggest and most concentrated WAVES recruiting drive is being conducted by the Navy in the state of North Carolina with the cooperation of all the stations of that state together with other private industries. The drive, which began February 21 and scheduled to close March

*(Continued on Page 7)*

### Receives Blue Net Award For "Sardi's" Show Stunt

Cincinnati—Officials of the Blue Network have just announced that station WSAI of Cincinnati has been judged winner of the Blue's recent

*(Continued on Page 2)*

*Washington Bureau, RADIO DAILY*

Washington — Rep. Richard B. Wigglesworth, minority member of the House Select Committee investigating the FCC yesterday called for the immediate resignation of Chairman Clarence F. Lea if Lea "persists in his refusal to carry forward the probe into FCC activities." In a House speech blistering with charges of "coercion, intimidation and blackmail," the Bay Stater demanded that "the new deal permit the people to have the truth, the whole truth and nothing but the truth in this investigation or stand convicted of wrong

*(Continued on Page 5)*

## Jergens Co. Renew Winchell & 'Basin St.'

Renewal of Walter Winchell and the Chamber Music Society of Lower Basin Street" on the Blue Network was announced yesterday by Lennen & Mitchell, agency handling the Andrew Jergens Company account. The renewals become effective March 26.

## WOR Signs Commercial With Lopez and L. Sobol

"Bright Lights of New York," a new weekly variety program featuring Louis Sobol, columnist, and Vincent Lopez and his orchestra, debuts on

*(Continued on Page 2)*

## Ambition Realized

Long ago, Alvino Rey predicted that if he ever gave up music he would follow a mechanical career. These days Rey, who appeared with his orchestra on the "Spotlight Bands" program last night over the Blue Network, is happy at last. He's engaged in a war plant in Southern California during the daytime and continues with his music activities at night.

*(Continued on Page 7)*



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# FINANCIAL

(Tuesday, February 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	158 3/4	158 1/2	158 5/8	- 1/8
CBS A	27 1/2	27 1/8	27 1/2	- 3/4
CBS B	27 1/2	27 1/2	27 1/2	- 1/4
Crosley Corp.	17 3/4	17 3/4	17 3/4	- 1/4
Farnsworth T. & R.	12 1/4	11 7/8	12	- 3/8
Gen. Electric	35 1/4	35	35	- 1/4
Philco	28	27 1/8	27 1/8	- 7/8
RCA Common	9 1/2	9 1/4	9 1/4	- 1/4
RCA First Pfd	73 3/8	72 1/2	72 1/2	- 3/4
Stewart-Warner	12 5/8	12 1/2	12 1/2	- 1/2
Westinghouse	94 1/2	94	94 1/4	- 1/4
Zenith Radio	35 1/8	34 1/2	34 1/2	- 5/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	4 1/4	4 1/8 4 1/4

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20 1/2	

## 20 YEARS AGO TODAY

(March 1, 1924)

A recently completed radio station situated on the peak of Mount Corcovado which overlooks Rio de Janeiro, Brazil, has the distinction of being the highest one of its kind in the world. Top of the mountain is some 2,100 feet above the city... It is generally understood that Graham McNamee, WEAf's ace announcer, will cover both the Republican and Democratic conventions.

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



### Special Peace Programs Offered Stations By WKRC

(Continued from Page 1)

grams March 5 through July 2. Ken Church, general manager announced yesterday. The programs were planned by an advisory committee of Cincinnati religious and educational officials and feature peace plan problem discussions of such notables as Dr. H. Lester Smith, president, council of bishops Methodist church and bishop, Ohio area Methodist church; Charles R. Hook, president, American Rolling Mill Co.; Harvey S. Firestone, Jr., president, Firestone Rubber Co.; R. K. Brodie, vice-president, Brotherhood Railway and Steamship clerks; William R. Boyd, Jr., president, American Petroleum Institute.

### A. Hopkins Signs With NBC To Produce Series Of Hits

(Continued from Page 1)

charge of programs, announced yesterday. Signing of Hopkins will bring to radio some of his many stage successes which include "Burlesque," "What Price Glory," "The Old Soak," "Holiday," "Paris Bound" and "Anna Christie." The Hopkins broadcasts will be heard each Wednesday from 11:30 p.m. to 12:30 a.m.

### Baltin Named Sec'y-Treas. Of Television Organization

(Continued from Page 1)

the activities of member television companies for the advancement of television during wartime and in the post-war period.

### Will Honor YMCA

A symphonic work is being composed by Morton Gould as a tribute to the youth of America for the 100th anniversary of the Young Men's Christian Association. Gould has been commissioned by the YMCA to complete a symphony in time for a premiere performance during the week of June 4-11.

### Connolly Addresses Co-Eds

Thomas D. Connolly, CBS director of program promotion, yesterday addressed the students of Finch Junior College of New York City on the various business and promotional aspects of radio.

### Women Staff Member To Salute Women in the War

(Continued from Page 1)

official data and field trips by Scriptor Priscella Kent and Narrator Ernesta Barlow to service camp centers in the New York area where women are on duty as WACS, WAVES SPARS and Women Marines. The program will pay tribute to the American women who, by their enlistment in more than 200 varied jobs within these services, have freed men for service on fighting fronts.

Their approximate figures at present total: 55,000 WAVES, 15,000 Marines, 7,100 SPARS and 62,000 WACS of whom about 3,000 are on foreign duty.

NBC's stay-at-home women employees have been put on their mettle to present this tribute to women by women. It will be the first all-feminine undertaking of the sort at NBC, coordinated by Jane Tiffany Wagner, director of war activities for women, it will be directed by a woman, produced by a woman, promoted and publicized by women.

### Receives Blue Net Award For "Sardi's" Show Stunt

(Continued from Page 1)

inter-station promotion for its "Breakfast At Sardi's" program, according to Brett Howard, promotion director of WSAI who was in charge of planning the local stations "Breakfast At Sardi's." Originally scheduled for one day, December 6th in Cincinnati the local outlet's show had to be repeated on the second day December 7th, in order to accommodate more than the 1,500 "Breakfast At Sardi's" fans who attended the two shows at the Hotel Netherland Plaza's hall of mirrors. Star of the show was Frazier Thomas of WSAI, who acted as host for Tom Breneman of the local airing—taking over after the guests and WSAI listeners had heard a special message from Breneman in Hollywood.

### WOR Signs Commercial With Lopez and L. Sobol

(Continued from Page 1)

WOR, New York, Monday, March 6, under sponsorship of Borden's Farm Products. Program will be heard weekly for 52 weeks on Mondays at 7:30 p.m. Young and Rubicam handles the account.

## COMING and GOING

ROGER K. HUSTON, Western manager, CBS Radio Sales, is in New York on trip from his home office, which is at Columbia's O & O outlet in Chicago. EVANS, of the network's Radio Sales, is visiting this week at WBBM.

GEORGE W. "JOHNNY" JOHNSTON, Blue Network's director of news and events, is returning today from two spent in Florida.

J. ROBERT GULICK, national sales of Tri-Penn Stations, comprising WKBK, WKBK, WORK, York, and WCAU, Philadelphia, conferred here yesterday with his station reps. and plans to leave today for NAB meeting in the Keystone State.

STAFF SGT. JOEY KERNS, formerly band conductor at WCAU, Philadelphia, caller this week at the station while on leave.

JOHN TOOTHILL, president of Buell Company, Inc., Chicago and New York, is here from the Windy City for days on business.

RICHARD W. DAVIS, general manager, WNBC, Hartford, has returned to the office following a quick trip to New York.

BARBARA LUDDY, heroine of the "Nighter" programs heard over WGN, Chicago, arrived in New York recently with her husband, R. Ned LeFevre, U. S. Coast Guard.

ELWOOD C. ANDERSON, station manager, WEST, Easton, Pa., in town for conference with the New York representatives.

PFC. ARTHUR ROSENBERG, former member of the Barnes Ptg. Co., returns to Camp Tampa, Florida.

JACK DONOHUE, of the Blue Network, is back at his Michigan headquarters after having spent the week-end in New York.

R. V. JENSEN, formerly commercial manager of KTRI, Sioux City, Ia., has arrived in St. Louis, Mo., to take over his new duties as general sales manager of KOAM.

## How About The Little Fellow?

You hear about the boom and big outfits. Did you know that there have been mighty casualties among the little and medium size Baltimore firms? Look into this stable market!

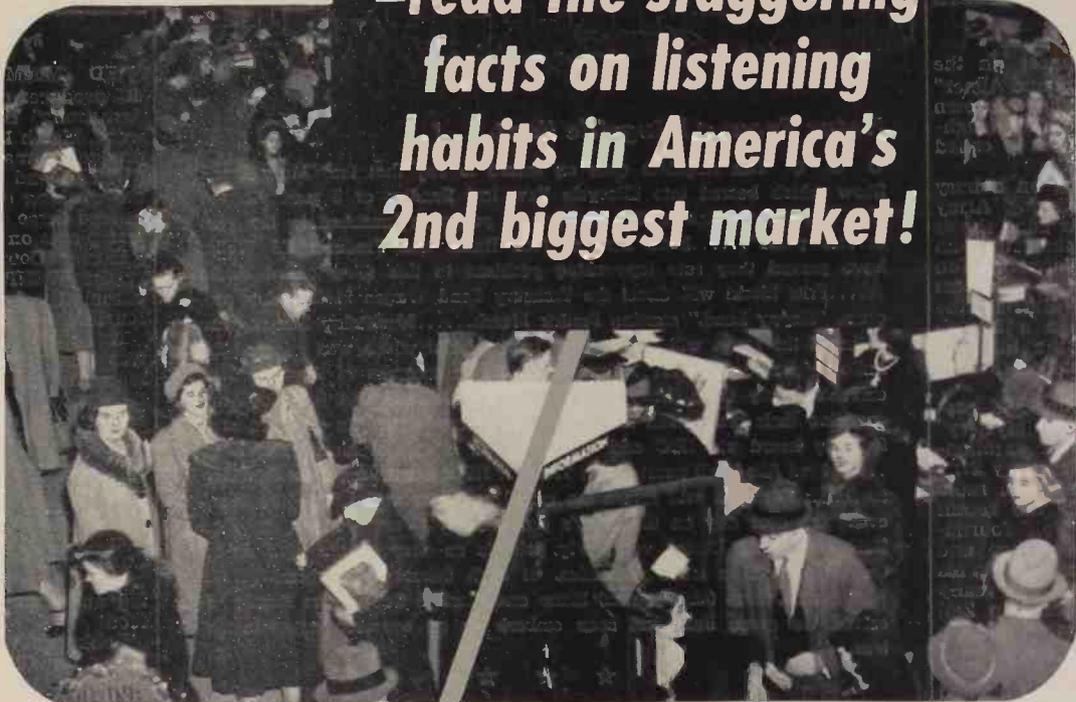


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IN BALTIMORE  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REE

## 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.



**—read the staggering  
facts on listening  
habits in America's  
2nd biggest market!**

We asked: "What station do  
you listen to most?"

**42%** SAID  
**WMAQ**

MORE PEOPLE ANSWERED

**"WMAQ"**

THAN THE NEXT 3  
STATIONS COMBINED!

**WMAQ**  
**CHICAGO**

In a recent nation-wide, all-county survey,  
people were asked:

*"What radio station do you  
listen to most?"*

In the Chicago area—America's second largest market—42% of the thousands who answered named WMAQ. This overwhelming choice of WMAQ is greater than that accorded to all other Chicago network outlets combined.

This fact is a fitting tribute to the great shows, the expert production and the fine transmission which are characteristic of NBC's key Midwest outlet.

To blanket the 2,855,700 families in the Chicago area—to cut a cash slice of this \$3,500,000,000 market—astute advertisers place their local and spot campaigns on WMAQ.

They all tune to the

**National Broadcasting Company**

It's a National Habit



# LOS ANGELES

By RALPH WILK

**L**OU CROSBY, announcer on the Blue Network's "Lum and Abner" program, is boasting about his own "Pin Up Girl." She's his infant daughter—and occasionally Lou is called upon to do the "pinning."

Al Pearce is operating on a busy schedule these days, playing Army and Navy camp and war bond shows five days a week and rehearsing and broadcasting his Blue Network "Fun Valley" show on the other two. Last week he and Arlene Harris (the human chatterbox) made a trip to Sacramento to aid in the big war bond show put on in that city's civic auditorium.

Carlton E. Morse, writer and producer of the CBS "I Love a Mystery" series, left for a week of vacationing in San Francisco, February 27.

Harry von Zell, deep-voiced radio announcer, competed in the recent War Bond and Charity Golf Tournament sponsored by Bob Hope and Bing Crosby. While Harry held up his end of the golf pretty well, he really should have won, as Mrs. von Zell was scorer for the foursome, and his young son was a part of the faithful gallery.

Sigrid Schultz, who was stationed in Berlin as a foreign correspondent from 1919 to 1941, and served for many years as a Mutual-Don Lee network commentator until the declaration of war against Germany, is the author of the recently published book, "Germany Will Try It Again."

First feminine employee of the National Broadcasting Company in Hollywood to join the armed forces is Grace Guarnera of the program traffic department, who joins the WAVES as an Ensign on March 8. Ensign Guarnera will take her indoctrination course at Smith College, Northampton, Mass. She left NBC on February 19th.

Kay Kyser's "College of Musical Knowledge" producer, Paul Phillips, is the proud pappy of a baby boy, Paul Junior, born February 10.

Cass (Cutup) Daley, of the films and radio, was guest comedienne on the Monty Woolley show February 23.

Jon Hall signed with Producer C. P. MacGregor for the lead in an original radio drama, "Love Divided by Two," written by Hector Chevigney and Paul Franklin for Skippy Hollywood Radio Theater's series.

At the start of his 4th year of service camp shows, Kay Kyser, "Old Professor" of the "College of Musical Knowledge," tabulated statistics on his war activities and found that in three years he had played a total of 1,700 shows in 480 camps.

# MAIN STREET



## Notes From a Ringside Seat...!

● ● ● This ringsider goes on record to say that the "Mary Small Show which bowed into Kilocycle Row last Sunday at 5 p.m. via the Blue Network, is one of the "best radio programs launched in the past several years".....both, Director Jack Rubin and Producer Ed Wolle, have proved they rate top-ranking positions in this thing called Radio.....Fritz Blocki will direct the Treasury Bond Wagon MBSaturday program, "Happy Land," starring Fredric March.....MacKinlay Kantor, who authored the story, will also appear in the script which was adapted for radio by David Victor.....Tom Dolan, traffic manager of the Blue Net, and his lovely bride, Betty Davis, who "I Do'ed it" last Saturday, are spending their honeymoon in Montreal.....Lee Grant, his orchestra was formerly heard via NBC and WMCA, dons a suit of khaki, March 24.....Fred Allen will guest on the Truth Or NBCConsequences show Saturday so Ralph Edwards, will return the compliment and will heckle the Texacomic the next day on the latter's program.....Vera Massey, the Blue Net's "Girl Back Home" vocalovely, who is as easy on the eyes as on the ears, used to teach dramatics, at High School "back home"..... Abe Lyman, Rose (Mrs. Lyman) Blane and Block & Sully, have finally received the green light and soon embark on an overseas entertainment tour.....



● ● ● U. S. Maritime Commission officials will soon name a Liberty Ship, the "Raymond Clapper," in honor of the late columnist and MBS commentator, who lost his life during the Marshall Islands invasion.....Tommy Taylor, NBC baritone, is thrilled by Jerome Kern's telegram, in which the composer lauded Tommy's recent introduction on the airwaves of his song, "Make Way For Tomorrow," from the forthcoming picture, "Cover Girl".....Larry Harding, CBStaff announcer, has written the lyrics to Cornelia Otis Skinner's tune titled, "Our Hearts Were Young and Gay," which will be released when Paramount releases the picture with the same title based on Miss Skinner's book of the the same name.....Some time ago, we predicted a bright future in Radio, for a little lady named Lisa Barrett Drew.....last Wednesday, the War Writers Board, awarded her script, titled, "The Candle and the Gun," the "outstanding script of the month".....Stuart Buchanan, script editor of the Blue Net, has appointed Bernard Dougall to his staff to replace Tom Langan who moved over to NBC.....Eric Correa, handsome young Maestro, whose sweet-swing orchestra has been featured at Knott Hotels for the past year, opens at the McAlpin Hotel in Gotham March 14, with plenty of airtime.



● ● ● A major film company has signed Paul Whiteman for an important sequence in the forthcoming production, "Atlantic City".....way back in 1920, after a six-month engagement at the Hotel Alexandria, L. A., Pops and his band made musical history at the Hotel Ambassador in Atlantic City.....the film moguls have asked Whiteman to assemble as many of his old time aggregation as possible, to lend authenticity and "Musique Whitemania" to the production.....A RADIOKAY to Jackson Beck, who didn't know that we knew, he donated a blood transfusion to his radio pal, Lawson Zerbe, who we are happy to report, is on the road to recovery at St. Luke's Hospital.....When the new "Voice of Experience" returns to the airwaves next Monday via WHN, his announcer will be the "experienced voice" of Art Green.....



—Remember Pearl Harbor—

# CHICAGO

By PEGGY BYRNE

**T**ED MacMURRAY, WENR producer now handling the "Armstrong" series leaves for Wood, March 11 to become West production manager for the Bi-WCFL and the Navy Department are working on plans for the to feed three daily newscasts to war plants on a closed circuit.

Homer Courchene, chief editor at the WENR-WLS transmitter, become the father of a baby boy fourth child.

A. L. Rice, WLS continuity was married on February Marian Nelson, of the Leo F. ad agency.

New feature has been introduced into local WLS "Barn Dance" casts. Red Foley has inaugurated five-minute interview shot with members of the studio audience. Staff is doing some advance preparation for this summer's victory gala. Last summer some 50 staff members worked together on a gardening and canning a large amount of food.

Bobby Jellison WBBM-CBS heads for California this Thursday. He'll set up permanent residence there.

Hugh Terry, manager of KLLColumbia's Denver outlet and Smythe, station's program director in town for a few days visiting W and talent scouting.

WBBM educational department added two new members to its staff, it was announced by Florence Berner, educational director. Barbara Lang comes to WBBM from W Louisville, Kentucky, where she is a women's commentator for two. Evelyn Dow, of Birmingham, Alabama, has also joined the educational staff. Her husband, Maj. Clayton Dow, Jr., now stationed at headquarters in Algiers, was formerly an engineer in New York.

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FOR RATES CALL LA 4-1200

# Plea For Continuance Of FCC Probe Voiced In Congress By Wigglesworth

# Commission Named For Radio-Press Study

(Continued from Page 1)

on a plea of guilty before the public opinion." He denounced the White House, the Department of Justice, the FCC and any one else in administration today or in the future who might be involved.

### Charges Freedom At Stake

Speaking both for himself and Representative Louis E. Miller, R., Wigglesworth called for study of efficient political favoritism, ill-faction, corruption and dictatorial control of the air," which he said had been heard against the FCC for "They have involved the whole nation of freedom of speech over the world," he said; both from within the industry and even within the administration itself. Select Committee, he said, "had failed to expect cooperation from the FCC and the administration generally. If there were no foundation for the charges, the investigation would have been welcomed. Truth is sought in the dark shadows of the cloak of concealment. Has the Select Committee received the cooperation of the administration? If not, on the contrary, it has with constant obstruction, intimidation and underhand tactics, in what appears to be a desperate effort to suppress the work of the committee and suppress the truth." Wigglesworth then referred to the silencing of Army and Navy officers by the House. He challenged the President's right to gag these proposed witnesses. He spoke also of testimony documents desired by the committee from the budget bureau and the FCC and denied by the White House.

### Alleges Requests Denied

In every instance," he said, "it was clear that the committee had no right or the disclosing of any information whatsoever. Income tax returns have been made available to other committees. Income tax returns requested almost a year ago by this committee have been denied by the President. When the chairman of the committee was appointed, it was reliably reported that the White House had instructions to whitewash the investigation and fold up the committee. Wigglesworth fought this story to the attention of the chairman personally with the result that I did not propose to be subjected to any whitewash."

Then, Wigglesworth said, "there has been continuous difficulty in obtaining documents and data from

the FCC. He protested also that no investigation has been conducted on the major licensing functions of the commission, "although these in all probability constitute the most important aspects of the investigation." The WMCA inquiry opened, he said, only after a threat that it would be brought to the House floor. "The hearings" said the Bay Stater, "developed startling testimony alleging conspiracy and coercion.

"They were abruptly terminated and indefinitely postponed by action of the three majority members of the committee, one of whom had arrived by aeroplane from Attu the day before the meeting. Neither minority member had any information as to the purpose of the meeting; one minority member had no notice of the meeting whatsoever until after it had been held. Both minority members were absent at pre-arranged meetings of other committees.

"The action taken and the pretext for the action can only be interpreted as a determination to yield to the administration pressure and to suppress indefinitely unsavory facts said to involve high administration officials and advisers, past and present.

### Refers to Garey Matter

"Resignation of Eugene L. Garey as committee counsel," he continued, "had been sought, desired and plotted by those whose sordid activities cannot stand the light of an honest investigation." He quoted Garey's letter of resignation Wigglesworth charged also that the resignation of E. E. Cox as committee chairman last fall was "brought about by methods both brutal and shameful. They were without justification, whether or not the chairman was to continue in office. Are we to assume that these methods continue?" Wigglesworth asked, "can it be that counsel for the committee has also felt the fires of coercion? Statements in the public press indicate that Mr. Garey's resignation was demanded under threat of criminal action, not against himself but against a friend and associate. I quote from the Washington "Times-Herald" of February 19, 1944.

"The same tactics are being pursued that caused the original chair-

man of the committee, Representative Cox, (D.) of Georgia to announce his resignation in a dramatic floor speech last September 30. The Justice department is said to have been enlisted in the campaign, bringing pressure upon one of Counsel Garey's associates to persuade him to give up the thankless task of exposing Fly and his dictatorship methods which have reduced the radio industry to terror."

### Shouts Demands to House

"I demand an end of these tactics," he shouted. "I demand that the majority members of the committee resume hearings on station WMCA at the earliest practical moment. I demand that they take immediate steps to insure the production by the Federal Communications Commission of essential documents and data. I demand that they permit the orderly conduct of this investigation without fear or favor. I demand that they comply with the mandate of this House regardless of pressure from the administration or any other source. If the present chairman is unwilling to comply with these demands he should immediately resign from his position and permit the appointment of a fearless successor who will not bow to executive domination."

### Final Cantor Count

San Francisco—Final count of Eddie Cantor's recent's 24-hour marathon War Bond broadcast over KPO is \$40,172,350, according to KPO. A check showed that 17,435 people passed through the doors of Studio A during the 24-hour broadcast. More than 100,000 words of script were prepared for the stunt by producer Don Thompson and his aides—Bill Shea, Noel Francis and Helen Morgan.

★ ★ ★ ★ ★

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

★ ★ ★ ★ ★

(Continued from Page 1)

by the commission. Its 14-man personnel and four-member foreign advisory committee include college professors, bankers and lawyers. Working newspapermen are barred from membership in the commission. Plans have been made for a research organization to be quartered in New York.

Commission members associated with the radio industry are Robert D. Leigh, chief of the Foreign Broadcast Intelligence Service of the FCC and head of the United Nations Monitoring Committee, and Archibald MacLeish, Librarian of Congress and author of NBC's "The American Story."

In New York a spokesman for publisher Henry Luce reiterated that Time, Inc., had no connection with the commission other than underwriting it. "We just gave them a grant of money for a project they're interested in, to wit, the freedom of the press," said the representative of Time, Inc. "All we've done is put up the money," he emphasized.

### Army and Navy ET's

Kent-Johnson, Inc., transcription outfit, report the completion of a series of 39 five-minute recordings in co-operation with the Medical Corps of the Army and Navy. The series, titled "The Wounded Don't Die," is sponsored by the Mutual Life Insurance Co. Platters are to be heard initially on a limited group of eastern outlets, with later expansion planned to cover other markets.

### Gets Philco Post

The newly elected vice-president in charge of the Home Radio Division of Philco Corporation is Larry F. Hardy, John Ballantyne, its president, announced recently. Mr. Hardy has been associated with the company since 1932 and will be in charge of Philco's entire home radio business.

**WANTED**  
Radio Engineer for 1,000-Watt (RCA transmitter) Radio Station in Texas. Give experience and educational background references in application. Write Radio Daily, Box 806, 1501 Broadway, New York 18, N. Y.

## CHATTANOOGA

IS THE HEART  
OF A POWER  
EMPIRE SERVED BY

## WDOD

CBS

**5,000 WATTS**  
DAY AND NIGHT  
PAUL H. RAYMER CO.

## • TELE TOPICS •

### Megacycle Mumbo

Watch Farnsworth for a big development. . . That 13-page "secret" document, which is being circulated by CBS among its top executives, makes out a case for higher frequencies along the lines of perfecting television to the point of public acceptance. . . FCC's coming statement on tele may give FM the green light instead. Incidentally, an expected post-war boom in FM may detour eye-and-ear development for a spell.

Speculation is current whether Arde Bulova is planning considerable sight-and-sound operations. . . Don Emilio Azcarraga, radio's head man in Mexico, will have a look-see at tele when he visits Gotham soon. . . Spontaneous growth of the Television Press Club in the past six weeks now shows a membership of scribes from publications with a combined circulation estimated at 14,000,000. . . Live shows are practically a certainty over NBC in early April. . . Television Workshop is readying a package show on juvenile delinquency over Du Mont.

The two Henry's—Ford and Kaiser—are eyeing the home-receiver market. . . Governments-in-exile are scrutinizing the tele field as a post-war "ladder" industry. . . FCC inspectors have been looking over the Du Mont experimental outlet in New York prior to the granting of a commercial license, which ought to be coming through soon. . . General Electric is reported to be seeking shows for presentation over WRGB, Schenectady. . . Wonder what plans the Balaban & Katz station in Chicago is hatching for coverage of the GOP and Democratic conventions?

RKO may soon have some interesting news on the use of film in eye-and-ear entertainment. . . Nat Woolf seems to be keeping M-G-M's extensive tele plans well under wraps in Hollywood. . . Dick Hubbell, tele specialist for N. W. Ayer & Son, has summed up the sight-and-sound situation very neatly for the distaff side in a piece for "Mademoiselle" mag, on the newsstands yesterday. . . Scophony Corp. is considering the manufacture of home-receiving sets at war's end, in addition to its theater-tele projects.

### I'D RATHER WRITE THAN BE PRESIDENT—BUT FOR RADIO

Newspaperman for 17 years with radio writing experience, available for comedy-dramatic and news shows. Presently employed. Draft status—4F.

Write to Box 811  
RADIO DAILY

1501 BROADWAY, NEW YORK, 18, N. Y.

## PROGRAM REVIEWS

### "IT PAYS TO BE IGNORANT"

Philip Morris Cigarettes  
WABC-CBS, Fri., 9:30 p.m., EWT  
The Biow Company

"It Pays To Be Ignorant" bowed in over the Columbia network last Friday night under the banner of Philip Morris cigarettes. And while the first program wasn't as mirthful as it might have been, the show that contributes to second-childhood delinquency is a great improvement over its predecessor, the Philip Morris Playhouse.

The two persons who must be credited for making the format successful are Lulu McConnell and Tom Howard. Miss McConnell's aggressive moronism on the answering side of the fence and Howard's patient emceeing on the other help to "brighten" some of the duller moments of what may be called the prankster's "Information, Please." Let's hasten to add that Harry McNaughton and George Shelton are not dispensible voices to this show. Their effervescent ignorance fetches many a chuckle, too.

For the few persons who don't know how much it pays to be ignorant, "It Pays To Be Ignorant" is just like "Information, Please" except for the cast, as you can see, and the quizzes are so worded as to contain the answers somewhere in the body of the questions. In the case of "Information, Please," persons whose questions are incorrectly answered become the recipients of sets of Encyclopedia Britannica. Not so in the case of IPTBI. The freak contests manage to never answer the questions correctly, with the result that both the senders of questions and guest participants in the program are always assured remuneration. It does pay, doesn't it?

### "MUSIC U. S. A."

Sustaining Program  
WNEW, Sundays, 12-12:30 p.m., EWT  
"Music, U. S. A." provides a cheerful half hour of American folk music for every listener in the family, young or old. The format of this program isn't anything unusual, however, the simplicity and casualness with which the selections are announced make this interlude a very refreshing one.

The first program featured the "Song Spinners" led by Margaret Johnson, who read descriptive and informative histories of the various selections which included folk dance songs, early nonsense songs and many others, all adding up to a musical history class.

This series should hit a most responsive chord for the reason that it is aired at a time when the whole family is able to listen to it.

Heard on the first program were

### Olsen and Johnson Audition

Olsen and Johnson, of "Hellpapop-pin" fame, are the latest to audition as prospective substitutes for Ralph Edwards "Truth or Consequences" on NBC. Edwards enters army Mar. 8.

### STORYLAND THEATER

Sustaining Series  
Saturdays, 6:15-6:30 p.m., EWT  
WJZ, The Blue Network

A simple story and effective orchestral themes combine to make "Storyland Theater" a delightful introduction for America's youngest radio audience to the magnificent store of great music. That is why Jules Werner's charming dramatizations together with Paul Creston's picturesque musical accompaniment provide one of the most progressive educational programs on the air today.

One of this series, entitled "A Mexican Treasure," is the story of two little Mexican children who are very anxious to see the colorful fiesta being held in the town not far from their farm. When the youngsters approach their parents for permission to make the trip, they learn that their farm is in a very bad financial state. Not forgetting that children are children, Mr. Werner permits his characters to act normally—impulsively, recklessly. And not forgetting to bring out the altruistic purpose of the program, Werner's script shows how children can be thoughtfully instrumental in saving a happy home. Yes, the children, with the blessings of their grandmother and in possession of the family luckpiece—a priceless emerald necklace—get to the fiesta. The story ends with the farm saved at the price of the necklace—which the children sold at the fiesta.

A world of advice to Mr. Werner: If his foreign children are going to speak as well as American children do, please have their parents express themselves in the same idiom. It's a little incongruous to have the elders speak with a heavy dialect, while the children sound like the kids next door. However, that's such a minor point to what this program accomplishes.

It is obvious to say that a program of this type will do more to encourage a greater audience to listen to fine music than practically any other; for Mr. Creston, one of our important modern composers, imparts appealing musical transitions to these stories, and without them, they might be devoid of the charming touch.

The following numbers which were diversified enough to attract music lovers of all kinds of music—from the classics to jazz: "Skip To My Lou," "Soldier, Won't You Marry Me?," "Shoot the Buffalo," "Low Bridge," "Keemo Kimo," "Betsy From Pike," "The Old Chisholm," "A-Rid in Old Paint," "Mr. Froggy Went a Courtin'," "The Old White Mare," "Paper of Tins," "The Deaf Woman's Courtship," "Lil' David, Play On Your Harp."

### Martha Brashears Engaged

Martha K. Brashears of Blue Net publicity dept., has announced her engagement to Samuel J. Gibson of the merchant marine, recently returned from the Mediterranean.

## PROMOTIONS

### Bond Auction

In a new-type of bond promotion that netted Uncle Sam \$1,000,000, KVOR, Colorado Springs, was the air for six hours in the War Loan Drive Radio Auction, complete with auctioneer, studio audience, and approximately 150 telephones donated by local businessmen and individuals. Six staff members stationed by telephones to take orders from the listening audience on anything from a live de-odorized to four pair of nylon hose. A mangle goat brought \$1,850, in Bonds, and the audience was taken to fever pitch by the announcement that "The next six phone calls will win one box of peanuts apiece for the War Bond bid." The excited telephonic girls shouted staggering sums to the auctioneer, and the studio audience supplied all the humorous remarks necessary to a successful performance. This auction managed to equal similar performance last September by more than \$75,000, and if you win a Fifth War Loan Drive, KVOR expects to clear even more, because individuals are already offering anything from Elk's teeth to home furnishings in anticipation of Uncle Sam's next drive.

### Educational

Radio plays a very important educational role, as indicated by the most recent brochure which announces the program schedule designed to benefit the classroom of the Chicago public schools. Chicago stations are cooperating with the school system for the purpose of bringing to the listening audience miscellaneous programs arranged to bring informative news, biographical dramatizations of standing Americans, talks on United Nations, scientific programs of great composers, book authors, stories pertaining to fighting fronts, and good news policy programs, not to mention numerous others which are aired on stations WIND, WJJD and WBEW. These programs are aired during school hours, of course, and in cases begin at 10:30 a.m. and continue through until 2:45 p.m.

### Hill Billy Fanfare

Houston, Texas—Series of quarter hour broadcasts are being aired on KXYZ as the opening guns in a campaign to "draft" Senator W. O'Daniel of Texas for the Democratic presidential nomination this year. The program is against a background of the hillbilly music which helped former Fort Worth flour salesman to the seat of governor of Texas and thence to the Senate.

### Joins KRGV Staff

Weslaco, Texas—Brad H. Smith, formerly news editor of KRGV, has been named assistant station manager by Archie J. Taylor, KRGV station manager. Station is member of Taylor-Howe-Snowden group headed by O. L. "Ted" Taylor.

# FM-Tele Conflict in Post-War Era

(Continued from Page 1)  
 planning. He forecast rapid development of FM after the war with a systematic and less growth of television. "You can see that the RTPB will recommend that will be in the interest of prosperity and the return of the viceman," he said.  
 The question of allocations desired both FM and tele, the speaker stated that the Planning Board try to make a reasonable apportionment to each service, since should not occupy the same frequencies. Recommendations of the would be two-fold, he signified. Commercial operations, he disclosed, not be held back by any major that took time, although there intention to freeze standards. Commercial assignments would be he went on, based on the "We propose to have a host of experimental bands based on the future," he said.

**Warns Against Obsolescence**  
 warning of the inevitability of a change over about a decade after the war. Goldsmith made public his proposals to cushion the shock, which he made to the Planning Board. A minimum guarantee against obsolescence was necessary, he indicated. Government restrictions on transmission and manufacturers' limitation set production for a period of seven years. Coupled with a permit or transitional period of three years, he set forth, the change over could be accomplished with a minimum of inconvenience. The development of television was forecast from 1925 when one school of thought held that 30 lines in a picture were good enough, and another school advocated 45, to the present-day standard of 525 lines. The speaker highlighted his sketch with a copy of a recent request from a planning head for a large motion picture and theater chain. The film industry executive inquired about frequency allocations and favored 1,000-line pictures operating at 15 megacycles.  
 The meeting was attended by a large turnout of more than 30 representatives and editors from the general trade press. Richard W. Hubert, television author and consultant, was chairman.

## KWBW On The Air

Corpus Christi—The official call for Corpus Christi's new station KWBW and is owned and operated by the Century Broadcast Company. The new station took to the air last week.

Need Bright Commercial Jingles that will sell?  
 Consult  
**BOB BRIGHT**  
 Radio Registry, LA. 4-1200 or write 805, Radio Daily, 1501 Broadway, New York 18, N. Y.

# ★ AGENCY NEWSCAST ★

VERNON M. WELSH, copy director, and ARTHUR A. SURIN, art director, have been elected vice-presidents of Geyer, Cornell & Newell, Inc., it has been announced by B. B. Geyer, president. Welsh has been with the agency since 1942. He was previously copy director of Campbell-Ewald Company, served as copy and contact executive with G. Lynn Sumner Company, and was editor of Cheshire House, publishers of Limited Editions books. Surin joined the agency's art department at the Dayton office in 1931, was transferred to New York, and became art director in 1938.

GODDARD LIEBERSON, director of classical artists and repertoire for Columbia Records, will also assume charge of the educational and children's catalog. It is the purpose of the Company under his direction to make a thorough investigation of the educational record field, musical and otherwise, and also the field of children's records.

GENE KUEFNER has been appointed circulation manager of "Look" magazine. Kuefner has been associated with the publication for five years, serving as assistant circulation manager prior to his new appointment.

## North Carolina Stations In WAVE Recruiting Drive

(Continued from Page 1)  
 5, has already caused a 700 per cent influx compared to the amount of interest previously shown by persons interested in this branch of the U. S. Navy. Lt. Armand Deutsch of the Branch Radio Section of the Navy's Office of Public Relations, announced yesterday.

Participants in the campaign include the Standard Oil Company which turned over its Esso Reporter programs over WPTF, WBT, WCNC and WSJS, to this worthy cause through the efforts of Donald O'Brien of the company's advertising department; G. W. Freeman of Marschalk and Pratt advertising agency prepared the 60 spot announcements which are read over these stations; 28 copies of the one-half-hour transcription featuring a variety show produced at the WAVES school, Hunter College, New York City, are being presented over the 28 stations cooperating in the drive; a special recording of "WAVES In Navy Blue" with Fred Waring and his ensemble was dedicated to this cause by the popular conductor; five 15-minute programs called "American Women At War" were also donated by the Wrigley Company.

Navy personnel largely responsible for the publicity arrangements: J. Harrison Hartley, Lt. Andrew Dudley, Lt. Lodwick Hartley, Lt. Hazel Markel, of the Office of Public Relations in Washington, D. C., contacted each N. C. station for the purpose of familiarizing them with the campaign set-

up. MCKESSON & ROBBINS, INC., has appointed Benton & Bowles, Inc. to prepare market studies and advertising plans for a new drug product to be introduced within the next few months, it has been announced by L. M. Van Riper, McKesson vice-president and advertising director.

E. INGRAHAM COMPANY, Bristol, Conn., manufacturers of clocks, watches, industrial timing devices, and woodworking specialties, announce the appointment of Ruthrauff & Ryan, Inc. of New York as their advertising agency.

LORRAINE B. RHODES, formerly program director of WBYN, joined the Blackstone Co. on February 11 as script writer in the radio department. Sally Cavanagh, formerly with the Blue Network spot sales department, has joined the agency as head of Radio Research.

WOV, New York, has designated the Surety Advertising Company as its advertising agency. Herbert S. Chason is account executive.

NAT RUBENSTEIN, former special representative for Lackner's, has just been appointed sales manager by Frederic W. Ziv, Inc., transcription producers.

## Joan Davis Coming East

Joan Davis, star of "The Joan Davis Program with Jack Haley," returns to New York after an absence of six weeks, March 23 for a four week stay during which the show will originate over NBC from Radio City on Thursdays at 9:30 p.m., EWT. Accompanying Miss Davis will be Jack Haley, Verna "Blossom Blimp" Felton, Sharon "Penny Cartwright" Douglas, Dave Street and the writers of the show.

## Joins KDKA Staff

Pittsburgh—Charles L. Devault noted news analyst, who joins KDKA's staff on March 6 will be introduced to Pittsburgh civic leaders and newspaper editors at a luncheon Thursday, March 2 at the Hotel Roosevelt.

up, and due to her perseverance, every station agreed to devote the sustaining time besides trying to obtain their sponsors' time to boost this patriotic campaign, Lt. Deutsch explained. Lt. Markel is also credited for having delivered all the recordings and transcriptions pertaining to the drive, he added. Lt. (J. G.) Helen Jacobs, USNR, famous tennis star, is touring part of the state, appearing at the various women's clubs and functions.

Call letters of the North Carolina stations devoting their efforts: WISE, WWNC, WBBB, WAYS, WBT, WSOC, WEGO, WDNC, WCNC, WFNC, WGNC, WBIG, WGBG, WGTC, WGBR, WHKY, WMFR, WFTC, WHIT, WPTF, WRAL, WCBT, WEED, WSTP, WRRF, WMFD, WGTM, WAIR, WSJS.

# House Of Commons To Investigate CBC

(Continued from Page 1)  
 powerless to act, under the constitution of CBC, to make a move regarding a general manager.

In the course of a general criticism of the CBC set-up and programs, John Diefenbaker urged creation of an independent board, similar to the board of transport commissioners, to regulate radio in Canada and the relations of the CBC to privately owned companies.

Rep. E. G. Hansell (N. D., MacLeod) said he would go a step farther and revamp the whole structure of the corporation, leaving the CBC government control only over the affairs of the corporation. For the general regulation of radio in Canada, he proposed a three-man commission with one member nominated by the CBC, one by private stations and one by the government. Gen. LaFleche said he did not agree that the CBC had lost the confidence of the people and was sorry to hear statements to that effect made in the House.

Mr. Diefenbaker deplored the fact that no general manager had yet been appointed. The CBC was in great danger of becoming a political football, he said, adding that the board of Governors had lost the confidence of the people. The board should resign and the Government appoint men who would carry out the principles as enunciated in committee reports over successive years, he said. On the board should be a representative of the press of Canada.

Private stations have their place in the broadcasting set up in Canada. He wanted no monopoly. Today all private radio stations were under the control of the CBC, he observed, urging a limitation on the extent of commercial advertising which the corporation should be allowed to carry.

Another member urged an investigation of the profits made by sponsors of radio programs. He felt that comedians drew too much money. "We are permitting the commercialization of the Sabbath." He said, it was the thin edge of the wedge to destroy Christian principles.

## Night Club Sponsor

Expanding its radio advertising budget, Leon & Eddie's, New York night club, have launched a five-minute news program, "Midnight Extra," on WJZ.

## TELEVISION

Technical Director  
 Production Engineer

A very large organization for the production and broadcasting of television programs needs a man who is thoroughly grounded in the engineering phases of television and who has also had studio experience from the very beginning of the art. He must be able to actually stage the program, handle the controls, if necessary, take charge of everything from supervision of lights to putting program on the air. Salary commensurate with ability. Write giving complete details of experience. All communications will be held strictly confidential. Box No. 810, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— WASHINGTON —

SEATTLE—Housewife listeners to SKIRO are being richly endowed with (quoting an appreciative writer) "interesting and useful" programs. "Housewives" is a radio news-magazine directed by Judith Lane; new quarter-hour titled "Making a House a Home," features Adena Latta, home furnishing authority and the music of Charlotte Musgrave, pianist; to which are added frequent guests with helpful hints to the ladies. . . . Popular demand had its way and "Pet Peeve Show" is again being heard over KIT. Return airing is handled by Mike and Ike—Harrison Miller and Ben Lasser, Simon's Furniture Co. manager and sponsor of the show.

— SOUTH CAROLINA —

COLUMBIA—WIS staffers are missing Scott Helt, engineer and Cosette Merrill, director of women's programs. Happy pair were married recently and are now honeymooning in the East. . . . Civic club leaders are currently trying to answer the questions of Jack Peterson and Bill Simmons on the WIS weekly quiz called "Put and Take," originating from local hotel. . . . Called the oldest army camp program is "Fort Jackson on the Air," heard weekly as a sustaining.

— NEW JERSEY —

NEWARK — Paul Brenner of WAAT's "Requestfully Yours" program is glad they don't all swoon at mention of the "name." Some buy bonds, as evidenced by the sale of \$23,500 worth in connection with his recent offer of 386 of Sinatra's Hollywood Bowl Concert Souvenir Programs to "first come, first served" bond buyers. . . . Ted Webbe, program director at WPAT, has been tendered a scroll by the N. J. State War Fund in recognition of his efforts in the campaign.

— INDIANA —

FORT WAYNE—WOWO-WGL is airing the Indiana High School basketball tournaments with Tom Carnegie doing play-by-play and sponsored by Perfection Biscuit and Eckrich Meat Co. . . . WOWO hosted 85 members of the Fort Wayne Navy Mothers Club recently on the "Meet Your Navy" program when movies on Navy recruiting were a feature of the show. . . . Also guesting recently at the studio were Art Kassell and Hal McIntyre, band leaders, and newscaster Arthur Reilly.

— FLORIDA —

WEST PALM BEACH—Cy Newman is the newly appointed director of publicity at WJNO where he is also directing sports, special events and holding forth in the commercial dept. Busy man, Cy! . . . Uncle Sam pointed again to WJNO; result, Lee Taylor and Cal Morrow reported to Camp Blanding. Taylor's a.m. show and Homemaker's matinee have been taken over by Bill Marlowe, newest staffer acting as regular newscaster and announcer. . . . Becky Frasier, traffic manager-secretary, vacationing in Minnesota. . . . MIAMI—WIOD aired an address by Morley E. MacKenzie, Imperial Potentate for N. A., to South Florida Shriners recently. . . . Femme control engineer replaces same at WIOD — Sheila Cameron arrives; Adele Goddard departs.

— OHIO —

DAYTON — WING's popular variety show, "Sunny Side Up," had to add 15 minutes more to its half-hour program, because new sponsors want their commercials aired over it. . . . WHIO recently arranged a special broadcast for Dr. Ray Wyland, National Director of Education and Relationships of the Boy Scouts of America, when he arrived from N. Y.

— PENNSYLVANIA —

PHILADELPHIA — Anniversary: Leonard Matt, WDAS newscaster, recently celebrated his 10th consecutive year with this outlet—in same capacity. . . . Katherine Clark, WCAU newsplayer, whose weekly news-letter is being published in 54 local junior high and high school newspapers, has been requested to address the Girl Scouts' Annual Convention in March. . . . Anice Ives, director of WFIL's "Everywoman's Club," attended the "American Home Campaign" confab of the NAB Association of Women Directors last week. . . . Arthur Scanlon, formerly of WHOM, is now miking at WIBG.

— WISCONSIN —

MILWAUKEE — Bob Heiss who conducts the WTMJ "Furlough Fun" program from USO Headquarters would find a warm welcome in at least one New Jersey home. On two occasions in the short space of three weeks he placed a call during the show to Seaman Houston's wife in Cresthill—the second being on Houston's seventh wedding anniversary. Now Bob is "just a friend of the family."

— OHIO —

CINCINNATI—When Bradley Kincaid, WLW's authority on American folk music, was laid up with the flu recently, the station was deluged with mail and telephone calls. He's back now miking thrice weekly "Boone County Jamboree" . . . KHG, Los Angeles, is the 24th Mutual station to sponsor Jimmy Scribner's one-man show, "The Johnson Family," which originates from WKRC. . . . CLEVELAND—Ned Mann, a special magazine feature writer, has taken over the two newscasts on WHK, which are sponsored by the Kurtz Furniture Co.

— MASSACHUSETTS —

BOSTON—Linus Travers, exec vice prex of Yankee Network, has been invited to attend the coronation ceremonies of Snow White at WLW, Cincinnati, Ohio. . . . WEEL: Banter, songs and piano ramblings combine this station's newest program, "Home Front Hannah and Her Pianna." Her real name is Alma White. . . . WORCESTER—Phil Teranova, world featherweight boxing champion, was a recent guest on WTAG's "Scoreboard" conducted by Phil Jaesen, station sportscaster and news editor. . . . Barbara Milliken is Mildred Bailey's new secretary.

— NORTH CAROLINA —

GOLDSBORO—WGBR has obtained Captain Terence Michael Harcourt as its new production manager. Harcourt hails from the West Coast where he has been prominent in radio for the past several years at KFAC, KMPC, KHJ and KLX, as well as production work on CBS. His wife, the former Dorothy Farrar, well known Mutual actress, will join him shortly. . . . NEW BERN—During the recent War Bond Drive, the station raised a total of \$173,300. Chief Announcer Paul Parker garnered more than \$42,000 on his popular Blues Chasers program; Program Director Ed Burwell netted over \$39,000 on his 1450 Club; and a night show, "Let's All Back the Attack," grossed better than \$84,000.

— NEBRASKA —

OMAHA — "Cheer-up Time" program sponsored by Iowa Mastersons Hatcheries over WOW. Melodious words of cheer are presented by DeMoss, Stan Rucker, violinist, and Oden, organist. . . . KOWH is sponsoring a series of Thursday programs for the "Youth Club," a citywide movement to cut down vandalism in city's parks and to help solve the juvenile delinquency problem. . . . Sgt. Baker, former WOW announcer, in India and Milton Rieck, former director, is in Australia with the Cross.

— OKLAHOMA —

OKLAHOMA—CITY—After months' radio engagement, Sellers, WKY organist, goes to Chicago. . . . Announcer is Jack Caldwell, and Tony Chastain, Army band leader. WKY covered the Philharmonic launching of the Cruiser U.S.S. Omaha City, subscribed by the spectacular \$45,000,000 bond drive one day—April 22, 1943.

— DISTRICT OF COLUMBIA —

WASHINGTON—Tied in with gram titled "Crime Clues," a 10-part dramatization of police bulletins. . . . WINX's offer of 10 weekly rewards totaling \$1,000 for information leading to the arrest and conviction of the criminals. Police will co-operate in solving clues and perform any follow-up leads resulting from the broadcast.

— MISSOURI —

ST. LOUIS—Gordon Carter, producer and well known in theatrical circles, is scheduled to direct the skits to be featured in the Tenth Anniversary Gridiron which is being given by the Western Advertising Club of St. Louis at the Hotel Jefferson, March 23. Cast and chorus for the skits will be announced at a later date.



March 1

- Kathryn Field, Kitty F. Harrald, Harold Kean, Syd Kurlan, Charles Lyon, Charles Martin, Glenn Miller, Herb Plambeck, Teddy Powell, Dinah Shore, Jimmy Stevenson, Edward A. Davies, George Frame Brown, Ted Shupp

WANTED HAMMOND ORGAN

Write RADIO DAILY Box 809 1501 B'way, New York 18, N. Y.



The WTAG Mobile Unit

FOR BIG EVENTS IN A BIG MARKET

WTAG WORCESTER



is for COVERAGE

WKY, on 930 kc., covers more of Oklahoma than any other Oklahoma City station.



WKY HAS EVERYTHING — FROM "A" TO "Z"

# Outlines Future Of Tele

## Seeks Hearing From Lea Committee

Washington Bureau, **RADIO DAILY**—The FCC would welcome questioning by Congress as to what part in the WMCA sale, Chairman James Lawrence Fly wrote James F. Lea, chairman of the Select Committee investigating the FCC, yesterday.

Lea declared that he felt "impelled again to request that the Commission be given a prompt hearing before the Select Committee," writing this in view of the "critical

*(Continued on Page 7)*

## MacMurray Heads Prod. At P

Chicago—Robert M. Hutchins, president of the University of Chicago, in response to an inquiry made by **RADIO DAILY**, yesterday defined the radio aspect of the investigation to be conducted by the "Commission on the Freedom of the Press." Mr. Hutchins, as chairman of the commission, declared:

"The commission on the freedom of the press will investigate and report on radio communications in the same way in which it will investigate

*(Continued on Page 6)*

## Portable Wire Recorders Used Out For Invasion Use

Experiments with the portable wire recording equipment for use by radio correspondents during the forthcoming invasion of Europe have been conducted by the networks, it was reported yesterday, and the new recording device will be given a trial.

*(Continued on Page 2)*

## Willkie Guest Tonite

Wendell Willkie will be heard on the "March of Time" program tonight, speaking on unity in party government in the United States.

He will be heard from New York over NBC at 10:30 p.m. EWT. Also appearing on the program will be Lt. Commander W. R. McWhirter, in charge of all the British Royal Cadets now receiving training at Pensacola, Florida.

### Lost And Found

When a four-year-old boy recently strayed into the swamp lands near St. Augustine, Fla., WFOY broadcast an appeal for volunteers to join the search. Police and defense units quickly responded to the radio call. After an all-night hunt the tot was found the next morning. The Florida outlet kept the public informed during the search and later flashed the rescue news.

## Hutchins Defines Commission's Role

Chicago—Robert M. Hutchins, president of the University of Chicago, in response to an inquiry made by **RADIO DAILY**, yesterday defined the radio aspect of the investigation to be conducted by the "Commission on the Freedom of the Press." Mr. Hutchins, as chairman of the commission, declared:

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*(Continued on Page 6)*

## Tele. Film Execs Deny Reports Of Affiliations

Denial of affiliations between television firms and film producing organizations were received yesterday from two sources.

Courtney Pitt, assistant to James

*(Continued on Page 3)*

# Second District NAB Confab Opening Today In New York

## Political Groups Use Radio Extensively In Primary

Wisconsin Rapids—With Wisconsin being among the first states to conduct a preferential primary election for delegate slates, indications point to extensive use of radio facilities for reaching the electorate. The Stassen for President Club of Wisconsin is

*(Continued on Page 6)*

## Trammell, NBC President, Announces Web Interest And Plans To Develop Television In Post-War Period

## New Pact Settles Row Of AFM-Chi. Stations

Chicago—A new contract signed last night between Local 10 of the American Federation of Musicians and Chicago's four network-affiliated stations has eliminated the current threat of a strike, has provided for an increase in the number of staff musicians employed and raises the pay of music librarians and their assistants. Effective March 15, the pact

*(Continued on Page 2)*

## FCC Receives Application For WQXR-"Times" Deal

Washington Bureau, **RADIO DAILY**—The FCC yesterday announced receipt of the application from the Interstate Broadcasting Company, New York, for transfer of control. The transaction will shift

*(Continued on Page 2)*

## Can. War Labor Board Classifies Radio Comm.

Montreal—The National War Labor Board today came to the support of Claire Wallace, Toronto radio commentator, and ruled her exempt from

*(Continued on Page 2)*

Declaring that "television presents the greatest challenge and the greatest opportunity" of all post-war developments promised by the arts and sciences of radio, Niles Trammell, president of NBC, issued a statement to NBC affiliated stations yesterday, in which he outlined the net's plans for the development of post-war television networks.

"The addition of sight-and-sound to radio is as revolutionary as was the addition of sound to sight on the mo-

*(Continued on Page 3)*

## Net Attorneys Oppose Suggested FCC Rule

Washington Bureau, **RADIO DAILY**—Washington—Network affiliation contracts should not be made public by the FCC because radio is not a common carrier, the Commission was told yesterday by James D. Wise and Philip Hennessy. The two attorneys were appearing to oppose the Commission's proposed new rule 1.5 requiring the filing for public inspection of a number of broadcasters'

*(Continued on Page 3)*

## Will Report to Nation On 4th War Loan Drive

Washington Bureau, **RADIO DAILY**—Washington—Henry Morgenthau, Jr. secretary of the Treasury, will tell the nation tonight the Fourth

*(Continued on Page 2)*

## Soundless Fury

A certain script at CBS had the network's sound effects department in a dither the other day. It called for "the roar of a dinosaur," giant prehistoric reptile. A telephonic huddle with the American Museum of Natural History brought the information that the dinosaur, like our modern giraffe, could make no sound. Mr. Dinosaur was eliminated from script.



Coming and Going

New Pact Settles Row Of AFM-Chi. Stations

(Continued from Page 1)

will run for three years from date.

The terms of the agreement, reported late last night, call for addition of five additional musicians to the present staff of each station on the effective date of the contract and the addition of five more at the beginning of the second year. Three will be added at the beginning of the third year. Wage scales for the musicians will remain as presently established.

Librarians Get Pay Boost

The salaries of music librarians have been raised from \$75 to \$95 weekly while the compensation of assistant music librarians will be boosted \$50 to \$75 weekly.

Where librarians and their assistants formerly worked six hours continuously, they now will work eight hours out of an eight-hour period. It was stated that another clause in the contract permits staff musicians to make musical arrangements on a single-engagement basis. This formerly was forbidden.

The four network outlets involved are: WMAQ (NBC), WBBM (CBS), WENR (Blue Network) and W... (Mutual).

First Corwin Show

Norman Corwin's new CBS series "Columbia Presents Corwin," sound off for the first time "Movie Primer," a Hollywood series featuring Everett Sloane and Mimi Pious, Tuesday, March 7, from 10:30 p.m., EWT.

JOHN A. BACON, sales manager of WKBW, CBS affiliate in Buffalo N. Y., has arrived for conferences at the headquarters of the network.

WALLACE BEAVERS, program director of WCOL, Blue Network station in Columbus who has been here since early in the week, leaves today on the return trip to Ohio.

CHARLES P. SCHOFFNER, director of rural broadcasts for WCAU, Philadelphia, is back at the station following a short trip to New York.

ROBERT G. SOULE is in town. He's vice-president and merchandising manager of WFBL, Syracuse outlet of the Columbia Network.

BARBARA DEGAN, secretary to Dan Donnelly, manager of KFRC, San Francisco, vacationing in New York.

CORDON HAYES, of the sales office of WTOP, CBS-owned outlet in Washington, D. C. is on a short business trip to New York.

WILLIAM A. RIPLE, commercial manager and sales promotion director of WTRY, Blue Network affiliate in Troy, N. Y., is spending a few days in New York.

GUNNAR O. WIIG, treasurer and general manager of WHEC, Rochester, N. Y., outlet of CBS, is in town for conferences at network headquarters.

HUGH R. NORMAN, station manager of WNBH, is here from New Bedford for a short visit on station and network business.

PAT KELLY, production manager of KFRC, San Francisco, is back at the home offices following a jaunt to Hollywood, where he conferred with Don Lee executives.

ARTHUR J. KEMP, manager of CBS Detroit office, network sales, is visiting here briefly.

VICTOR C. DIEHM, station manager of WAZL, Hazelton, Pa., in New York on station business.

Can. War Labor Board Classifies Radio Comm.

(Continued from Page 1)

wartime wage and salary control restrictions.

The board said it considered it had no control over increases to Miss Wallace and had no intention of delegating authority in the matter to any other body.

"We must conclude that she belongs to the uncontrolled and legally uncontrollable section of the community, not, however, overlooked nor forgotten by the Income Tax Department," the board said in a 500-word decision which commended Miss Wallace as a radio personality.

The board's decision was given on an appeal by advertising agencies of Canada against an Ontario War Labor Board decision refusing to approve an increase from \$170 to \$200 a week in Miss Wallace's salary.

Authorizing the increase, the board added: "As far as we are concerned they (the National War Finance Committee) can make the increased payment retroactive to the extent that they feel the public conscience will tolerate."

FCC Receives Application For WQXR-"Times" Deal

(Continued from Page 1)

control of WQXR and WQXQ from John V. L. Hogan to the New York "Times," for a total of \$987,500. Completion of the sale contract in New York was announced in RADIO DAILY more than a month ago.

Hawk On R. C. Show Of WMCA

Bob Hawk, of the CBS "Thanks to the Yanks" program, will act as master-of-ceremonies on a special Red Cross program over WMCA Monday, March 6, from 1:30 to 2:00 p.m., EWT. Other guests on the show include Katharine Cornell and Jack Dempsey.

Saturday night was reunion night at "Thanks to the Yanks," when Cpl. Irving Hopkins, former CBS producer, appeared as a contestant on the Bob Hawk show.

Will Report to Nation On 4th War Loan Drive

(Continued from Page 1)

War Loan Drive was a finer public demonstration of support for our fighting men than any of the previous drives. He will pay high tribute to the film and radio industry, and other volunteer workers in the drive. Morgenthau's report, which will reveal the overall and series "E" sales totals, will be made over the Blue Network at 9:30 tonight EWT. The program, entitled "Five Million Patriots" in honor of the volunteer bond sellers, will feature Fredric March as narrator.

Portable Wire Recorders Tried Out For Invasion Use

(Continued from Page 1)

Elmer Davis, chief of the OWI, is reported to be a bit pessimistic as to the quality of recording which may be obtained in battle. He believes that studio sound effects will be more realistic in commentator's attempts to dramatize the news.

JAMES LEAMAN

Consultant

Television Advertising Television Programs

Motion Pictures for Television

ADDRESS

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FINANCIAL

(Wednesday, March 1)

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: Hazeltine Corp.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(March 2, 1924)

In conjunction with his guest appearance over the Bamberger radio station, WOR, Newark, Jackie Coogan, boy screen star known as "The Kid," was at the Bamberger department store to personally address his boy and girl fans. Thousands of disappointed children had to go home without seeing their idol at the store because of the overwhelming crowds.

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.

TEST YOUR COPY APPEALS. If you can sell it in Baltimore you can sell it anywhere. It's a stable, solid market that even a war boom can't ruffle. To make sure you reach the people of Baltimore, test copy on the station they listen to. If time is available... grab it!



WITH IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

## NAB 2nd District Meet Opens Today In N.Y.C.

(Continued from Page 1)  
 Club, during which entertainment will be provided by Milton comic strip artist and author Perry and the Pirates"; Sylvia "television girl" with Jack Hood as emcee and J. Norman presenting "This War's News." Discussing the legislative situation speakers will touch upon: Wheeler Bill; Holmes Bill; Service and Man Power; Question of Labor Matters; "Free-Form Radio" controversy and NAB OWI Survey; Regional War by Broadcasters.  
 In reference to the post-war discussions, the following elements will be touched upon: NAB committees and their work; A. F. of Recording and Transcription; Music—Ascap—Petrillo; a broadcast service—Current local AM problems.

## 's Adv. Campaign Picked Up In 100 Cities

Advertisement in the nationwide campaign by the Blue Net and affiliated broadcasting services is now being featured in magazines and newspapers, the web announced yesterday. 100 Blue affiliates are sponsoring a drive in their own cities, according to Edgar Kobak, the network executive vice-president.  
 The net itself is running full-page ads in "Fortune," "The New Yorker," "Business Week" and "United States News," and 1,500-line newspaper ads in New York, Chicago and San Francisco, the three cities which the Blue owns stations and so recorded for spot broadcast. Meyer, Cornell & Newell is the agency.

## Court Dismisses Dr. Berg's Libel Suit

\$250,000 libel suit brought by Louis Berg against Printers' Ink Company came to a close as the United States Circuit Court of Appeals for the Second Circuit unanimously decided to sustain the position of Printers' Ink, it was learned yesterday. Dr. Berg, the psychiatrist, who became a household name after it had printed an advertisement about him which was written by Max Wylie of N. W. Ayer & Son, Inc. in a Feb. issue of 1943.

## Hicks In London

George Hicks, manager of the Blue Net's London news office, who had been with the Fifth Army in Europe, arrived in London late yesterday afternoon. Arthur Feldman, assistant manager of the Blue Network's London news office, arrived yesterday afternoon, en route to India. Hicks is the only American radio news correspondent to land with the Allies in Europe.

## Trammell Outlines NBC Plans For Developing Post-War Television

(Continued from Page 1)  
 technical developments which the radio art has brought forth.  
 "In preparation for the expected expansion of television services in the post-war period, NBC will, within the limitations of wartime operations: (a) Expand its existing program service by tapping new sources of program material and talent, and by developing new program techniques; (b) Transmit field programs once a month or oftener from points outside the studio; (c) Resume studio broadcasts from the NBC television studio in Radio City, which is now being reconditioned preparatory to the renewal of broadcasting live talent programs; (d) Continue research and development in all phases of television.

**Text of Statement**  
 "The policy of the National Broadcasting Company always has been, and will continue to be, to foster and encourage any developments in the broadcasting field which promise better service to the public.  
 "This policy applies to both frequency modulation and television. In respect to FM, we recently explained our plans for the development of FM as a companion service to standard sound broadcasting. In respect to television, it is the policy of NBC to contribute to the utmost towards the earliest possible development of television as a national service and industry.

"It is pertinent to note that the history of radio up to this time, with all the changes and advances that science and research have constantly made, has always been a history of addition, never of subtraction.  
**Sees Permanent Necessity**  
 "Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence. Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominately listeners rather than viewers.  
 "But television is the capstone of the radio structure. It is a new art, not merely an improvement in a hitherto established art. Television, bringing sight as well as sound to the many services of mass communication, adds a new dimension to radio.

**Summarizes Web Activities**  
 "The basis of NBC television activities may be summarized as follows:  
 "NBC will cooperate with the Government and with other members of the industry in line with its research, experimentation and practical operating experience in television, in the effort to secure the best possible standards of operation for a commercial television broadcasting system in the United States.  
 "In developing a basis for an eventual television network, NBC will cooperate in every way with the owners and operators of the stations affiliated with its network, many of whom have from the very beginning demonstrated their willingness and capacity to include in their service the latest

technical developments which the radio art has brought forth.  
 "In preparation for the expected expansion of television services in the post-war period, NBC will, within the limitations of wartime operations:

(a) Expand its existing program service by tapping new sources of program material and talent, and by developing new program techniques; (b) Transmit field programs once a month or oftener from points outside the studio; (c) Resume studio broadcasts from the NBC television studio in Radio City, which is now being reconditioned preparatory to the renewal of broadcasting live talent programs; (d) Continue research and development in all phases of television.

### First Station in Washington

"As soon after the war as materials become available, NBC will construct a television station in Washington, D. C., so that a service of sight-and-sound may be available in the nation's capital, and from the nation's capital to other cities when interconnection between stations is made available.  
 "To establish the anchor points of television system, NBC has filed additional applications with the Federal Communications Commission for construction permits for television stations in Chicago, Cleveland, Denver, San Francisco and Los Angeles, where NBC already maintains a programming organization and studio facilities. It is hoped that the FCC will act favorably on these applications.

**Predicts Net Expansion**  
 "A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, would establish television networks in the following possible ways.  
 "1. An Eastern network that will extend from Boston to Washington, with stations located at such intervening points as Worcester, Providence, Hartford, Schenectady, New York, Philadelphia, Wilmington and Baltimore, with perhaps an extension to Syracuse, Rochester and Buffalo.  
 "2. A Mid-West network that will develop with Chicago as its hub, spreading out to Milwaukee, Minneapolis, St. Paul, Des Moines, St. Louis, Indianapolis, Detroit and Cleveland.  
 "3. A Pacific Coast network between the great talent center of Hollywood connecting with San Francisco and gradually extending to other important points.  
 "These regional networks will gradually stretch out over wider areas, and will themselves become linked together. Thus, city after city, across the continent will be brought into network operation, until finally complete nationwide networks will become a reality.  
 "NBC has experimented with both the coaxial cable and the radio relay, and the ultimate determination of

## Net Attorneys Oppose Suggested FCC Rule

(Continued from Page 1)  
 business documents. Wise represented NBC and Radiomarine Corporation of America, and Hennessy the King-Trendle Broadcasting Corporation and Scripps-Howard radio. Julius Brauner, for CBS, declared his agreement with the arguments.  
 Briefs were filed by Brauner, William J. Dempsey for Don Lee, Robert T. Bartley for NAB, and by James A. Kennedy for All America Cables and Radio, Commercial Cable Company, and Mackay Radio and Telegraph.  
 Radio is a "private, competitive industry," Wise and Hennessy declared. Network contracts are not uniform, Wise said, but are reached by private negotiation—public inspection of these contracts would be a move toward uniform rates and prices.  
 FCC Chairman James Lawrence Fly agreed with this statement, he said, where "standard products" were involved. Broadcasting is not a standard product, he added, questioning Wise as to whether publication of these contractual details would not encourage competition among broadcasters.  
 Both Wise and Hennessy protested that the Commission has not made clear just what information it intends to make public, with Hennessy suggesting specific listing by the FCC of the records which it will open to the public. He agreed with Wise that "in a competitive field it is improper to disclose negotiated contracts to competitors," adding that the public has no interest in these contracts, only competitors are interested in them, he said.  
 Hennessy asked on behalf of the St. Louis "Post-Dispatch" that the Commission not make public financial details filed by newspaper broadcasters which do not directly pertain to their radio activities.

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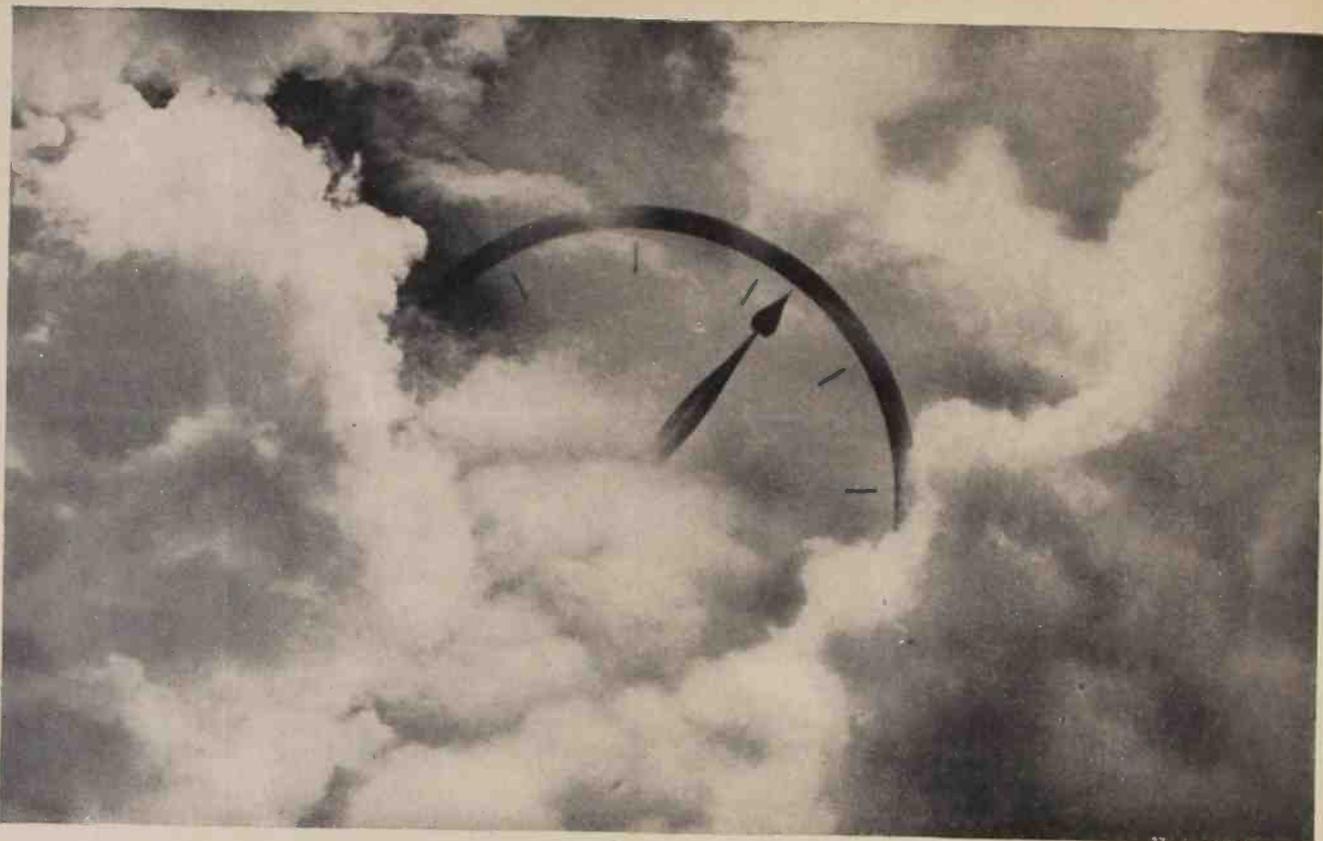
## Tele. Film Execs Deny Reports Of Affiliations

(Continued from Page 1)  
 Carmine, vice-president of Philco, declared that no discussion of a tieup between his company and Warner Bros. have been held and that none is in the offing.  
 Wendell L. Willkie, chairman of 20th Century-Fox, stated that there is no foundation for the report that the film organization and General Electric have engaged in negotiations with an eye to a television affiliation.

### Yankee Net Shows To Chi.

B. S. Pearsall Co., makers of Elgin Brand Margarine, have signed for 52 weeks of the Yankee Network news programs. Schwimmer & Scott, Chicago, was the agency.

which is to be used will be governed by the relative efficiency of the service they render and their comparative costs. It is likely that both methods will be used in providing the facilities necessary to serve the nation."



## In just a moment . . . *the World might pass you by*

**F**ROM sunrise to Vespers and on through the night great sounds are filling the air.

Grave and portentous sounds—exciting and joyous sounds.

The sound of news from distant lands that even Axis propaganda cannot distort for long.

From dawn to dusk and around the clock.

The sound of marching feet and the roar of battle and the whirl of propeller to remind us that there is greater strength in free-thinking individuals than in slave-whipped hordes.

As each second passes around the clock this sound becomes clearer—clearer.

And as the hours march in parade there is music and fun—gaiety and laughter—great ringing speech and the whisper of lullaby.

There is stirring drama for the asking, the throbbing evidence of man's will for progress—and the hush of prayer.

The minds of our allies to listen to—the thoughts of alien lands to hear and understand—and by understanding accept or reject as they may accept or reject the principles we hold with.

There is much to hear—and having heard—to heed—and having heeded—to act upon.

This is *your* world.

Know it.

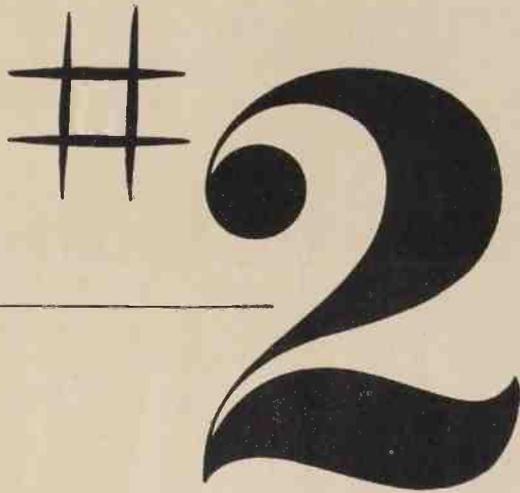
Listen to your radio.

In just a moment, the world might pass you by!

It is the sober intent and solemn pledge of the Blue and its affiliated stations that every program emanating from our studios, sent across the world by our transmitting towers, shall be worthy of the greatness of man's newly-found power — Radio.

THIS IS THE *Blue* NETWORK

A M E R I C A N B R O A D C A S T I N G S Y S T E M , I N C .



**H**ERE is Advertisement No. 2 in The Blue Network Year-round National Campaign. Like the first, this ad will run nationally—in newspapers and magazines. It will also go out on the air over BLUE stations to millions of homes.

In this advertisement we carry our theme one step further—by telling the story of radio in terms of the world's drama—by relating the whole movement of history to radio—and by relating the listener to history through radio.

It is our belief that by assigning to our audiences a specific place in the whole “world of radio,” we will be building more listening to radio—to The Blue Network and to all of our programs.

From the advertiser's viewpoint the purpose of these advertisements may be summed up: more listening, better ratings, more sales, more value for every dollar invested in The BLUE.

As we have suggested before—

*THE Blue IS GETTING TO BE A BETTER BUY EVERY DAY*

## LOS ANGELES

By RALPH WILK

**G**INNY SIMMS, the NBC star, in recent months has been increasingly in demand as a concert artist, despite her status as a vocalist in the popular field. She will sing the famed Jewish lament, "Eli, Eli" as the highlight of a concert she is giving at the Wilshire Ebell Club in Los Angeles March 1st for the benefit of Jewish war victims.

Lou Fulton, writer-director of the new Horace Heidt Monday night show on the Blue, is that rare thing in Hollywood an actor who turned from acting to writing. It's usually the other way around in the film capital. Once the lure of camera lights blinds a young man, he is not expected to take to swapping gags and dialogue on radio scripts. For several years he appeared in the role of "Oscar" and "Elmer" on Al Pearce's "National Barn Dance." His characterization of a boy from the West was so good that Republic Pictures offered him a seven year contract. "I made what seems today like a thousand westerns for Republic!" says Lou. More recently he has been heard writer on the Jack Carson comedy show, where he remained for 30 weeks.

Our selection of the week of the most photogenic non-professional—Marjorie Moline in charge of studio assignments at NBC.

It's never been told... that Eddie Paul, musical director on the Joan Davis show with Jack Haley, won the coveted Academy Award in 1939 for his musical score on the picture, "Stagecoach"; that Dave Street, featured vocalist on the show, has just composed a new tune, "Who Cares the Most"; and that Sharon Douglas, who plays "Penny Cartwright" on the show, spends her spare time between broadcasts making scrap books for friends in the armed forces here and overseas.

## Political Groups Use Radio Extensively In Primary

(Continued from Page 1)

the first political organization to launch its campaign in the state via radio, using 19 stations in Wisconsin for a political talk by Governor Ed Thye of Minnesota, yesterday.

In addition to the 15-minute period, the club, headed by A. E. Smith of Madison, Wisconsin, purchased three commercial announcements heralding the talk by Governor Thye.

Traffic for the statewide hook-up was handled by the Wisconsin network which includes WRJN, WCLO, WHBY, KFIZ, WHBL, WIBU, WSAU and WFHR. In addition to regular affiliates of the Wisconsin network the political organization used stations WEMP, WIBA, WKBH, WEAU, WOMET, WJMS, WATW, WTAQ, WIGM, WDSM and WOSH. Ralph Timmons, Inc., Madison, Wisconsin, agency handled the negotiation with Wisconsin network offices at Wisconsin Rapids.

## MAIN STREET



### Radio Is My Beat...!

● ● ● Meandering, as is our wont, in and about Kilocycle Row, we ran across several opinions aired by various radiolites re: the "Blind Date" program, heard last Monday via the Blue Net, which because this happens to be "Leap Year," changed the format.... the consensus is that the reversal, which had the girls trying to "date" the servicemen, instead of the other way round, resulted in a faster-moving and more interesting bit of romantic chit-chat, with the servicemen giving a better performance since the girls, not only know the answers, but certainly know the questions.... Seeking a girl to sing in the Copacabana Lounge, Monte Proser, after auditioning about a hundred girls, finally selected a vocalist from St. Louis, named Roberta Hollywood.... and thereby hangs this tale.... Hollywood happens to be the real name of the songstress (we might add that this is also the real name of filmdom's Lyle Talbot and Robert Preston and too, that they are not related).... but on with the story.... according to Bob (Believe It Or Not) Ripley, a number of years ago, a man at a race track in England, won a considerable amount of "lettuce leaves" on a race-horse named "Hollywood" and returning to America, settled in California, purchased a great deal of real estate there and named the extension holdings there, Hollywood, after the race horse, whose fleetness made all this possible.... (are you still reading?).... now to complete the circle, we find that the horse was named after a well-to-do family in England, named Hollywood, who are the ancestors of Roberta.... P. S. Did we mention the fact that her name is Hollywood?

★ ★ ★

● ● ● Don't be surprised if the Theater Guild, Inc. sponsors a radio program or at least becomes much more interested in "what the airwaves are saying and who does the saying".... We heard Lois January's swell vocalizing job on the CBSaturday nite "Pet Milk" program, pinch-hitting for ailing Jessica Dragonette.... belongs on a commercial of her own.... Michael Chimes, the wizard of the harmonica, has been classified 4F by the draft board.... Joan Davis' Sealtest, NBCream show, will emanate from the East for four programs, starting March 17.... Which recalls to mind that Morton Downey will be honored by Coca-Cola execs, on St. Paddy's Day, with a testimonial banquet.... and quoting a few lines from a song we once wrote, we add, "we'll be greetin' that day with a tra-la-la-la—with a hey nonny nonny and Erin Go Bragh".... Fred Waring has signed a one-year exclusive pact with Decca.... Elmo Russ, Composer-Organist, who will give a recital of his own compositions March 9 at Carnegie Hall Chambers, will be interviewed by Katherine Cravens next Wednesday over WNEW.... Quentin (Report To The Nation) Reynolds' new tome, "The Curtain Rises," published by Random House, will be released Monday.... Nick D'Amato's musicrew, heard twice weekly from the Essex House, via MBS, has been renewed for another four weeks.... Disagreement over salary is the reason for Denny Beckner's swell band bowing out of the Park Central Hotel, middle of this month.

★ ★ ★

● ● ● Marjorie Fisher's whimsical fantasy, "Fortunatus' Cap," featured every Wednesday over the Blue Network, will be known as "Piano Playhouse" starting next week.... We listened to Phil Brito's vocal-ithenics for the Musicraft Record Co.... his "Besame Mucho" rendition, with accompaniment by Paul Lavalle's orchestra, definitely stamps him "big time".... We like Carl Brisson's description of Quiz Kid Joel Kupperman: "The PUPIL in the Public's eye".... Ken Roberts, CBSstaff announcer for the past 13 years, will join the Navy any day now,

★ ★ ★

—Remember Pearl Harbor—

## CHICAGO

By PEGGY BYRNE

**L**LOYD HOCKIN, former Blue division engineer, and full lieutenant and naval bomb has just returned from 10 months in the South Pacific area.

Quaker Oats, sponsors of the Blue, and the Pirates" on the Blue, conducting a \$5,000 jingle contest among 10 Blue affiliates which do the promotion jobs on the contest. receive certificates of merit from the cereal company.

E. J. (Mike) Huber, Blue division sales manager, off to New York for a week's business trip.

Archie Sweet, Blue studio manager who claims the title of "national man band champion," will defend his claim against challenger Paul Pete of Grand Island, Nebraska. Don McNeill's "Breakfast Club" will be on hand for the occasion, starting March 9. The mayor of Grand Island will be on hand for the occasion.

Wayne Dickinson, WGN technician for the past two years, has been assigned the role of "Jim" on the high school comedian on WGN Sunday "Citizens of Tomorrow" starting March 5.

Bill Thompson, erstwhile Wimple on the Fibber McGee and Goye show, has finished boot training at Lakes Naval Training Station as a man of his company. He has been recommended for a petty officer's rating of musician, third class.

Effective March 5, the A. B. W. Co., via George H. Hartman Agency, will sponsor the WGN 10:30 to 11:00 p.m. Sunday newscast.

## R. M. Hutchins Defines Role of Commission

(Continued from Page 1)

and report on all other methods of communication. The title 'Commission on the Freedom of the Press' was chosen because it is brief, not because it is accurate. The commission will consider all aspects of radio communications including the role of government, the people, independent stations, and the advertisers. It will state its opinions on the effectiveness with which the press is serving the purposes of a free society and will make recommendations for improvement if it finds them room for it."

The commission is being financed by Time, Inc., on a two year agreement to make a thorough survey of the radio and press. It will have a membership of 14 with a four member foreign advisory committee including college professors, bankers and lawyers.

WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.

**Weeks Hearing  
from Lea Committee**

(Continued from Page 1)  
of the Commission's budget  
reduction already slashed by the  
and now before a Senate Ap-  
ropriations Subcommittee.

FCC head pointed out that the  
committee has in its possession all  
mission records pertaining to the  
deal. Declaring it is important  
there be no question as to Com-  
mission's willingness to testify about  
the matter, he suggested early ques-  
tioning of Commission members and  
of the committee. "I should  
be unfortunate," he said, "if the  
charges so loosely flung about  
during this private transaction  
were permitted to cast any reflection  
on the integrity of this Commission  
or the legal propriety of its decisions."

**Volunteers Re-Examination**  
Recognizing that the resignation  
of the committee's four  
staff members had depleted  
the personnel, Fly wrote that "in view  
of the competence of the committee's  
members and of the documents and  
information in their possession, and in  
view of the further fact that the Com-  
mission's staff will carefully organize  
the material to be presented, I think it  
is probable that the committee can proceed  
with a thorough-going hearing." He  
stated that if there should be any  
objection that such a hearing were not  
entirely comprehensive, Commission  
members and staff would stand  
ready to appear for re-examination at  
any date.

A majority of the committee, at  
the hearing of the Commission  
Chairman Clarence Lea of the  
Committee investigating the  
old RADIO DAILY yesterday. Lea  
had not had a chance to con-  
sider the suggestion by FCC head  
Fly that the Commission be permitted  
to "answer" questions re-  
lating to its part in the WMCA affair.  
The matter will be brought before  
the committee, he said, possibly to-  
morrow.

In the meantime Lea said he is  
going to select a counsel, and that he  
definitely has no intention of  
accepting the committee chair.

**"Boheme" On Saturday**  
The program "La Boheme" will be aired  
on Saturday afternoon after-  
noon on the Blue Network.

**EVER DELIVERS STEEL  
EVER DELIVERS  
Sales**

**KLZ Delivers  
the  
Denver Market**  
**KLZ-DENVER**

**Washington Front**

By **ANDREW H. OLDER**

**T**HE president's order on defer-  
ments, coupled with the OWI in-  
vitation to older engineers, isn't mak-  
ing broadcasters feel any better. Keep  
a close watch on discharged service-  
men...of course, local boards have  
been getting pretty rough on radio  
lately, anyhow, so the effect of these  
new developments may not be ap-  
parent at once.

The National Press Club runs a  
Saturday afternoon canteen for ser-  
vice men. About a month ago, dur-  
ing the week-end of the President's  
Birthday celebration, the entertain-  
ment featured a show put on by  
soldiers from Fort Belvoir. Guiding  
spirits in the preparation of this ma-  
terial were a lad whom we don't know  
and Irving Morrow, who's done a raft  
of radio and stage acting in New  
York (and whose wife, Anna Karen,  
is heard more and more often now  
on the nets)...Just to prove what  
a tough life a soldier leads, listen  
to this one. Irv's show was about to  
get under way when a well-inten-  
tioned but thoughtless major arose  
and announced, "Men, any moment  
now—through that door in the rear—  
will enter Jinx Falkenburg, Lucille  
Ball, Maria Montez, Joan Fontaine,  
John Garfield, Brian Aherne, Walter  
Pidgeon..." and one or two of the  
other Hollywood stars here for the  
birthday week-end...To the credit  
of the Engineers (from Fort Belvoir)  
there were very few heads turned  
toward the rear by the time they  
finished their show. Fortunately, the  
stars didn't enter during the show.

And Phil Cohen, just back from  
Hollywood, tells us Ransome Sher-  
man had the best gag out there—with  
one exception which we'll tell you  
directly. Sherman's son, who speaks  
Spanish rather well, was in a Holly-  
wood hospital. Frequently nurses came  
to him for aid in linguistics when they  
had to deal with Mexican patients.  
One day one of the sisters of mercy  
asked him the Spanish for "Please  
turn over"...She vanished, to re-  
turn a few moments later wringing  
her hands and asking the Spanish for  
"I'm sorry you fell out of bed"...  
The other laugh was provided by  
Bernie Schoenfeld, who used to head  
the OEM radio bureau before it was  
absorbed by OWI and put under the  
wing of Bill Lewis. Bernie's been  
there about a year, doing A-1 scripts  
for—we believe,—Universal. That he  
hasn't lost his excellent sense of  
humor is attested to by the words  
with which he greeted Phil, whom  
he hadn't seen since before he left  
Washington. They were: "I've got a  
wonderful cream-colored roadster,  
with a top that works."

Scoop Russell, back at his NBC desk  
for several weeks now, was passing  
out cigars late last month. His charm-  
ing wife, the former Phebe Gale, pre-  
sented him with nine pounds of  
femininity on the birthday of George

Washington... Leif Eid has been do-  
ing a bangup job as commentator  
here. It was to be expected after his  
years of handling radio news....  
Johnny Southmayd has left the FCC  
legal department to join the Wayland  
and Fisher law firm here.

They're saying here that the worst  
of the storm is over for Elmer Davis.  
That OWI will find the going a lot  
easier from here on in. We can't help  
remembering, though, that this is an  
election year...Bob Sherwood is ex-  
pected to resign as soon as he returns  
from London... We were tickled to  
hear from Palmer Hoyt last month.  
He's back in harness out in Portland.

**GUEST-ING**

**ANNIE PINNEO**, college teacher in  
Greece who was the last woman to  
leave that country, on the Martha  
Deane program, Friday (WOR-Mu-  
tual, 2 p.m.).

**EDWARD EVERETT HORTON**, on  
Groucho Marx's "Blue Ribbon Town,"  
Saturday (WABC-CBS, 8 p.m.).

**HELEN HAYES**, in a Red Cross ap-  
peal on the Ellery Queen show, Satur-  
day (WEAF-NBC, 7:30 p.m.).

**GEORGE COULOURIS**, featured in  
the stage and film versions of "The  
Watch on the Rhine," on "Stars Over  
Hollywood," Saturday (WABC-CBS,  
12:30 p.m.).

*Radio Executives Club  
and N. A. B. District 2  
Members*

**LUNCHEON**

**Hotel Roosevelt**

**Grand Ballroom**

**Mezzanine Floor**

**Today**

**12:30 P. M. Sharp**

**Features :::**

**MILTON CANIFF**—Famous comic strip  
artist and author of Terry and the Pirates.

**J. NORMAN LODGE**—This War's News.

**MIRTH AND MADNESS TROUPE**—M. C.  
Jack Kirkwood and Sylvia Opert, Television  
Girl.

# ★ ★ ★ COAST - T O - COAST ★ ★

## — CALIFORNIA —

**SAN FRANCISCO**—The hundreds of taxi cabs Miss Barbara Degan saw when she was vacationing in New York recently away from her station KFRC, amazed her... Food Machinery Corp. of San Jose, designers and builders of the famed Water Buffalo amphibian tanks for the Army, has signed to sponsor the Navy Chapel Choir from Treasure Island over KQW, for a half hour every Sunday morning. Gordon Wills will produce... Believing music to be of definite curative value, KGO's blind pianist Glenn Hurlburt is making personal appearances at bay area service hospitals for men wounded overseas.

## — COLORADO —

**DENVER**—KLZ station manager Hugh B. Terry recently addressed the University of Denver Institute for Better Speech on "probable innovations in post-war radio"... Charlie Roberts, station's farm editor, is publicity director for the Denver City Gardening project for 1944... Mrs. Peggy Aitredh has joined KLZ as continuity editor... Major Virgil Reames, former KLZ salesman, was a recent visitor to the studio... Al Menke and his band are now playing in Denver at the Rainbow Ballroom and are remoting over KLZ.

## — INDIANA —

**VINCENNES**—The Pepsi-Cola Bottling Company has contracted through Newell-Emmett Co., Inc., to place 454 transcribed jingles on WAOV. The series commences March 21, for 32 weeks... Standard Brands, Inc., through Kenyon and Eckhardt, Inc., has placed 195 transcribed spots with this station in behalf of "Stox Soup Mix"... A 15-minute show called "Hollywood Bandwagon," featuring waxed tunes from recent movies, is the additional program sponsored by Mack's Men's Shop... The Vincennes Savings and Loan Association has contracted for daily spot announcements.

## — PENNSYLVANIA —

**PHILADELPHIA**—WDAS, having been successful in receiving the proper priorities, is installing completely new RCA control room equipment... Joe Frassetto, WIP orchestra conductor, added another measure to his "Happy Birthday" songs: Bob Hor, staff announcer, had one on the 20th of this month... John E. Surrick, WFIL sales mgr., has just become a Boy Scout—he was elected to membership

at-large in the Philadelphia Council of the Boy Scouts of America... WPEN's Robert Bloomfield, continuity director, has just gotten a new suit—all khaki.

## — CANADA —

**PRINCE ALBERT**—The celebration is over and CKBI is now in its 11th year of commercial broadcasting with new vim, vigor and plans... Just returned to the fold from various business trips are manager Lloyd Moffatt, Gerry Tonkin, commercial head, and chief engineer Tom Vanness who covered 3,000 western miles taking field strength readings... Due to get his "sea-legs" in March is Vaughn Bjerre, announcer... And Jerry Prest, publicity director, now has a directress; she's Mrs. Jerry Prest.

## — ARIZONA —

**PHOENIX**—Odds and ends from KOY: Porter Reporter is the title of a new quarter hour commentary covering state and local news plus the outstanding story of the week, sponsored by West's Most Western Store for 52 weeks... New traffic manager is Elizabeth Taylor, formerly continuity editor, who has travelled up from dramatic roles and the business office... Lilah Lohnes Matson has left WMBD continuity (Peoria) for KOY continuity... Current attraction at the Hotel Westward Ho. The Four Senators, now a regular feature of KOY.

## — ILLINOIS —

**PEORIA**—When the \$90,000 early morning fire destroyed the Kennedy Laundry, recently, Chief Announcer Ed Cooper of WMBD became a very cynical man. He can still be heard muttering, "My God I lost my shirt—in fact 12 of them!"... Mutual's commendable "Abe Lincoln's Story" has met with such popular appeal, that WHBF of Rock Island will do the transcription of the program so that 18,000 students assembled in auditoriums of 120 schools in four counties of Illinois and Iowa may hear it.

## — MINNESOTA —

**MOORHEAD**—Mr. M. M. Marget, resident manager of KVOX for many years, has been elected to the vice-presidency of the company, it was announced by John W. Boler, president of the KVOX Broadcasting Company, Inc. Mr. Marget's connection with the outlet goes back to the time that Robert Herbst obtained license to build. Marget supervised construction and has been manager since that time.

## — CONNECTICUT —

**HARTFORD**—Regional winner chosen by WTIC in the Hour of Charm's search for the "Undiscovered Voice of America" is Aldea Brennan of Hartford. WTIC has recorded Miss Brennan's voice for further auditioning by members of the orchestra in Cleveland... **STAMFORD**—WSSR has added to its world news coverage, reports from correspondents in such spots as Algiers, Australia and London via the Blue and shortwave. Program is aired Mondays through Saturdays between 8:30 and 8:50 and also includes local last minute news as well as reports from Washington.

## — GEORGIA —

**WAYCROSS**—Climaxing a Fourth War Loan effort that started in January with an initial sale of \$15,200 and carried through 15 days of war-bond street shows, WAYX conducted a spectacular sale which brought in \$106,350 and pushed the county's total purchases beyond the million dollar mark. Outlet's sales were mostly of the "E" bond variety, representing individual purchases of listeners.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—WOL has contracted again for the exclusive airing of the Washington Senators baseball games which Arch MacDonald and Russ Hodges, sports announcers, will again describe play-by-play. Contract calls for 136 games, 47 of which will be night games, to be heard over WWDC by special arrangement on account of WOL's previous commitments.

## — NORTH CAROLINA —

**FAYETTEVILLE**—New program over WFNC with a fast-mounting audience is Jane Pohl's "Found on My Desk"... Announcing staff has two new members—Richard Harding Davis of the nitespots and Jimmy Bowling from Durham... WFNC participated in the coast to coast Mutual show, "Victory Gardeners Report to the Nation," in that portion which emanated from Fort Bragg. WINSTON-SALEM—WSJS sales department lost a member recently when Schallert F. Foltz reported for Army service.

## — FLORIDA —

**MIAMI**—Award of merit has been presented to WIOD and personnel by the National Conference of Christians and Jews for its program titled "The Miami Round Table of the Air," a Saturday night feature on which present-day problems are discussed by representatives of all walks of life. Jim LeGate, manager of WIOD, received the award at a Washington Day dinner.

## — NEW YORK —

**NEW YORK**—John Roy Carlson, author of "Under Cover," and Channing Pollock, eminent author-lecturer, appeared in the "Wake Up, America" quiz-debate on "Is American Democracy Threatened From Within" over WMCA, Feb. 27... WABF's new program is called "Coast to Coast" and conducted by Malcolm Child, widely known motion picture and drama critic. Program discloses oddities of the celebs in Hollywood and Broadway... **SCHENECTADY**—On the eve of the 22nd birthday of WGY, Kolin Hager, station manager, received a certificate of appreciation from the Schenectady Blood Plasma Center in acknowledgment of the station's numerous broadcasts on behalf of the center... **OGDENSBURG**—Bob Bingham is the new production and program director of WSLB. He was formerly with the Overseas Branch of OWI... **BROOKLYN**—Waldo Mayo, musical director of WLIB and former musical director of the Major Bowes Family Hour, was stricken with a heart attack recently. He's mending nicely now.

## — KANSAS —

**SALINA**—New faces at KJH Halcyon Meyer at the traffic desk and Dean Ayres on the announcerial. Greer has been stepped up as director. He was on the announcerial originally... Farewell dinner for Bob Atherton and his wife, Bob leaves KSAL to assume duties as program director of W...

## — CONNECTICUT —

**HARTFORD**—Pappy Howland's His Connecticut Kernels are being heard over WTIC through Saturdays at 6:30 a.m. former name, The Champion England Hillbillies, not quibbling the boogie-to-ballad music, Pappy changed the name as well as the network. In the title corn and Kernels are famous.

## Forecasts Great Future For Tele Development

San Francisco—The magic vision will reach into nearly all American homes after the ordinary radio does today, according to Ralph R. Beal, former director and now assistant to the president of RCA laboratories, address before the San Francisco engineering Council.

Radio relay towers, supplied by specially designed wire, will serve as "a sort of optic of the entire nation," Beal said, adding that it will be no trick at all for easterners to glimpse the scenic beauties of California in the twinkling of an eye.

Such post-war development, he added, will be accompanied by a television camera so sensitive it will pick up a bumble bee in flight. Big happenings of the day will be cast over the Great Divide, and owners of home television sets stand seats.

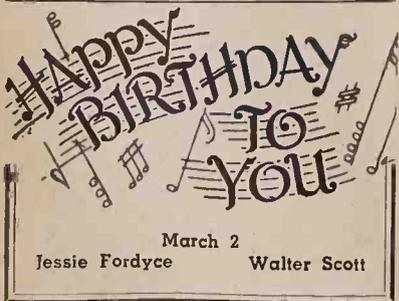
Home television sets will have screens and be within range of average pocketbook, he said.

"The heart of electronics," Beal explained, is the radio-electron tube whose uses have been multiplied in the field of sending and receiving messages.

He cited the electron microscope, capable of magnifications up to 100,000 diameters, as having a wartime application. A tuberculosis germ under it appears the size of an elephant's foot, a corpuscle becomes as large as a foot sofa pillow.

Radiothermics, or radio heat, is finding many wartime applications, Beal asserted. He pictured its possibilities as ranging from cooking and heating homes to making plastic. He said it had been invaluable in speeding production of laminated aircraft propellers and other aircraft parts, drying textiles and tempering metal.

Beal also forecast a nationwide work of frequency modulation stations in the post-war era.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



PL. 26, NO. 44

NEW YORK, N. Y., FRIDAY, MARCH 3, 1944

TEN CENTS

## Draft Problem Discussed

### NBC Tele Statement Interests Capital

Washington Bureau, RADIO DAILY  
Washington—Statement by Niles Gammell, president of NBC, regarding the future of television, was received with great interest here yesterday. Speculation concerning the proposed Washington tele station and action that may be taken by FCC in a sequel to the announcement were discussed in radio circles. James Lawrence Fly, chairman of the FCC, is out of the city and as a con-  
*(Continued on Page 3)*

### G. I. Joes Want Commercials With Army Radio Programs

Elimination of the commercial announcements on popular American radio programs rebroadcast for our armed forces over the Army's radio network in North Africa and Italy is being urged by the G. I. Joes. Major Arthur Baruch, former CBS announcer on furlough, declared yesterday. The complaints from the service, according to Major Baruch, are: "We are Americans. We are used to American broadcasting. Please give us our American commercials."

### Script Writer Honored By Writers' War Board

"The Candle and the Gun," a radio drama by Mari Yanofsky heard over CBS, was given the February award "The Script of the Month" by the Writers' War board. Miss Yanofsky was formerly a script writer at P. Harrisburg, Pa. Marx Loeb  
*(Continued on Page 2)*

### "Mayor" Returning

Noxzema Chemical Co., will present "Mayor of the Town," starring Lionel Barrymore, when the show returns to CBS Saturday, March 11, according to an announcement by the sponsor. Program was formerly heard on the same net under the banner of Lever Brothers' Rinso, whose sponsorship ended last December after a 65-week series.

**Sie Transit Gloria**  
Post-war planning of Pullman Company publicists to name cars after famous radio stars hit a snag recently. A survey revealed that the radio public is fickle and stars today are not always the stars of tomorrow. Company plans to stick states, cities, etc.

### Marshall Field Buys WJJD, Chicago Outlet

Chicago—Marshall Field concluded negotiations Wednesday to purchase the outstanding capital stock of WJJD, Inc., licensee of broadcasting station WJJD with studios at 230 North Michigan Ave. The principal stockholders of WJJD, Inc. are Ralph Atlass, H. Leslie Atlass and Philip K. Wrigley. Contract of purchase is subject to the approval of the FCC and an application for such approval if obtained, absolute control of the affairs of the station will remain with the sellers.  
Mr. Field stated that it will be his  
*(Continued on Page 2)*

### Powerful Shortwave Station Being Built In Canada

Montreal—A radio transmitter that will broadcast from Canada by shortwave all around the world is hoped to be in operation by the end of the year, authorities of CBC said here yesterday.  
Dr. Augustin Frigon, acting man-  
*(Continued on Page 5)*

## Post-War Boom In FM Field Forecast By Zenith Executive

### NBC Speakers Scheduled For Series Of Radio Talks

One of four talks to be given in March before educational and civic groups by NBC representatives will include John T. Williams, manager of the Television Department when he appears before the Union Congregational Church, Upper Montclair, N.  
*(Continued on Page 2)*

### Second District NAB Meeting Reviews Manpower Shortage In Radio Field; Discuss Need For Replacement

### Four Top Radio Names Pass Draft Med. Exams

Hollywood—Four top flight names of radio received pre-induction approval of Army doctors at the Los Angeles Selective Service Center yesterday. The four are: "Red" Skelton, Alan Ladd, Tommy Riggs ("Betty Lou") and Norris Goff ("Abner") of the "Lum and Abner" team.  
Red Skelton was classified 1A after his wife, Mrs. Edna Skelton, divorced  
*(Continued on Page 5)*

### CBC Casualty Case Will Be Tried In Canada Courts

Montreal—In spite of objections of the Canadian Broadcasting Corporation, an action in which Mrs. Edward Baudry is suing the corporation as the result of the death of her husband, will proceed in the local  
*(Continued on Page 2)*

### Hope, Crosby And Thomas Milwaukee Poll Winners

Milwaukee—Twin honors were won by Bob Hope, Bing Crosby and John Charles Thomas in the fourteenth annual radio popularity poll conducted here by Richard K. Bellamy,  
*(Continued on Page 4)*

Increasing manpower problem of radio stations highlighted the discussions of the opening sessions of the Second District NAB Conference which began its two-day session yesterday at the Roosevelt Hotel, New York. This discussion was led by C. E. Arney, Jr., secretary and treasurer of NAB, and temporarily its managing director.  
"There has been a disposition in some areas to disregard the designation of domestic broadcasting as an 'essential industry' and certain occu-  
*(Continue on Page 6)*

### KGEZ Lease Okayed; Other FCC Activities

Washington Bureau, RADIO DAILY  
Washington—FCC has announced consent to the lease of KGEZ, Kallispeil, Montana, for a 20-year period at \$5,000 per year. Assignor is Donald Treloar, who has leased the property for A. W. Talbot, with immediate payment of \$15,000 for the first three  
*(Continued on Page 3)*

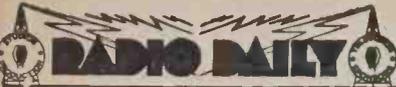
### Blue Consolidates Groups In New Information Division

Consolidation of the Blue's program research division and the information department into the new program information division has been announced by the net. Main  
*(Continued on Page 2)*

### "Snow White" Victor

Cincinnati—A typical American girl, 11-year-old Arloa Rae Fetter of Marion, Ohio, is the winner over nearly 3,000 other contestants in a "Snow White" cartoon contest staged in connection with the current showing of Walt Disney's "Snow White and the Seven Dwarfs" sponsored by station WLW, RKO Pictures, Inc., and Walt Disney Productions, Inc.

The More You Give-The More Will Live-Red Cross War Fund



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JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Thursday, March 2)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	158 3/4	158 5/8	158 3/4	.....
CBS A	27 3/4	27 3/8	27 3/8	+ 1/4
CBS B	27 3/4	27 1/2	27 3/4	+ 3/8
Crosley Corp.	18	18	18	+ 1/4
Farnsworth T. & R.	12 3/4	12 3/8	12 3/8	+ 1/8
Gen. Electric	35 1/4	35	35 1/8	+ 1/8
Philco	27 3/4	27 1/2	27 1/2	- 1/4
RCA Common	9 1/2	9 1/4	9 1/4	.....
RCA First Pfd	72 1/2	72 1/8	72 1/8	+ 3/8
Stewart-Warner	127 1/2	123 1/4	123 1/4	+ 3/4
Westinghouse	94 1/2	94 1/4	94 1/2	.....
Zenith Radio	34 3/8	34 5/8	34 5/8	.....

## NEW YORK CURB EXCHANGE

Hazeltin Corp.	29 1/2	29 1/2	29 1/2	+ 1/4
Nat. Union Radio	4 1/8	4 1/8	4 1/8	- 1/8

## OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20 1/2	.....
WJR (Detroit)	32	.....

# 20 YEARS AGO TODAY

(March 3, 1924)

For the first time in the history of radio a West Coast radio station and an eastern outlet exchanged broadcasts on the air in a two-hour midnight feature... Vaughn De Leath, beloved by radio audiences as the "Radio Girl," and William Haensler, song writer, acting as her accompanist, gave a much praised performance recently over a local outlet. Haensler is Miss De Leath's collaborator.

## 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.

# Coming and Going

MILLER McCLINTOCK, president of Mutual, is expected back today or Monday from a vacation trip of one month in Mexico.

"PETE" JAEGER, network sales manager for the Blue, left yesterday on a business trip to Wheeling, West Va. He'll be back Monday.

HAROLD C. BURKE, station manager of WBAL, Baltimore, is here for conferences with the New York representatives of the station.

JACK BENNY, MARY LIVINGSTONE and other members of the comedian's program company will travel to Fresno on Sunday for the broadcasting of their NBC show from nearby Lemoore Army Air Field.

HAROLD R. KRELSTEIN, general manager of WMPS, Memphis, who had been conferring this week at the headquarters of the Blue Network, left yesterday for Chicago.

GERALD H. WING, station manager of KROC, Rochester, Minn., left yesterday for the home offices following a few days in New York.

CHARLES GODWIN, acting director of station relations for the Mutual Network, has returned from Memphis, where he attended the district meetings of the NAB.

EDWIN E. KOHN, manager of WFPC, Atlantic City, spent yesterday in New York.

JOHN SALT, deputy director for the BBC in North America; ROY LOCKWOOD, production manager, and STANLEY L. STEVENS, publicity manager, left yesterday for Washington, D. C., where they will attend a cocktail party and a playback of the Marines story, "They Call 'Em Leathernecks."

IRVING R. ROSENHAUS, vice-president and general manager of WAAAT, Newark, and FRANK V. BREMER, chief engineer of the station, off on a short business trip to Schenectady and Canada.

EARL M. KEY, manager of WKEY, Blue Network affiliate in Covington, Va., is spending a few days in New York.

LYNN L. MEYER, commercial manager of KLO, Ogden, Utah, in town for talks with the local station representatives.

MAX ERNEST HECHT, publicist, off to Pittsburgh to confer on special promotion for Dale Belmont, singer heard over WMCA.

BRUFF W. OLIN, JR., manager of WKIP, Poughkeepsie, N. Y., a caller yesterday at the headquarters of his New York station representatives.

KEN B. JOHNSTON, president of WCOL, Blue Network outlet in Columbus, has arrived from Ohio on a short business trip. Visited yesterday at Rockefeller Center.

## CBC Casualty Case Will Be Tried in Canada Courts

(Continued from Page 1)

Superior court, according to a decision today of Mr. Justice Surveyer.

The action is for \$8,375 and was taken by the widow after her husband, a war correspondent in the employ of the Canadian Broadcasting Corporation, was killed by Spanish anti-aircraft while flying to the Casablanca conference of Premier Churchill and President Roosevelt.

In the present proceeding the CBS claimed that it could not be sued in the Superior court here because it is an agency of the crown, and all actions against the crown must be taken in the Exchequer court after examination of the law on the point. His lordship decided that the local court has jurisdiction and not the Exchequer court.

## Script Writer Honored By Writers' War Board

(Continued from Page 1)

produced and directed "The Candle and the Gun" and Bernard Herrmann composed and conducted the special music.

## WTIC Show Sold

Hartford—"Quiz of Two Cities" heard over WTIC, Hartford Fridays 7:30-8 p.m. was bought by the Lambert Pharmaceutical Co. for Listerine. The new series has been contracted for 52 weeks. The show formerly sponsored by Noxzema is now in its fourth year. Teams on program made up of contestants representing civic organizations of Hartford and Springfield. Emcee's are Springfield's Howard Keefe's Hartford's George Bowe. Agency is Lambert & Feasley, Inc.

## NBC Speakers Scheduled For Series Of Radio Talks

(Continued from Page 1)

J., March 8, the network's Speakers' Bureau announced yesterday.

Speakers to sound off on future dates are: Enid Beaupre, of NBC's Advertising and Promotion Department, will address the Parent-Teacher's Association of School No. 15, Yonkers, N. Y., March 14; William C. Roux of the Spot Sales Department will speak at the Kiwanis Club meeting at Mineola, N. Y., March 16; Ernesta Barlow, actress, will discuss "War Work for Women" before the N. Y. State Federation of Women's Clubs Junior Department, on March 25.

## Bellamy On "Green Valley"

Ralph Bellamy, stage and film star, will appear in the second dramatization of "Green Valley, U.S.A.," tales of an wartime American town over Mutual on Sunday at 5 p.m., EWT.



## The WTAG Mobile Unit

FOR BIG EVENTS IN A BIG MARKET

# WTAG WORCESTER

# Marshall Field Buy WJJD, Chicago Outlet

(Continued from Page 1)

purpose if approval of this transfer is obtained, to continue the same of operations as has existed in the past, and that the station will be operated separately and apart from the Chicago "Sun." "WJJD will continue to render the best possible service to the people of this community" he said. The station operates on a frequency of 1,160 kc. and 200 watts.

## Blue Consolidates Group In New Information Division

(Continued from Page 1)

functions of this division, which report to research manager Edward F. Evans, are to record and disseminate information on all Blue commercial and sustaining shows, including the answering of questions from listening public.

## Halifax 'Hams' To Meet

Halifax, N. S.—First national meeting of amateur radio station operators to be held in Canada since early in the war has opened here with Lt. Gordon Phelan RCN, former operator of Velkg presiding. The gathering concentrates on discussion of post-war plans.

## Gets Universal Post

Inglewood, Calif.—Universal Microphone Co. has appointed Donald Diarmid as materials inspection supervisor. He was formerly a precision inspector-instructor with the Spe Gyroscope Co., New York, and an inspector at Erie, Pa., plant of G. E.

# Good Sports Show

In the making now. Featuring Sports Editor of a Baltimore paper. Once a week 6:15 P. M. Check it now!



TOM TINSLEY President

Represented by HEADLEY-REEB

BALTIMORE

# WHO'S WHO IN TELE

## ALLEN B. DU MONT

**PIONEER** in the development of the commercialized cathode-ray tube, which transforms electrical values into pictorial terms, Allen B. Du Mont was recently honored for his sight-and-sound achievements by election to the presidency of the newly formed Television Broadcasters Association, Inc.

Inventor, equipment manufacturer and telecaster, Du Mont began his engineering career with the Westinghouse Lamp Co., where he made radio-receiving tube history with a patent for the automatic production, testing, aging and sorting of tubes. Later, in an association with the reorganized DeForest Radio Company, he turned a dormant plant into a high-speed producer of transmitting tubes and equipment.



Tele Pioneer

Allen Du Mont was born in Brooklyn, N. Y., in 1901. In his youth he went to sea as a commercial radio operator, later owned and operated a "ham" station. Desire for engineering knowledge led him to matriculate at Rensselaer Polytechnic Institute in Troy, N. Y., where he graduated with an electrical engineering degree.

After a period with Westinghouse, he went to DeForest as chief engineer. Promotion soon followed as v.-p. in charge of engineering development and manufacturing. When the veteran DeForest outfit took over the Jenkins tele

holdings, Du Mont was named to supervise the DeForest television activities. In 1930 his accomplishments at DeForest were capped by the launching of the first regular look-and-listen programs in the United States over W2XCD, Passaic, N. J., the company's tele station. At that time 60-line mechanical scanning was in use; the present-day electronic method consists of 525 lines.

A year later in the basement and garage of his home in Montclair, N. J., Allen Du Mont went on his own and, with the aid of two glass blowers, began his experimentation with the cathode-ray tube. Today the Allen B. Du Mont Laboratories, Inc., operates a war plant in Passaic, which in normal times would manufacture tele transmitters and sets. Stemming from this activity are an eye-and-ear broadcast outlet in New York, W2XWV, operating three nights a week, and a transmitter in the construction-permit stage at Washington, D. C.



**WHAT 1,253,600 HOUSEWIVES CAN DO**

... In a Fighting Mood

They can hasten the day of VICTORY by protecting their own health and the health of their working family... by preparing well balanced, vitamin rich meals every day... by saving FATS, salvaging tins and buying more BONDS. They can remember or forget your brand name... depending on whether or not you keep them reminded of your product by suggesting new war time uses for it. On WTAM the 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

### Lease Of KGEZ Okayed; Other Activities By FCC

(Continued from Page 1)

... of the lease. Transfer of KBKR, Eber, Oregon, from Glenna McCormick and Paul V. McElwain to Marshall E. Cornett and Lee W. Jacobs for \$20,000 also was approved. At the same time, the Commission approved the purchase of KSLM, Salem, Ore., by McElwain and McCormick for H. B. Read, for \$69,000. Approval was granted also for the transfer of control of the Lehigh Valley Broadcasting Company, licensee of WCBA at WSAW, Allentown, Pa., from the Allentown Call Publishing Company, to Royal W. Weiler, Fred W. Weiler, Calvin Shumberger, David A. Miller, Donald P. Miller, Samuel W. Miller and Miller Associates. Stock turnover included 495 shares (76.98 per cent) at \$90.72 per share—a total of \$906.40.

#### "Swap" Approved

Swapping of GKBX and KWTO, Springfield, Mo., was also permitted. Springfield Newspapers, Inc., were permitted to purchase for \$25,000 all Class A stock (250 shares) in KGBX from Lester E. Cox, Ralph D. Foster, Arthur Johnson and L. M. Gruder. Springfield Newspapers, Inc., already owned all but three of the 250 shares of Class B stock. At the same time Springfield Newspapers, Inc., and H.

### Tele Statement Of NBC Interests Capital Circles

(Continued from Page 1)

sequence could not be reached for a statement on the NBC television announcement. It is believed that an FCC announcement concerning television will be forthcoming some time next week.

S. Jewell, T. W. Duvall, Tams Bixby, Jr., and Jeanne Bixby transferred 500 shares of Class B stock in KWTO to Cox, Foster, Johnson and Magruder for \$100,000.

Fort Industry Company, assignee of the construction permit and license to WFTL, Ft. Lauderdale, Fla., was granted permission to move its main studio from Ft. Lauderdale to Miami. The Commission also approved the change in call letters of WMTU, Tupelo, Miss., to WELO. Applications for FM stations have been reported from the Valley Broadcasting Company, Steubenville, Ohio, WFBM, Inc., Indianapolis, the Capital Broadcasting Company, Washington, D. C., the Liberty Broadcasting Company, Pittsburgh, the Plaza Court Broadcasting Company, Oklahoma City, the Drovers Journal Publishing Company, Chicago, and the Broadcasting Corporation of America, Riverside, Calif. The last named applicant has also applied for permission to build a commercial television station.

LOS ANGELES

By RALPH WILK

**F**RRIENDS of Norman Nesbitt and Margaret Thomas will be surprised to learn that on August 7th, they slipped quietly out of town, and were married in Ventura, California. Miss Thomas, who is a member of the KHJ staff, was born in Shanghai, China, and attended the University of Hawaii. Nesbitt, who for the past six years was news reporter and narrator for KHJ, will announce his new affiliation shortly.

Claudia Drake, star of the W. R. Frank's "The Private Life of Dr. Paul Joseph Goebbels," was guest on the "Breakfast at Sardi's" radio program over the Blue Network Saturday (26th).

Don Ameche once toured on a vaudeville circuit with the "Hello, Sucker" girl, the late Texas Guinan.

The life and loves of Charlie McCarthy, Edgar Bergen's wise-cracking little protege, will soon be the subject of a full length film... possibly in Technicolor.

Richard V. Bosworth, an honorably discharged air cadet recently on the Horace Heidt jobs-for-servicemen show, shocked Southern California listeners by asking for work in Miami, Florida!

Dinah Shore's arranger-accompanist, Ticker Freeman, who has been associated with the songstress all during her climb to fame, this week was accepted by the U. S. Army.

"Music by Sweeten," popular numbers played in symphonic style by Claude Sweeten and an augmented orchestra of 21 men, and a special program of Easter organ music by Paul Carson feature Standard Radio's March release. The release also includes transcriptions by Freddy Martin, Billy Mills, the Charioteers, Joe Reichman, the Gypsy String Ensemble and Al Sack's Rhythm Masters, new combination.

Carlos Ramirez, M-G-M singing star who completed "Mr. Co-Ed" with Xavier Cugat, is appearing at Hollywood's Clover Club for a limited engagement.

Hope, Crosby And Thomas Milwaukee Poll Winners

(Continued from Page 1)

Radio editor of the Milwaukee "Journal." More than 3,000 listeners cast ballots.

Hope's NBC program was judged the best in radio, in addition to winning him first place in the favorite comedian class, which he shared with Libber McGee, Abbott and Costello, Ed Skelton, Joan Davis, Edgar Bergen and Jack Benny, in that order. Crosby topped the voting as favorite person and most popular male singer, while Thomas took his pair of firsts as the best concert program and the best concert singer.

A first-time winner this year was Frances Langford, Hope's vocalist, who was voted the most popular girl singer.

MAIN STREET



Reporter At Large. . . !

● ● ● It took a World War to uncover the histrionic ability of a lad about whom we've written before. . . . twelve-year-old Alastaire Kyle, whose British parents sent him to America to escape the London Blitz. . . . Alastaire, currently playing the role of "Dickie" in the NBC strip, "Portia Faces Life," and who starts rehearsals late this month in H. Clay Blaney's Broadway Production, "The House in Paris," first caught the ear of Radio Execs, when he was one of the British refugee children, who were granted the opportunity, thru the facilities of Short Wave, of speaking to their parents. . . ● It was Jackson Beck himself, who phoned us to say "he didn't know that we knew or were going to print the **RADIOKAY**, but that other loyal friends of Lawson's, including Don McLaughlin, Margaret Skelton and James Van Dyke also donated transusions". . . . we're happy to make this acknowledgement and add our personal thanks for their gracious and generous acts. . . ● Frank Telford, director of "Valiant Lady," goes to Young & Rubicam. . . ● Ruthrauff & Ryan may "package-produce" a radio show, "You Can Write A Song," by and featuring tunesmiths, Lew Brown and J. Fred Coots. . . . sounds like a clickeroo. ● When Emil Coleman's Orchestra opens a six-week engagement, starting March 14, at the St. Francis Hotel in San Francisco, they'll be heard six times a week via the networks. . . . it's about time.



● ● ● One of the zippiest shows we've ever seen, was the reward to those attending yesterday's Radio Exec-Second District NAB luncheon at the Roosevelt Hotel. . . ● Maurice Rocco, cartoonist Milton Caniff and Jack Kirkland's NBC Comedy "Mirth and Madness" troupe made this one of the year's best 'meals'. . . and those hard-working NAB boosters, C. E. Arney, Jr. and Willard Egolf, were seen actually relaxed. . . ● When Maestro Al Goodman took a much-needed vacation some time ago, his arranger Tom Jones, took over his programs and did so well he was rewarded with a program of his own to 'baton'. . . Dorothy Kirsten's Sunday program, "Keepsakes," heard via the Blue. . . ● Graduates of WEEF's School for Announcers are awarded a 'sheepskin,' on which is printed "The Announcer's Creed". . . well worth writing for, framing and kept in a conspicuous place. . . ● Evelyn Knight, "Million Dollar Band" songstress, has been signed to an exclusive Decca contract. . . ● Joan Edwards has been selected to appear as guest soloist in the forthcoming George Gershwin Memorial Concert, which will take place at the Roxy Theater late next month and which will feature a 65-piece orchestra conducted by Paul Whiteman. . . ● Dale Belmont, WMCA vocalovely, has been given a two-year picture pact by 20th Century-Fox.



● ● ● Frank Miller, first cellist with the NBC Symphony Orchestra, makes his last appearance Sunday (which happens to be his birthday), to join the Navy. . . ● Bruce Kamman is taking a week's vacation late this month to find a house for his family. . . ● Having completed his new book, "Secret History of the War," which will shortly be published by Scribner's, newspaperman-commentator Waverly Root returns to WAAT for another series of Saturday programs. . . ● Bill Schingel, formerly associated with WISH, WIBC and WIRE in Indianapolis, has been appointed Mid-West supervisor for the Hillman Publications. . . ● Genial Bob McRaney, general manager of WCBI, from way down Mississippi way, Suh, promises us an earful of "southern stories" when he arrives in Gotham about the 20th. . . . if they'll pass the censors, we might print one or two. ● A loyal group of Tennessee listeners tried to convince Roy Acuff, singing star of the NBC-Corn-fed program, "Grand Ole Opry," that they'll nominate him as the Democratic Gubernatorial Candidate. . . . but he begged



—Remember Pearl Harbor—

CHICAGO

By PEGGY BYRNE

**K**LEVE KIRBY, NBC Chicago announcer, has resumed a schedule of programs after an attack of laryngitis. He will vacation at home in West Palm Beach, Fla., March.

WAC Pvt. Irene Shields, former central stenographic supervisor NBC Chicago, now stationed at Macc Ga., is visiting Chicago friends who on furlough.

NBC announcer Jack Gibney is pictorial artist in his spare time and has presented a canvas of a mosque as a wedding present to fellow announcer, Hugh Downs, who was married recently.

Maj. F. C. Shidel, NBC Chicago engineer on leave with the U. S. Army, is detailed to the headquarters' office of the Allied Command in Britain.

Capt. Norman Ross, former Chicago freelance announcer, now Randolph Field, San Antonio, Tex attended the graduation ceremony at Williams Field, Chandler, Ariz., where his son, Donald, was commissioned second lieutenant in the AAF. Ross had the privilege of pinning the wing on his son's uniform.

WGN brings its "War Gardens" series back to the air Sunday, March 5, from 10:30 to 10:45 a.m., CWT. Ber Markland will again conduct the programs.

Margaret Kenny, formerly with the FBI, has joined WBBM as secretary to Don Roberts, CBS western sales manager. . . Gloria Ignatius, another WBBM newcomer, is a secretary in the local sales department.

Henry J. Becker joins the WJJD transmitter staff this month. He was previously with WING, Dayton, Ohio.

Edna O'Dell, the "Hoosier Songbird," has returned to WGN after an absence of several months to participate in a new musical show, which made its debut February 26, from 10:00 to 10:15 p.m., CWT. Show is sponsored by Charles E. Zimmerman Co., through A. N. Baker Ad Agency.

"Hall Of Fame" Guests

Distaff-side guests will outnumber the visiting male talent five to one on Philco's "Radio Hall of Fame" next Sunday over the Blue. The three Andrews Sisters, Gracie Fields and Ilka Chase will hold forth against lone comedian Danny Thomas. In addition to the regulars, narrator Deems Taylor and Paul Whiteman's Orchestra and Chorus, will also be heard.

Special Red Cross Show

Katharine Cornell, noted actress, and Guy Lombardo's Royal Canadians will be heard on a special WMCA broadcast launching the 1944 Red Cross Drive in New York City's schools on Monday, March 6, 1:30-2 p.m., EWT. Another feature of the program will be an original sketch starring the cast of radio's famous juvenile program, "Chick Carter, Junior Detective."

# Exec. Sees FM for Rapid Growth

(Continued from Page 1)  
 General Motors Corp., has appointed general manager and chief of the new operation.  
 enthusiasm over the immediate future of FM was expressed. "I'm sorry to say," he doesn't share that opinion. "Although he expressed satisfaction with the technical side of television, he said that the future in the broadcasting end is technically but economically. It is going to pay for the program. The public had not been accustomed to a high quality of fare, he indicated, which is difficult to duplicate over the radio medium.  
 He had a different feeling about the broadcasting for theaters, prizefights and other events, where the stage was not, were ideal for televised presentation, he signified. "We are agreeing with those who think the future is around the corner," he said. "We hope they're right. Interest was the fact presented out by the speaker. He had operated a sightseeing station in Chicago for the past years.

## Stork News

Bob, assistant to the eastern manager of NBC is the first son born Wednesday to the former Eleanor Sully-Lytle, at White Plains Hospital, which weighed seven pounds, at birth, has been born at Hall.

Pierce, NBC Chicago engineer on leave with the U. S. Army Corps, is the father of a son, Warren, born to him and his wife recently.

son, named John, Jr., was born Feb. 29th to Mr. and Mrs. general manager KTUL.

## AMES LEAMAN

### Consultant

Radio  
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ADDRESS

RADIO DAILY, Box 812

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# ★ PROMOTION ★

## Sells Sponsor

In its attractive blue and white promotion piece the Yankee Network tells prospective buyers of the "Shell Digest" news program why listeners enjoy listening to the program. Here's why, says the brochure: radio audiences obtain a crisp, compact presentation of headline news, taken from the wires of the Associated Press—Nelson Churchill presents the sport news, with features on New England activities, and then nationwide coverage—then follows a friendly message from your community Shell dealer, interesting facts you'll want to hear—in this spot is presented a story pertaining to the home town, with stories prepared by feature writers in New England. This interesting program should find more parents in its vicinity.

## FM Brochure

Persons possessing frequency modulation receivers in the Evansville, Indiana area are being sent very attractive program announcements which are issued bi-monthly by WMLL. In addition to the programs listed in the colorful brochure, this FM station broadcasts a special program designed to boost war workers' morale. Also interesting to note is that this station provides a well-balanced diet for its listeners by airing both classical and modern music and local newscasts under the heading "Our Town."

## KOA's 'Royal Flush'

It's small—KOA's new promotion booklet now on its way to national and local advertisers and agencies—but it carries a well-directed punch. The cover, captioned "You draw a Royal Flush on KOA," portrays the deal of a poker hand. Unfolded sheets that follow give survey statistics on dealer preference, listener loyalty and best programs of the 50,000 watt outlet's seven-state coverage. Summary neatly parallels KOA advertiser satisfaction to an unbeatable hand.

## Powerful Shortwave Station Being Built In Canada

(Continued from Page 1)

anager of the corporation is in Washington negotiating finally for the necessary priorities for the equipment. It is made in the U. S. A. and the armed forces of course have the first call.

Meanwhile the building for the shortwave station is being constructed at Sackville, N. B. close to the Atlantic seaboard.

The station will be of 50,000 watts and will both send and receive. Part of the equipment in the shortwave receiving station in Ottawa will be used.

The station and equipment will cost \$800,000 and the maintenance around \$500,000. It will be powerful enough to reach Europe, Asia, the Antipodes and South America.

## "Among Ourselves"

WJR's house organ "Among Ourselves," which has been issued since January 1941 mostly in mimeographed form, has been revamped into a four-page, nine by twelve printed newspaper containing numerous pictures. The first issue under the new format has just come off the press. It will be published each month by the Detroit station's publicity department. "Among Ourselves" contains news of personnel, programs and devotes an entire page to letters from servicemen. It features a column "Things You Might Like To Know About Radio" which calls attention of staff members to stories and items of interest running in RADIO DAILY and other publications which serve the radio industry.

# Four Top Radio Names Pass Draft Med. Exams

(Continued from Page 1)

him; Ladd had been discharged from the army for physical reasons after several months services; Goff is 37 years old, married, and father of two children and Riggs recently received a 1A classification.

It was learned that their draft boards will be notified of their acceptability for the armed forces and pending any appeals will be subject to induction.

## Coast Newscast Renewed

Fisher Flouring Mills of Seattle has renewed "James Abbe Observes" for 52 weeks over the Blue's 18 Pacific Coast outlets, effective March 27. The five-a-week, ayem show plugs Zoom through the Pacific National Advertising Agency of Portland.

Very truly yours,  
*Norman Jay*

On December 27th, WMCA introduced New York to Norman Jay's "Very Truly Yours". We knew that in this outspoken method of news commentary we were launching a mild sensation in local broadcasting.

You see, Norman Jay addresses pertinent open letters to prominent persons in the news, strikes hard at headlines and headlines, strips important issues down to bare facts. He couldn't miss.

And he didn't. During the first month's running, Jay's mail box looked like a fugitive from a diplomatic dispatch-carrier. Unexpected responses to "Very Truly Yours" in January alone came from an admiral, a general, a University president, a senator and a former presidential candidate.

Yes, the voice of "Very Truly Yours" has gained resonance rapidly here in New York. It is the news program to be reckoned with this year. For a surprisingly modest investment, the right sponsor can ride this rising tide. Interested? We're at Circle 6-2200.

**w m c a**  
 First on New York's Dial—750  
 Represented by Weed & Co.

## NAB Visitors

A record breaking attendance of broadcasters, agency executives, network reps, station reps, music publishers and others allied with the broadcasting industry attended Thursday's session of the Second District NAB meeting at the Hotel Roosevelt. Among those present were:

Wm. Doerr, Jr., WEBR, Buffalo, N. Y.; Cy King, WEBR, Buffalo, N. Y.; Major E. M. Stoer, WINS, N. Y. C.; Earle Godfrey, WBAB, Atlantic City, N. J.; Ray McClosky, WBNF, Binghamton, N. Y.; Jack Lee, WHAM, Rochester, N. Y.; Kolin Hager, WGY, Schenectady; C. D. Mastin, WBNF, Binghamton; Chas. Godofsky, WLIB, Brooklyn; William Fay, WHAM, Rochester; Jerome M. Layton, WINS, N. Y. C.; Clarence G. Cosby, WINS, N. Y. C.; J. Trevor Adams, Jr., WINS, N. Y. C.; John H. McNeil, WJZ, N. Y. C.; D. L. Provost, WEA, N. Y. C.; W. C. Roux, WEA, N. Y. C.; J. V. McConnell, WEA, N. Y. C.; Walt Dennis, WHN, N. Y. C.; John H. Field, Jr., WABC, N. Y. C.; Arthur Hull Hayes, WABC, N. Y. C.; E. H. Twamley, WBNF, Buffalo; C. L. Egner, NBC, N. Y. C.; Oscar C. Turner, NBC, N. Y. C.; Chas. F. Phillips, WFBL, Syracuse; Wm. A. Rippe, WTRY, Troy; Wm. Schudt, Jr., CBS, N. Y. C.; Wm. I. Moore, WBNX, N. Y. C.; Sheldon B. Hickox, Jr., NBC, N. Y. C.; Leo F. Bissell, WMFF, Plattsburg; Joel H. Scheier, WMFF, Plattsburg.

Also A. G. MacDonald, WGY, Schenectady; Bruff W. Olin, Jr., WKIP, Poughkeepsie; Charles D. Osborne, WMBO, Auburn; Gunnar O. Wiig, WHEC, Rochester; A. E. Spokes, WJTN, Jamestown; Frederick L. Keese, WMBO, Auburn; Nathan W. Cook, WIBX, Utica; Geo. S. Jones, WIBX, Utica; Michael R. Hanna, WHCU, Ithaca; Thomas L. Brown, WHDL, Olean; John A. Bacon, WGR-WKBW, Buffalo; Elliott Stewart, WIBX, Utica; Wm. O. Dapping, WMBO, Auburn; Wm. Tilenius, NBC Spot Sales; Willard D. Egolf, NAB, Washington; Howard S. Frazier, NAB, Washington; Dorothy Lewis, NAB, N. Y. C.; C. E. Arney, Jr., NAB, Washington; Alex Sherwood, Standard Radio; Manuel Rosenberg, The Advertiser.

And Marvin Kirsch, Radio Daily, N. Y. C.; Frank Burke, Radio Daily, N. Y. C.; Murray B. Grabhorn, Blue Spot Sales, N. Y. C.; Cy Langlois, Lang-Worth, N. Y. C.; Leonard D. Callahan, Sesac, N. Y. C.; Gus Hagenah, Sesac, N. Y. C.; Robert Jay Burton, BMI, N. Y. C.; M. E. Tompkins, BMI, N. Y. C.; R. L. Harlow, BMI, N. Y. C.; Tod Williams, BMI, N. Y. C.; B. J. Rowan, General Electric Co., Schenectady; Harold B. Sherrill, New York Telephone Co., Albany; Geo. W. Brett, Katz Agency, N. Y. C.; Stephen R. Rintoul, Katz Agency, N. Y. C.; Willis B. Parsons, NBC Thesaurus, N. Y. C.; Wade Barnes, NBC Thesaurus, N. Y. C.; Claude Barrere, NBC Thesaurus, N. Y. C.; Edwin H. Kasper, Kasper-Gordon, Inc., Boston; Aaron S. Bloom, Kasper-Gordon, Inc., Boston; Ben Selvin, Associated Music Pub., N. Y. C.; Clinton M. Finney, Associ-

# Manpower Problems To Fore As NAB 2nd Dist. Opens Meet

(Continued from Page 1)

pations as 'critical,' Arney said. The remedy for this condition must be applied locally, he said, pointing out that members of selective service boards should be thoroughly informed by the broadcasters of the important part which domestic radio is playing in the war effort.

### NAB Advises Broadcasters

NAB, through its Selective Service Handbook and supplements, has placed in the hands of every broadcaster, regardless of NAB membership, complete information as to selective service procedure, Arney explained, adding that the organization strongly recommends a careful study by all station managements of selective service procedure. The recent change in policy under which the cases of all registrants are required to be transferred to the local board in the community in which the registrant is actually working should do much to correct some of the causes that have been most troublesome. Boards distant from the place of work are obviously in no position to determine the essentiality of the employment, he said.

### Hersey Statement Heard

Attention of the broadcasters was called to a portion of a statement made by Maj. General Lewis B. Hersey, Selective Service Director, which is published in the February issue of "Selective Service." The statement, in part, reads as follows:

"In determining whether induction of a registrant would be harmful to the war effort, local boards and appeal boards must take into consideration, where war production is concerned, changing demands for definite types of production. Accumulations of stock-piles, or needs altered by changes in war strategy, may cause that which was critical today to be surplus tomorrow, or vice versa. Information on such general considerations is issued by National Headquarters and also, in cases of war produc-

ated Music Publishers, N. Y. C.; Dinty Doyle, WABC, N. Y. C.; Carl Haverlin, BMI, N. Y. C.; LeRoy Keller, United Press; A. F. Harrison, United Press; Victor Vonn, Standard Rate & Data Service; Jim Kelly, Standard Rate & Data Service.

Also Herman, Greenberg, Ascaph; Jim Collins, Ascaph; Paul J. Senft, Geo. P. Hollinberry; Slocum Chapin, WJZ; Guy Capper, WJZ; C. H. Hackett, Abbott Kimball & Co.; D. E. Robertson, Capper Publications; Harry Levin, OWI; J. F. Flanagan, McCann-Erickson, Inc.; Phil Newsom, United Press; Arthur Sinsheimer, Peck Agency; C. Herbert Masse, WBX, Boston; William S. Hedges, NBC, N. Y. C.; Easton C. Woolley, NBC, N. Y. C.; Gerald King, Standard Radio; Milton Blink, Standard Radio; Howard Lane, CBS; H. V. Akersberg, CBS; Rhoda Magid, BBC; Gordon Heyworth, BBC; Louis M. Block, Jr., Intercollegiate Broadcasting System; J. O. Parsons, Jr., W. W. Dorrell,

tion urgency, may be given as certification by Army, Navy, or other Government agency or by representatives of such agencies in industries and plants. The local board or the appeal board having jurisdiction must make its own determination in each individual case and according to all available facts and factors of which it has cognizance."

### Other Subjects Discussed

Other subjects discussed by Arney touched upon war activities, post-war problems, with discussions from the floor; NAB membership and committees, labor and legislation.

"While there are occasional outbursts and criticisms in the Halls of Congress against certain commentators and certain broadcasts, there have been no serious proposals directed toward broadcasting," he declared. There is a genuine interest by the members in broadcast policies with particular reference to the part played in the dissemination of news and doctrines. The Congress appears to be wary of fixing restrictions but appears anxious that broadcasters themselves will see to it that criticisms against advocacy and unfairness are unfounded, he said, adding that Congress appears to favor self discipline by the industry in its own behalf in preference to any fixing of statutory requirements to promote operation in the public interest.

### Will Elect Director

Today's session will concern Sales and Sales Promotion Activities, with discussion led by Lewis H. Avery, director of Broadcasters Advertising division of NAB. During this meeting, Willard D. Egolf, assistant to the president of NAB, in charge of public relations, will propose the publication of a book on the subject of public relations for industry.

Election of a director for this district and the adoption of resolutions will highlight this afternoon's session of the two-day conference.

Edythe Bull, C. E. Hooper Organization.

And Victor A. Bennett, WAAT, Newark; George W. Allen, WABC, N. Y. C.; Paul Morency, WTIC, Hartford; James G. Bennett, Blue Spot Sales; Michael Sweeney, Blue Spot Sales; Larry Hasbrouck, Blue Spot Sales; G. C. Packard, Paul Raymer Co.; Robert B. Rains, Paul H. Raymer & Co. (Detroit); Patricia Murray, Printers' Ink; Wm. Malo, WDRC, Hartford; P. L. Romaine, Paul H. Raymer; Arthur Poppenberg, Blue Spot; Capt. Griff Thompson; Arthur Simon, WPEN, Philadelphia; Captain John Doran; Lionel Colton, Helen Wood, radio station reps; Hazel Westerlund, CBS; Peggy Stone, Spot Sales; Loren Watson, Spot Sales; Eliz. Black, Joseph Katz; Ninette Joseph, J. D. Tarcher; Helen Hartwig, Ruthrauff & Ryan; Helen Thomas, Spot Broadcasting; Harriet Belisle; Murray Carpenter, Compton Advertising Agency, and Milton Caniff, Cartoonist.

## GUEST-ING

SIMON BARERE, pianist; FRANK PARKER, tenor, Coca-Cola program, Sunday (CBS, 4:30 p.m.).

LARRY BELL, president of Bell Aircraft Corp., makers of Airacobra fighter planes, on "Horizons," Sunday (WOR-M, 8 p.m.).

MERLE OBERON, in an adaptation of "Wuthering Heights," on Pidgeon's "The Star and the Moon," Sunday (WABC-CBS, 8 p.m.).

RALPH BELLAMY, on "The Valley," Sunday (WOR-M, 8 p.m.).

FRANK SINATRA, SPRINGFIELD, EDWARD EVERETT HARTON and GLORIA DE HAVEN, in an adaptation of "The Gay Divorcé," the program of the "Screen Players," Monday (WABC-CBS, 8 p.m.).

JASCHA HEIFETZ, violinist, "Great Artists Series" of the phone Hour, Monday (WEAF-N, 9 p.m.).

BETTE DAVIS, in an adaptation of Somerset Maugham's "Of Bondage," Tuesday (WEAF-N, 9 p.m.).

## Joins Blue Sales

Dickens J. Wright has been appointed a member of the staff of the Blue Network by D. B. Ham, Eastern sales manager. He replaces James G. Bennett who has shifted to Blue spot sales. Wright has been a member of the staff of station WMCA, New York, for past five years. He was previously with station WHN in the same city for four years.

## Military Booking Unit

Raleigh, N. C.—Organization of independent military entertainment booking unit to function for Carolina camps representing troops, was announced here by tenant-Colonel Philip H. Brumby, Chief of Special Service of Camp Davis, N. C. The formation of the group came out of a meeting attended by special service and public relations officers from Army and Marine Corps installations in the Tarheel state.

## Speaks On Post-War Electronics

"The Post-War Electronic Era" will be the subject of an illustrated address Wednesday evening, March 19, before the New York Electronic Society at the Engineering Auditorium, 29 West 39th Street, by Dr. Orestes Caldwell, editor of Electronic Engineering. Dr. Caldwell will give a survey of the many new uses of electronic tubes in industry, business, science, medicine, the home and everyday life.

PROGRAM REVIEWS

★ WORDS AND MUSIC ★

NEW BUSINESS

By BEN KAUFMAN

THE INVITATION

Program for Red Cross 1944 War Fund  
 26, 7:35-8 p.m., EWT, WNEW  
 Producer and Director: Ted Cott  
 Writer: Milton Robertson

men on our fighting fronts  
 ting as foolishly as some of  
 roatists depict them. On the  
 nd, there are very few writ-  
 can pen the heroic deeds  
 is ar's heroes with the wisdom  
 aint that reflects our nation's

fitting for WNEW to present  
 ntribution to the Red Cross  
 r Fund a play about our  
 soldier. However, while the  
 must have been an unwitting  
 the American soldier was  
 in this program as a soft,  
 and thoughtless individual.  
 notoriously disputed motion  
 "Lifeboat," "The Invitation"  
 ow two supposedly bright  
 a soldiers are foiled by a

ene is somewhere in the  
 fic where two of our scouts  
 eeing a part of the island for  
 d Japs. Following a few or-  
 bars, the two soldiers come  
 very-much-alive Jap who  
 ly implores his captors not  
 lm. After brief deliberation,  
 ade to let him live because  
 ook." What to do with him  
 y go scouting for other pros-  
 oners is their next prob-  
 r tying him to a tree with  
 y strong rope," they go  
 or more Japs. But they don't  
 far when they hear the  
 voice at the most unex-  
 me, "Putee hands ueep high!"  
 same Jap. And how did he  
 since he has no companion  
 ? The next scene shows the  
 a soldiers at the mercy of  
 cities—the only redeeming  
 he production.

ny cases, musical transitions  
 responsible for the success or  
 t a comparatively good script.  
 particular instance, the music  
 nspiration, leaving the pro-  
 almost completely without

Stations Added  
 for "Brave Tomorrow"

stations have been added to  
 ation NBC network carry-  
 r & Gamble's serial drama,  
 "Tomorrow" (NBC, Mondays  
 Fridays, 11:30 a.m., EWT).  
 Advertising handles the ac-  
 outlets added are KGBX,  
 d, Mo.; WALA, Mobile, Ala.;  
 Pensacola, Fla.; KRIS, Corpus  
 Tex.; KRGV, Weslaco, Tex.;  
 buquerque, N. Mex.; KTSM,  
 Tex.; WMFG, Hibbing, Minn.;  
 Virginia, Minn.; KANS,  
 Kans., and KWBW, Hutchin-  
 sas.

Thirty-Second Notes

HISTORIANS of the "Mairzyology" period in the Tin Pan Alley archives may be interested in an informed theory that "Mairzy Doats" goes back to some anonymous source generations ago, possibly in Scotland. The latest learned opinion on the novelty variation, which has even been used as a language study in the University of Pennsylvania curriculum, comes from Jerry Belcher, public-events chief of WCKY, Cincinnati. Jerry says he used the nursery rhyme nine years ago on "Vox Pop" over CBS.

★ ★ ★

The mares-eat-oats story is a very old one, according to Jerry Belcher. He declares he got it from Paul Wing, who in 1935 was handling production for "Vox Pop." Here's how Jerry tells it: "I used it on the air, asking the question, 'What language is this?' The wording used at that time was identical to that appearing in the song today. I later encountered it here in Cincinnati in a more complete or expanded form, obviously coming from another source. It always has seemed to me that it must have been handed down for generations from some anonymous beginning."

★ ★ ★

Bumped into Gray Gordon off Broadway the other night and we talked of today's rapid turnover of bandmen. Gray, whose stylistic combination opens a month's stand soon at the Flagler Gardens in Miami, mentioned the great number of rehearsals that were now necessary because of the constant departures of sidemen to the armed forces. The personnel data of a few of the Blue Net's "Spotlight Bands" emphasize the mounting shortage of manpower in the music business. George Olsen has hired and lost 92 men to different branches of the service; Les Brown, 44; Tommy Dorsey, 41; Will Osborne, 39; Tommy Tucker, 24; Frankie Masters, 28, and Jan Garber, 21.

★ ★ ★

Robert Goffin has written an informative little volume titled "Jazz: From the Congo to the Metropolitan" (Doubleday, Doran & Co.). You may not always agree with the continental flavor of Goffin's standards about a phase of what is really American folk music, but you'll appreciate the loving care he has lavished on the story of our rhythms... Nationwide search by the "Hour of Charm" for the "undiscovered voice of America" has narrowed down to 125 finalists from a field of 9,813 femmes. They will be heard beginning next Friday by the quintet of lovely judges from Phil Spitalny's all-girl orchestra—concertmistress Evelyn, soprano Vivien, pianist Rosa Linda, trombonist Velma and trumpeter Kathryn.

★ ★ ★

A series of 20 more 12-inch V-disks has been cut by the Music Section of the Army's Special Services Division for distribution to overseas stations of all the armed forces. The platters are exclusively for servicemen, now add up to 160 records, totaling almost a million copies. Among the recording artists who have contributed their services are: Andre Kostelanetz, Bing Crosby, Mischa Elman, Red Norvo, John Kirby, David Rose, Tony Pastor, Artie Shaw, Phil Brito, Tommy Dorsey, Arturo Toscanini and the NBC Symphony, Frank Sinatra, Al Goodman, Lt. Rudy Vallee, Capt. Glenn Miller, Freddy Martin, Jimmy Dorsey, Woody Herman, Les Brown, Louis Jordan, Benny Goodman and Harry James.

★ ★ ★

Looks like Gene West is hitting his stride again. The writer of "Broadway Rose," "Roll On, Mississippi, Roll On" and other past favorites now has two promising songs on the market. They are: "I Want You to Meet My Mother," a war tune written in collaboration with Stan Keller and Bert Mann, and "Don't Say You're Sorry Again," a collaboration with Art Berman and Lee Pearl, published by Kane's Music Co. Both are already in the books of top-flight bandleaders.

★ ★ ★

WAPI, Birmingham, Ala.: B. C. Remedy Company, Durham (B. C. Headache Powders), six five-minute newscasts and 15 one-minute ET announcements weekly, 35 weeks, through Harvey Massengale Co., Inc., Durham; P. Duff & Sons, Inc., Pittsburgh (Duff's Ready-to-Bake Mixes), participation, "Model Electric Kitchen," 13 weeks, through W. Earl Bothwell Advertising Agency, Pittsburgh; Lever Brothers Company, Cambridge (Lifebouy Soap), one half-hour ET program weekly, 52 weeks, through Ruthrauff & Ryan, Inc., New York; North American Accident Insurance Company, Newark (accident insurance), three quarter hours weekly, 13 weeks, through Franklin Bruck Adv. Corp., New York; Sunway Vitamin Company, Chicago (Sunway Vitamins), 12 quarter hours weekly, 13 weeks, through Sorensen & Company, Chicago; Macfadden Publications, Inc., New York (True Story Magazine), four five-minute ET programs, through Raymond Spector Company, Inc., New York; Ward Baking Company, New York (Tip Top Bread), five quarter hour newscasts weekly, 52 weeks, through J. Walter Thompson Company, New York; American Chiclet Company, Long Island City (Adams Clove and Dentyne Chewing Gum), seven station break announcements weekly, 32 weeks, through Badger & Browning and Hersey, New York; Carter Products, Inc., New York (Carter's Little Liver Pills), seven one-minute ET announcements weekly, 52 weeks, through Ted Bates, Inc., New York; National Toilet Co., Inc., Paris, Tenn. (Nadinola), four station break announcements weekly, 48 weeks, through Roche, Williams & Cunningham, Chicago; Colgate-Palmolive-Peet Company, Jersey City (Palmolive Soap and Super Suds), 24 ET announcements weekly, 52 weeks, through Wm. Esty & Co., Inc. and Ted Bates, Inc., New York; Swift & Co., Chicago (Jewel Shortening) five one-minute ET announcements weekly, 52 weeks, through J. Walter Thompson Co., Chicago.

KFRC, San Francisco: Hale Bros. Dept. Stores, daily anns, through McCann-Erickson, Inc., four weeks; Kilpatrick Bakery (white bread), two anns., ETs, weekly, 13 weeks, through Emil Reinhardt Adv.; Bulova Watch Co., daily anns., 52 weeks, through The Biow Co., Inc.; Colgate Palmolive Peet Co. (Peet's Granulated Soap), four anns., weekly, 13 weeks, through Leon Livingston Adv. Agency; Lever Bros. Co. (Vimms & Rinso), daily anns., ETs, 13 weeks, through BBD&O; Piso Co. (cough syrup), tri-weekly five-minute ET programs, 13 weeks, through Lake-Spiro-Shurman Inc.; Columbia Pictures Corp. ("None Shall Escape"), 10 anns., ETs, weekly, four weeks, through J. H. Diamond Co.; Prudential Realty & Finance Co. (realty), Saturday newscasts, 13 weeks, through Pacific Adv. Staff.

# ★ ★ ★ COAST-TO-COAST ★ ★

### —TEXAS—

**SAN ANTONIO**—Lone Star Gleams: A third anniversary was celebrated recently by "Los Charros," regular Latin-American Monday through Friday program over KTSA. South Texas Cotton Oil sponsoring Crustene Ranch Party Monday, Wednesday and Friday, quarter-hourly, over WOAI and the Texas Quality Net. Ted McCann, former sales manager of Shreveport "Times," breaking into radio via sales staff of KTSA. New KABC half-hour program heard Saturday nights titled "Parade of Hit Tunes" features recordings taken from "Billboard" selections. **DALLAS**—Alex Keese, manager of WFAA and the Dallas division of KGKO, has resigned as of March 15 to become assistant to O. L. Taylor of the Taylor-Howe-Snowden group of Amarillo.

### —NORTH DAKOTA—

**VALLEY CITY**—KOVV sportscasters, Bob Ingstad and Charles Sjorstrom did an ambitious play-by-play job on the Barnes County Basketball Tourney, in which 27 teams participated and covered four days of tourney play. KOVC has a new half-hour program titled "Hebrew-Christian Hour" conducted by Dr. Michelson of Los Angeles, Monday through Saturday. Tom Westwood placed the business.

### —MISSOURI—

**ST. LOUIS**—The KWK novelty in music, "The Coon Crick Boys," has been bought by the Griesedieck-Western Breweries for Stag Beer on a twice-weekly, transcribed basis. Platters are emceed by Ed Wilson. This weird music of bottles, cowbells, horns, kazoos, etc. will be in broad contrast to the St. Louis Symphony Orchestra on the occasion of that organization's Pension Fund Concert in the Municipal Auditorium March 3. Fred Moegle, for three years past program head at KARK, Little Rock, has been newly welcomed to the announcing staff of KWK.

## PICTURE OF THE WEEK



A real life radio worker who in this instance might be called a paper doll is Marie Karlstrom, Blue Network office worker in Chicago. Marie graces a ton of waste paper salvaged by studio employees during February. Imbedded in the bales are scripts that once moved the radio audiences to tears, cheers and laughter. Now the scripts will be used in the production of parachutes, cartridges and medical field kits.

### —MINNESOTA—

**MINNEAPOLIS**—The annual Red Cross War Fund Drive kickoff show featuring Governor Edward J. Thye was aired over WCCO recently with skits depicting work of the R. C. . . . Robert L. Anderson, technician, has left WCCO after a six-year association, to become chief engineer of the Franklin Transformer Mfg. Co. of this city. **MANKATO**—New names at KYSM: Dick Johnson from KWLM, Willmar; Paul Santee from WDG; Gene Letts, new to radio—all announcers. Ruth Lambert is the new bookkeeper and Geraldine Otte, stenographic addition.

### —CONNECTICUT—

**HARTFORD**—For every \$100,000 raised in Hartford's Red Cross drive, searchlights will flash a beam directly over the central part of the city, a clever idea for which James F. Clancy, sales promotion manager of WTIC, is responsible. . . . Former announcers of WDRC, who are now with Uncle Sam overseas, ask for station news and developments. Program Manager Walter Haase has worked out a plan to send them recordings of the show "What Is It?" heard over this station.

### —MICHIGAN—

**DETROIT**—The manpower shortage need for maintenance time have necessary for WJR to discontinu broadcasting, according to Leo F. vice-president and general manager March 7, schedule will revert to signoff and 5 a.m. weekly, 8 a.m. resumption.

### —CALIFORNIA—

**SAN FRANCISCO**—"Pot Party" is the new variety show on KQW, CBS outlet, and is hosted by Neg Monett, and features Gill's band, singer Vivian La high school lass—and guests night clubs and shipyards. Former KGO announcers are regularly to the station: Ensign, ald Curlin is at Kodiak, Frank Cady is with the Army, where in England" . . . Alan the new announcer at KFRC. Williamson has moved his "Name of That Song?" quiz from KFRC to the Hollywood of KHJ, where it will relay the station of the Don Lee-Mutual.

### —MASSACHUSETTS—

**BOSTON**—Heard from WCOP George Lasker and A. N. Armst, officiated last month at presentation vices honoring WCOP service Buddy Brooks, formerly with W handling pickups for WCOP in Copley's Oval Room. . . . Ashley treasurer, completely recovered at his desk after recent automobile accident. . . . Richards Clothing Mfg. sponsoring Leon Lipson, newsca three quarter-hour summaries. **HOLYOKE**—WHYN has announced addition of George Heyward of B the mike staff.

### —LOUISIANA—

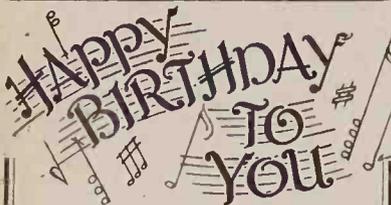
**NEW ORLEANS**—The advent of Miss Donna Louise Lewis (and ounces not given) was a out-of-line announcement by father, Don Lewis, WWL station nouncer.

### —NEW YORK—

**BUFFALO**—WBen's victory go listeners are eagerly awaiting the series of chats by Peggy Gardener emphasis this season will dwell on tables rather than flowers. Miss G airs her valuable hints and answers from fans Mondays, Wednesdays at 10:45 a.m. . . . Another returning to the airwaves of WBen children's delight, "Uncle Ben," club meetings are heard Saturday at 9:30.

## Pinkley Named V.P. Of U. P. Organization

Before leaving this week for London headquarters, Virgil Pinkley, general European manager of United Press, was elected a vice-president, it was announced yesterday. Hugh Baillie, president of the Pinkley succeeds to the post previously held by the late E. L. U.P.'s first European general manager and vice-president.



### March 3

Joseph Ainley J. Frank Burke  
Kingsley F. Horton Kenny Sargent  
Donald Novis

### March 4

Lester Blumenthal Lucy Gilman  
Jerry Marlowe Madge Marley  
Herman Fields George Shelton  
Helen Van Tuyl Dominic Bruno  
Edward J. Fitzgerald

### March 5

Henry Gladstone Sam Hearn  
Chuck Johnson N. H. Myers  
Lowell Peters Ben Selvin  
Lieut. Tod Swalm Clinton Twiss

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 26, NO. 45

NEW YORK, N. Y., MONDAY, MARCH 6, 1944

TEN CENTS

## NAB Opposes AFM Deal

### Radio Coverage Web Memo Subject

Insight into network plans for coverage of the forthcoming European invasion is gained from a memorandum sent out by Paul White, chief of news broadcasts at CBS, to the staff and station affiliates on the past week-end.

Regarding the proposed invasion as probably the greatest military operation in our history and the most news story of all times," White asserts that "every man, every woman on our staff faces a grave responsibility."

Beginning with the first announcement (Continued on Page 6)

### Pre-Invasion Data Radio Editors & Stations

A pre-invasion news sheet with accompanying maps and photographs was mailed to radio editors and affiliated stations of the network.

Based on the premise that if the European invasions would come tomorrow, Mutual officials declare that the organization is prepared to furnish full news of a United Nations radio to the nation's radio listeners.

### To Address WKRC Post-War Conditions

Dr. W. R. ... speaking on the subject of "Communications," Dr. W. R. ... vice-president in charge of ... General Electric Company will address the "Problems of ... radio forum over WKRC on (Continued on Page 2)

### Offer P. A. Systems

Public address system sound equipment will be made available to a limited number of industrial plants engaged in essential war work, the WPB has announced. The systems provide music as a stimulus to workers during fatigue periods, page personnel, distribute information to workers, and can also be used to give emergency warnings.

**Tele Talent**  
Milton Caniff, artist, author, and after-dinner speaker, through his chalk talk and comments at the NAB-REC luncheon in New York the other day, qualified as good post-war tele talent. Caniff, creator of "Terry and the Pirates," will be heard from when television gets in full stride.

### Canada May Censor Radio Newscasters

Montreal—Tightening of the regulations regarding the responsibility of news commentators making radio broadcasts was hinted at by Gen. LaFleche, Minister of War Services, who gave the impression that censorship may be expected. This has not heretofore existed as regards news commentators.

Gen. La Fleche told the Dominion House of Commons that he understood the script of a broadcast by (Continued on Page 2)

### History Of Television On CBS Show Today

Television is scheduled to be dramatized this morning over CBS in one of the "American School of the Air" radio series, titled "The Vacuum Tube." Featuring Worthington Miner, manager of Columbia's tele department, the script dramatized the role of the tube in the development of eye-and-ear entertainment.

Transporting the listener into the (Continued on Page 2)

### Adopt Resolution Urging WLB To Reject Principles Of Union's Demands In Recording Co. Matter

### WLB Panel Decision Assured This Week

Long-awaited decision of the WLB special panel regarding the dispute between the American Federation of Musicians and the three recording companies opposing direct payments to the union is expected to be handed down by next Thursday. Companies involved are Columbia Recording, RCA-Victor and NBC Recording Division.

Understood that the panel's findings (Continued on Page 4)

### Edwin C. Hill To Be Heard On New CBS Commercial

Edwin C. Hill, veteran newsman and radio commentator, will be heard on the full network of 133 CBS stations starting Tuesday, March 28, at 6:15 p.m., EWT, in "The Human Side of the News," sponsored by Johnson and Johnson.

### ACLU Opposes Method Of N. Y. Intolerance Bill

Defeat of the pending New York State Wicks-Steingut bills, which would penalize malicious publication or broadcasting of statements involv- (Continued on Page 2)

With the WLB panel's decision on the AFM recording matter still pending, members of the Second District of NAB at the concluding session of their two-day meeting in New York on Friday adopted a strong resolution commending the recording companies stand and urging WLB to reject the principles embodied in James C. Petrillo's demands. Kolin Hager, manager of WGY, Schenectady, was re-elected director of the Second District by acclamation and the meeting complimented him on the success of the meeting.

The WLB resolution, one of several (Continued on Page 7)

### Annual DuPont Awards To Be Made Saturday

Annual Alfred I du Pont awards to a news commentator and radio station for distinguished and meritorious performance and service will be awarded by Dr. Francis P. Gaines, president of Washington and Lee University and chairman of awards (Continued on Page 2)

### New Public Opinion Show From Time, Inc., Auditioned

A new 30-minute program analyzing the latest public opinion surveys has been auditioned for the Blue Network by the radio programs de- (Continued on Page 2)

**★ THE WEEK IN RADIO ★**  
NBC Blueprints Tele Expansion  
By BEN KAUFMAN

POST-WAR blueprint of NBC television expansion by Niles Trammell, network president, highlighted the past week's broadcast news. In a comprehensive statement to the web's affiliated outlets, he outlined plans for the development of tele networks after the war. Three regional look-and-listen links were envisioned by Trammell, who sketched the development of nets in the East, Midwest and on the Pacific Coast. Significant was the

evident assurance that NBC was taking definite steps toward extensive tele operations in the future.

Resignation of Eugene L. Garey as counsel to the House Select Committee investigating the FCC followed the dropping of the WMCA sale inquiry a week earlier. Charges of hostility toward the FCC probe and "political interference" were hurled at Committee Chairman Clarence F. (Continued on Page 6)

**Gets Added Time**  
"Mirth and Madness," NBC's daily comedy show featuring Jack Kirkwood, author-comic, Jeannie McKeon and Don Reid, vocalists, has had a Saturday session added to their Monday through Friday schedule. Show is heard Monday through Friday at 9 a.m., EWT, and under the new schedule will broadcast on Saturdays at 10 a.m., EWT.

Give That Your Red Cross May Continue At His Side



Vol. 26, No. 45 Mon., Mar. 6, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(March 3)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	158 7/8	158 3/8	158	+
CBS A	27 1/2	27 1/2	27 1/2	+ 1/8
Farnsworth T. & R.	12 3/8	11 7/8	11 7/8	- 1/2
Gen. Electric	35 1/2	35 1/8	35 3/8	+ 1/4
Philco	27 1/2	27 1/2	27 1/2	+
RCA Common	9 3/8	9 1/4	9 3/8	+ 1/8
Stewart-Warner	12 3/4	12 1/2	12 1/2	+ 1/4
RCA First Pfd.	73 3/4	73	73 1/2	+ 5/8
Westinghouse	94 5/8	94 3/8	94 5/8	- 1/8
Zenith Radio	34 3/4	34 3/4	34 3/4	+

## NEW YORK CURB EXCHANGE

Nat. Union Radio	4 1/8	4 1/8	4 1/8	
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## 25th Bombing Mission

Lieutenant Harold Edelstein of the U. S. Army Air Corps, formerly of WMCA, New York, has just completed his 25th bombing mission over Germany, friends learned Saturday.

# 20 YEARS AGO TODAY

(March 6, 1924)

Samuel L. Rothafel, familiarly known as "Roxy," and his Gang, have become so popular with radio audiences that a network of three stations—WEAF, WCAP and WJAR—are broadcasting his concert every Sunday night. . . Charles Wold, well known musical glass artist, whose music resembles a church organ, was heard recently over a local outlet.

**W M F F** BLUE NETWORK  
Plattsburg, N. Y.

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET  
George P. Hollingsbery, Rep.

## History Of Television On CBS Show Today

(Continued from Page 1)

future to the Presidential inauguration in 1945, the program is intended to portray the history and problems of sight and sound. Through the medium of flashbacks, the contributions of Edison, Fleming, DeForest, Langmuir and Nipkow are set to be highlighted in order to convey a working picture of what makes television work.

## New Public Opinion Show From Time, Inc., Auditioned

(Continued from Page 1)

partment and the public opinion department of Time, Inc. Elmo Roper is chairman and the guest panel on the audition included Gerard Swope, Geoffrey Parsons and Joseph Barnes. The program was presented by Fortune for which Roper has for some years prepared public opinion polls. Net is considering it as a sustaining feature.

## Annual Du Pont Awards Will Be Made Saturday

(Continued from Page 1)

committee, at a dinner Saturday night at the St. Regis Hotel in New York City. The awards will be broadcast over the Blue Network from 7 to 7:30 p.m., with Milton Cross as master of ceremonies.

## WEVD's New Show

A new weekly series of 15-minute programs entitled "Unusual People" will be launched by WEVD beginning Tuesday, March 1, 9:45 p.m. EWT. Scripts for the program will be written by Edward Ludlum and directed by Richard Moeller. Cast for the production are LaVerne Martin, Dorothy Cartwright, Diane Cladwich, Grace Jaey, Gloria Hoffpauir, Jack Curtis and Norman Gould. Norma Hayes will produce.

## Monroe On Bandwagon

Vaughn Monroe, orchestra leader who recently returned to the band business after getting a 4F draft classification, will be featured on the "Fitch Bandwagon" Sunday, March 12. NBC, 7:30 p.m., EWT. Hazel Scott will also appear on the program.

## Wins Sectional Title

Cincinnati—Winner of the sectional singing contest, held at the WLW studios last week as part of General Electric's "Hour of Charm" national contest to find the "Undiscovered Voice of America" is Nelle Stuart Foster, 22 years old, teacher in the North Norwood, Ohio, elementary school.

## 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.

## Canada Mulls Censoring Of Radio News Programs

(Continued from Page 1)

Elmer Philpott of Vancouver, in which the leave granted Lt. Gen. A. G. L. McNaughton, former Canadian Army commander overseas, was mentioned, had not been read by an official before the speaker went on the air. Questions about the broadcast were asked recently by J. G. Diefenbaker, who said that Philpott had discussed the McNaughton incident after Premier King had said in the House that further discussion of the case by members might not be desirable.

Diefenbaker said it should be stated whether censorship had been used in checking Philpott's script.

Gen. LaFleche read a censorship directive citing a broadcaster's responsibility for what was said. Gordon Graydon, Progressive-Conservative House leader, asked if the regulations would be tightened to prevent a similar occurrence in the future. Gen. LaFleche replied that some such action might be considered.

## ACLU Opposes Method Of N. Y. Intolerance Bill

(Continued from Page 1)

ing race and religious intolerance, was urged Thursday in a memorandum sent to members of the Legislature by the New York City Committee of the American Civil Liberties Union. Charging that the legislation is "a quack remedy which will cause more evil than it cures," the ACLU attacked the bills proposing amendments to the New York criminal libel law.

## Baker To Address WKRC On Post-War Conditions

(Continued from Page 1)

Sunday evening, March 12. The forum, a series of eighteen discussions on problems which will be considered in any permanent peace program, is being conducted by Judson J. McKim, who is director of education WKRC.

# JAMES LEAMAN

## Consultant

Television Advertising      Television Programs

Motion Pictures for Television

## ADDRESS

RADIO DAILY, Box 812  
1501 Broadway, New York 18, N. Y.

# COMING and GOING

E. J. HUBER, sales promotion manager of the Blue Network's central division, returned to the Chicago offices after having the major portion of last week in New York.

BENEDICT GIMBEL, JR., president of Philadelphia, left on Friday for a short trip to recuperate from the confinement brought on by a recent prolonged illness.

BEN GRAUER has returned from Washington, D. C., where he acted as master of ceremonies at the White House correspondence dinner.

FULTON LEWIS, JR., Mutual's communications national affairs, has left on another combined lecture and news-gathering trip. He will appear today in Kansas City, Mo.

CAMPBELL ARNOUX, manager of WTAF, Norfolk, Va., left yesterday for Atlanta, Ga. He will attend the War Clinic being conducted by NBC.

WILLIAM O'NEILL, president and manager of WJW, Cleveland, and JERRY ROBERTS, engineer of the station, have returned after a two-week trip to Florida.

WILLIAM A. RIPLE, manager of WTRY, Troy, left on Saturday for New York City following conference at Rockefeller Center and with the station's New York reps.

CLEMENT FULLER, BBC's European news correspondent in this country, is leaving the country for a few weeks in London, where he will plan for coverage of elections and war news.

MONROE B. ENGLAND, president of WHP, Pittsfield, Mass., and JOHN PARSONS, station manager, were visitors Friday with New York representatives of the outlet.

WOODY HERMAN and the members of his band are in Detroit to fill a theater engagement.

DAVID O. ALBER, having just returned from Washington, D. C., is off again today on business trip to Philadelphia.

PARKS JOHNSON and WARREN HULL are in Fort Du Pont, Del., for the broadcasting tonight's "Vox Pop" program from the station for Army engineers.

# No Sudden Payroll Collapses

2/3 of Baltimore people now employed in war work will be needed all out in 1944 making ships, planes, communications. Sell those workers over station W-I-T-H. If time is available . . . grab it!



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

REPRESENTED BY HEADLEY-REED

**One of our twin selves  
moves to a glamorous  
NEW HOME!**



With our complete facilities in St. Paul, KSTP now has the outstanding production center in each of the rich Twin Cities. As a matter of fact, our Minneapolis-St. Paul studios and offices are greater than those of all other Twin City stations combined.

**The Minneapolis half of KSTP is now located in the most stunning entertainment center in the Midwest... the Northwest's own dazzling Radio City.**

Radio City in Minneapolis brings together in one impressive building the Northwest's largest and finest theatre, seating 4400 people, and KSTP's ahead-of-the-minute new studios (including provision for future television developments). It's the Twin Cities' major center of interest, visited every day by throngs of Twin Citians and folks from all over Minnesota.

Naturally, this new development is making Minnesota people more KSTP-conscious than ever. Locally, we're telling listeners about Radio City by means of newspaper ads, 24-sheet posters, triple-size car cards and rural magazine and screen advertising... And all this spotlighting of KSTP is going to mean *more listeners*—urban and rural—for KSTP advertisers!

And remember... our *complete facilities* in each of the Twin Cities enable us to give detailed attention and comprehensive service in *both* cities to *all* our accounts. With this new capacity for greater service—plus the audience that comes from being the exclusive NBC outlet for the Twin Cities—plus a continuous, statewide promotional campaign to keep our audience steadily growing—KSTP is now more than ever before the Northwest's leading radio station.

**Exclusive NBC Affiliate for the Twin Cities**



**THE NORTHWEST'S LEADING RADIO STATION**

Represented Nationally by Edward Petry and Company

10,000 Watts  
NEAR CHANNEL

# LOS ANGELES

By RALPH WILK

**L**EWIS ALLEN WEISS, vice-president and general manager of the Don Lee Broadcasting System and executive director of the Mutual Broadcasting System, returned last week from Washington, D. C., where he attended a special meeting of the Radio News and Policy Committee of the Office of War Information. Weiss represented both broadcasting systems at the conferences.

His brother, Ken, will take over for Wendell Niles as announcer on the Blue Network's "Al Pearce and His Gang in Fun Valley" Sunday broadcasts during the several weeks the latter will be on tour with the Bob Hope company.

"Voice of Experience," a popular radio feature for several years, returned to the air over KECA Sunday morning, February 27th, at 11:15 a.m.

Beverly, of KNX "First Call With Beverly" fame, is now a cover girl! The Victorville Army Flying School has transformed its newspaper into a magazine. And on the cover of the very first issue will be a picture of the cadets' favorite gal—Beverly.

## WLB Panel Decision Assured This Week

(Continued from Page 1)

ings have been made but are being held up for approval in Washington. Since the economic factor facing the disk companies crippled by the musicians' strike is a serious one, no further delay in arriving at a decision is anticipated.

## Will Dramatize Girl's Career

Story of Patrice Munsel's rise to fame as an operatic star will be dramatized under the title, "Song From Spokane" on "Cavalcade of America," Monday, March 13, over NBC network, 8 p.m., EWT. Edwin Jerome stars with Miss Munsel, who plays herself.



**JIM WALDROP**  
NBC Announcing Staff

# MAIN STREET



## Memos of an Innocent Bystander. . . !

● ● ● We still don't know for sure whom the Democrats or the Republicans will name as their respective standard bearers in the coming election but one of our spies swears he overheard Oombriago noising it about Kilocycle Row. . . . that a dark horse has allowed his fedora (the one he slams onto the floor whenever his proboscis brushes against the microphone) to be tossed into the Presidential Ring. . . . so if you start hearing "Durante For President," you'll know that Oombriago himself, has taken over as the "Schnozz's" campaign manager and from now on it's everybody for "hissell." . . ● Jerry Wayne, singing emcee of the U. S. Maritime MBSservice program, "Full Speed Ahead," has been named to christen one of its soon-to-be-launched Liberty Ships, late this month. ● You can look for Phil Baker to guest on several Coast programs now that his "Take It Or Leave It" program originates from there. . . . off-hand we'd name Jack Benny and Eddie Cantor shows. . . ● Her several CBSintillating guestrillings on Morton Gould's "Cresta Blancapades" has resulted in Dorothy Shay being signed by William Weintraub as a regular weekly feature. . . ● Phil Brito, Blue Network thrush, opens a four-week engagement at the Blue Room of the Roosevelt Hotel in N'Awlins Thursday. . . ● Francis Lederer of the flickers will guesstar tomorrow night on "In Old New York," the Judith Allen-Johnny Kane WINShow.



● ● ● NCAC, the agency which discovered Garry Moore on a morning show and plugged him to a top position among radio comics, has just sold the 'short-haired' clown to Filmogul David O. Selznick on a seven year contract. . . . will probably make his first picture late in April when the 'Camelcade' program goes to the coast for several months. . . ● A RADIOKAY to Gwen Davies, radiolite, whose songs and cheerful patter at hospitals for wounded Yanks, has done so much for so many. . . ● Hollace Shaw, who is known as "Vivien," on Phil Spitalny's 'Hour of NBCharm,' will wed Captain C. Turner Foster, U.S.A. in Gotham, April 12. . . ● Hazel Scott, pianiste extraordinaire at Barney Josephson's Cafe Society Uptown, will guesstickle the ivories on next Sunday's "Fitch Bandwagon" via NBC. . . ● Howard Riley, director of the Fred Allen CBSshow dons khaki Saturday and will be succeeded by the program's production manager, Larry Harding. . . . Larry will continue as production manager for the "Lucky CBStrike Hit Parade". . . ● Bill Edmonds, (he's on the WHN announcing staff) became the proud papa of a seven pound-14 ounce boyby Wednesday. . . ● Syd Zelinka and Howard Harris, scripters for Garry Moore and Jimmy Durante, have had their options picked up by the Camel Ciggie-Biggies.



● ● ● Maestro Dean Hudson, on leave of absence from the Army, will take his musicrew back to his old stamping grounds at the Flagler Gardens, Miami Beach early next month. . . ● Don Reid's vocalisthenics on Jack Kirkwood's zany morning program, "Mirth and Madness" is big time. . . . he'll be heard on an evening spot soon, we'll wager. ● The R & H Beer'dless youths, Guy Bonham, Wamp Carlson and Dwight Latham and Diane Courtney's songs will be heard fifteen minutes earlier, (7:30-7:45 p.m.) via WJZ, starting April 11th. . . ● B B D & O may sponsor a series of Schenectady-originated television shows this Spring. ● Dick Todd, the "Basin Street" baritone, will go overseas on an entertainment tour in May if and when the okay is granted. . . ● Can't understand why someone doesn't grab Wilbur Evans for a coast-to-coaster. . . . The "Mexican Hayride" star's baritones can't miss enticing the ears of dialers.



— Remember Pearl Harbor —

# PROMOTION

## Sew For Victory

Washington ladies can no for Victory" and stand a chance financially benefitting in the for a Sewing Contest has just under way on WOL. Eleanor home and fashion director of tion yesterday made first alment on her program "Listen of the contest which offers per over \$500 in War Bonds. Th six different divisions in Children's Clothing, Const Group, Original Designs, Clothing, and Senior Dress Suits and Coats. Each group sion has its own prizes. The is open to women of all age the exception of profession employees of the station and families. Entries are to be sub for judging between April 15 1.

Entry blanks are available station and at the pattern cour most 5 & 10 cent stores in Wash and vicinity.

## WLW's "Buy Way"

Cincinnati's WLW has a th one performer in its monthly merchandiser called the "Buy It's a seller, a personality b upper and an informer. Yes, complishes all three in its att eight-page glossy promotion s

Under the "seller" heading some of the nationally adv products that sponsor WLW grams; in the "personality b upper" category are the eye performers heard regularly ov station; and perhaps most im are the newsy items in the publ that disclose what's what on the ness front of "the nation's mos chandise-able station."

This particular edition is de to tell druggists how the radio tising campaigns are promot order to serve wholesalers a tailers in WLW's listening area

# WDRG

CONNECTICUT'S PIONEER BROADCAST

## How Long Is "Main Street"?

Hartford's "Main Street" winds its way through the 26 towns in the Hartford Trading Area. It's a long walk—but if you take to the air on WDRG, you can cover this entire market quickly and effectively—at one low cost!



USE WDRG TO CONNECT IN CONNECTICUT



**No single station, no amount of power, can deliver the loyalty, the intense "listening interest," of this, Maryland's "all home" Network.**

You only have to know local geography and local customs to know why the Eastern Shore is as different from Western Maryland as day is from night. And neither have too much in common with Baltimore.

WFBR is Baltimore, WBOC is the voice of the Eastern Shore, and WJEJ is the magnet of the Hagerstown market of Western Maryland.

When the big political candidates are out for votes, they don't try to do it with a Baltimore station alone. They use the Maryland "all home" Network because they know the full power of *local interest*.

Actually, Maryland's "all home" Network can cost less than a *single large* station. With quantity discounts it's often considerably less!

**GREATER INTEREST - LOWER COST**

Yet look at what you get: Baltimore's favorite station *plus* the two really vital non-Baltimore stations with their intense local interest and loyalty! A combined "all home" market of over 2,000,000 people.

The Maryland "all home" Network is truly one of the *great* buys still left open in radio!

**MARYLAND "All Home" NETWORK**

**FOR INFORMATION • RADIO STATION WFBR, BALTIMORE**



*Millions are listening regularly-*

*The* **CONNIE**  
**BOSWELL** *Show*

*Write · Wire · Phone*  
**DOUGLAS F. STORER**

*General* AMUSEMENT CORPORATION  
THOMAS G. ROCKWELL, President  
 NEW YORK · CHICAGO · HOLLYWOOD · CINCINNATI · LONDON

*Personal Management*  
**HARRY LEEDY**

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



6, NO. 46

NEW YORK, N. Y., TUESDAY, MARCH 7, 1944

TEN CENTS

## Before House Today

### Woman Named V.-P. of BBD&O Agency

Wade Rindlaub, a copy group Batten, Barton, Durstine & is the first woman to be elected to a vice-presidency in the and was one of six executives vice-presidents at the annual of the BBD&O directors, Barton, president, announced Rindlaub, a food authority, has engaged in copy writing at for 14 years. Five other vice-

(Continued on Page 2)

### Programs Dominate Business At WMAQ

Placement of a new five-news program, renewal of quarter-hour news program for 32 new and renewal of spot announcements combine the business week at WMAQ, announced by Oliver Morton, of the NBC central division and spot sales department, and Burch Biscuit Company,

(Continued on Page 5)

### Contest Winners Announced Yesterday

One hundred and forty entered tryouts for the "undiscovered voice of America" at WOW to Kopp, Mrs. Cecil Slocum, S. Davis serving as judges. were Evelyn M. Patrick of Gladyce J. Eisenach of Lincoln and Starks of Columbus, Neb. Conley, formerly with WOW

(Continued on Page 2)

### Spring Advice

Best Moore, manager of the Gardens campaigns for the Department of Agriculture, will tell gardeners how to plant such early crops as lettuce, onions, peas, etc., during the "Victory Garden" program, Friday, March 10, at 12:45 p.m., EWT over the NBC Network. Moore hopes thereby to help 1944 gardening under way early.

### Ford Folly

"Senator" Ed Ford of radio fame yesterday announced his candidacy for second vice-president of the United States. He expressed confidence that the name Ford will be a driving force in the 1944 campaign. P. S. The "Senator's" press agent is working on his platform.

### Canada Educators Form Advisory Unit

Toronto—First meeting of the Canadian National Advisory Council on School Broadcasting will be held at the Royal York Hotel in Toronto on Thursday and Friday of this week.

The council, which includes representatives from the provincial departments of education, Canadian universities, Canadian Federation of Teachers, and home and school clubs was formed to provide a means of more regular consultation between

(Continued on Page 7)

### KSTP Minneapolis Studios In Radio City Theater

Minneapolis—With the Northwest premiere of Paramount's "Lady in the Dark," the new Radio City theater in Minneapolis which will house KSTP's Minneapolis studios, will be dedicated on Wednesday evening.

The theater, formerly the Minnesota, is being re-opened by John J. Friedl, president of the Minnesota

(Continued on Page 2)

### 'Bicycling' Of ET's On Coast Aids Program Clinic Of CBS

### J. Olson Gets Two Shows; Signs Five-Year Blue Pact

Johnny Olson, former WTMJ, Milwaukee, announcer, who recently was given a five-year pact with the Blue Net, starts two new shows within the week. On Wednesday he will introduce his "Rumpus Room" recorded show over WJZ and on next Monday launches a "Pantry Party" show on the Blue.

### Chairman Of FCC Appears In Defense Of Actions By The Commission; Others Also To Be Heard

### Seek New Station CP In Finger Lakes Area

Washington Bureau, RADIO DAILY Washington—Application was filed yesterday with the FCC for a permit to erect a radio broadcasting station in the Finger Lakes region to serve the United States Navy's new large Sampson Naval Training Station located on Seneca Lake, N. Y., which locality does not now have a radio station. The applicant is the Finger

(Continued on Page 5)

### P. Kelly Joins Barry Wood On 'Million Dollar Band'

Patsy Kelly, screen comedienne, has been signed to co-star with Barry Wood and the "Million Dollar Band" on NBC starting Saturday, April 1. New format besides including the zany antics of Miss Kelly will feature

(Continued on Page 2)

### Report Show Promotion Sent To All CBS Stations

An impressive report on the results obtained by 128 CBS stations in the 1943 campaign of program promotion was mailed the past week to stations,

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—Fireworks are due to pop again today in the House investigation of the FCC. Chairman James Lawrence Fly of the Commission will be heard for the first time since last July, when he refused to testify on matters involving the RID and FBIS. Before Fly is heard, minority members Louis E. Miller and Richard B. Wigglesworth of the Select Committee will—individually or jointly—issue another statement protesting the action of the committee majority. Fly's testimony today will probably

(Continued on Page 7)

### 'Hour of Charm' Show Winners To Broadcast

Climaxing the talent quest for the "Undiscovered Voice of America," Phil Spitalny's "Hour of Charm," will feature the first district winners during their broadcast from New York on next Sunday, over NBC, at 10 p.m., EWT. It is planned to introduce sectional winners on the succeeding nine or ten Sundays. Girls come from 97 audition points throughout the nation.

### Urges More Concentration Among Listening Audiences

Omaha—Greater concentration in listening to radio programs was urged here by Mrs. William H. Corwith, of New York City, assistant to Dr. James

(Continued on Page 2)

### Gangland Televises

"The Shadow," that relentless foe of the underworld, whose invisible gimmick cloaks him from the ordinary racket guy's range over WOR-Mutual, will run into some heavy opposition from a television device next Sunday. A mob of killers, aided by an unusual sight-and-sound apparatus, will try to spot their invisible nemesis with the aid of tele.

(Continued on Page 7)

More to Red Cross This Year—Soldiers Are Giving All



Vol. 26. No. 46 Tues., Mar. 7, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Monday, March 6)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, 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.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(March 7, 1924)

WJZ, New York, was the focal point of one of radio's greatest experiments—a trans-Atlantic and transcontinental broadcast. Occasion was a banquet held in the ballroom of the Waldorf-Astoria by the Alumni of the Massachusetts Institute of Technology. Program was broadcast from WJZ to WGY which relayed it via long and shortwave having trans-Atlantic coverage.

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.

KSTP Minneapolis Studios In Radio City Theater

(Continued from Page 1)

Amusement Company, in co-operation with Stanley E. Hubbard, president and general manager of KSTP.

Opening ceremonies will be conducted by the Minneapolis Civic and Commerce Association. Beginning with the premiere night, KSTP will be cut in on the theater's public address system and give 60 seconds of the up-to-the-minute news. This feature known as "The Minute's News Flash" will come at the conclusion of the news reel screening.

WOW Contest Winners Announced Yesterday

(Continued from Page 1)

news staff, is sporting gold bars... Henry Bristowe of the same staff has been boosted to a corporal... Kermit Hansen, formerly on the staff of KOWH, is now a major and assistant G-2 of an outfit in the Mediterranean area.

Irene O'Hara Seipmann, who was married very recently, has left WOW to join her sailor husband on the Atlantic coast. Promotion Manager Bill Wiseman's secretary, Ruth Herchenroeder, is taking Irene's place.

Woman Named V.P. Of The BBD&O Agency

(Continued from Page 1)

presidents selected by the board are: Edward A. Cashin and John M. Bridge of the Minneapolis office; Carl Williams and Willard A. Pleuthner of the New York office and Wayne Tiss of the Hollywood office.

Fields Preparing Youth Show

Irving Fields, musical director of "The Girl Back Home" heard over WJZ on Tuesdays and Fridays at 7:30 p.m., is preparing a new program, "Youth in Revue," which will feature male and female singers with professional experience between the ages of 15 and 20. He will hold auditions on Thursday evening. Fields will broadcast as piano soloist over WJZ at 11:15 tonight a special show which will feature his own arrangements of well known compositions for piano.

Urges More Concentration Among Listening Audiences

(Continued from Page 1)

Rowland Angell, public service counselor of the National Broadcasting Company.

Here to address a meeting of Omaha's newly-organized area radio council, Mrs. Corwith said careful listening would "bring an appreciation of what radio is trying to do." She said it was only through co-operation of listeners and broadcasters that programs could be improved in the future.

Many people forget one important freedom we have in America—the freedom to listen—Mrs. Corwith said. Because we have this freedom, enjoyed but few places in the world, radio tries to present programs its listeners will like, she explained.

Mrs. Corwith defended variety programs, saying they helped bolster morale. She urged council members to look for the programs with "meat" in them and to guide others to listen to them.

Good programs challenge thinking and that in turn leads to more reading of newspapers and books and thus a more intelligent America, Mrs. Corwith said.

Report Show Promotion Sent To All CBS Stations

(Continued from Page 1)

agencies and the press. Stations, report pointed out used 38,220 live broadcasts and 8,825 recorded announcements in the campaign. Newspapers carried 4,395 insertions in 354 cities for a total lineage of 3,767,000. Over 175,000 posters were used both indoors and outdoors and a total of 104,074 car cards in 47,792 vehicles.

In addition 128 stations used 500,000 cards for direct mail and all stations compiled special press reports based on results obtained from a complete kit of publicity matter furnished at the start of the campaign last September.

P. Kelly Joins Barry Wood On 'Million Dollar Band'

(Continued from Page 1)

Barry Wood's singing and sketches by top-ranking Hollywood guest artists. Show, heard Saturdays at 10 p.m., EWT, will continue under sponsorship of Palmolive soap.

COMING and GOING

HARRY CAMP, commercial manager has arrived from Ohio for conferring the New York representatives of the

KINGSLEY HORTON, assistant director of programs and sales for W-owned outlet in Boston, is in New brief trip.

G. W. "JOHNNY" Johnstone, director of programs and sales for the Blue N back in town after attending the W Correspondents' Dinner in Washington day.

LINUS TRAVERS, executive vice-president of the Yankee Network and of WNAC, spending a few days in New York and network business.

HAL WADDELL, national sales manager for WJW, is here from Cleveland on business and for talks with the local radio station and network business.

SHEP FIELDS and the members of his Philadelphia for a theater date.

W. ENNIS BRAY, manager of WJ outlet in Greenville, S. C., is in New station and network business.

HERBERT L. KRUEGER, commercial manager of WTAC and vice-president of the Advertising Club, has returned to offices from Providence, where he attended a district board meeting of the AFA at New England convention in June.

HORACE FITZPATRICK, commercial manager of WLSL, Blue Network affiliate in Va., a visitor yesterday at the Center offices of the network.

J. KELLY SMITH, general manager of Radio Sales with offices at WBBM, outlet in Chicago, is visiting network quarters in New York.

Off To India

Roy Porter, NBC correspondent en route to India by freight train to represent the network war coverage from this area, joining NBC last November, was a Blue analyst.

When Payrolls Shrink in '44

There's bound to be some tapering off in the need for certain war materials. But Baltimore is sitting pretty. 2/3 of the war workers not employed will be needed all out in 1944! Rep them through the sale producing, low-cost stat W-I-T-H.



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.





# ALL NIGHT they are listening to WBAL in 22 Eastern states

Since W B A L has been on the air all night every night, even we at the station have had some surprises.

When we began to get mail—including “cash enclosed” orders—from 22 Eastern states we realized that W B A L was really blanketing the East from midnight to dawn.

Here's how we figure it out: There are a lot of people listening to the radio at different hours of the night—not only in the big industrial centers, but all through the country.

It happens that W B A L is one of the few stations that can be heard clearly in these “wee” hours

—and one of the few who broadcast something worth listening to! It is the ONLY 50,000 watt station on the Atlantic seaboard outside of New York on the air all night, every night. And its ALL NIGHT STAR PARADE is building a fine audience—widely scattered, but huge in the aggregate.

The 22 Eastern states covered by W B A L at night have a population of more than 75 million. You need only reach a very small percentage of that number to make your advertising at W B A L's low midnight-to-dawn rates pay off in a big way.

Talk it over with the Petry representative.

## ALL NIGHT



ONE OF AMERICA'S  
GREAT RADIO STATIONS



PRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

# LOS ANGELES

By RALPH WILK

WITH Harry James as his first guest, Al Jarvis, radio's record king, inaugurated a brand new hour-long program of the greatest records of all time as selected by the listening audience, March 4, on the KHJ-Don Lee Network. Program, called "Downbeat Derby," and is sponsored by the Union Oil Company over all stations of the Don Lee system. Carlton KaDell announces the show, and Irvin Ashkenazy handles the writing.

The Groucho Marx "Blue Ribbon Town" program has been extended its renewal for another six-month period, effective in March. The show is approaching the one-year mark.

When "Scramby Amby" took the air on Wednesday, March 1, the NBC word-puzzle quiz show debuted a new orchestra leader. On that day, Opie Cates replaced Charles Dant as conductor of the musical clues which help the contestants unscramble the words. Continuing on "Scramby Amby" are Perry Ward as emcee, Lynn Martin, vocalist, and Larry Keating as announcer.

Patrick McGeehan, announcer for Columbia's "America-Ceiling Unlimited," has the highest praise for Texas hospitality. Just back from a junket to Grand Prairie, near Dallas, where he announced several shows to capacity audiences of Air Corps men, Pat says that Texans for miles around came to pay their respects to the troupe and to offer their famous brand of southern hospitality.

Amos 'n Andy and Eddie Cantor, had a field day on the "People Are Funny." One unsuspecting member of the audience tried to teach Amos 'n Andy microphone technique, while a femme spectator joined Cantor in a house-to-house canvass to see how much waste fat they could collect—but she was under the impression she was with Eddie's movie studio stand-in.

Freeman F. Gosden (Amos, of Amos 'n Andy) is telling one about the nervous landlady who was asked by a househunting Army officer: "Do you take in roomers?" "I'm a patriotic citizen," she twittered defensively. "Even if I do, I can assure you I don't repeat them!"

# MAIN STREET



## Radio Vitamins for Tuesday ! !

- ● ● Signs of Spring: Bev Kelley, radio director of Ringling Bros. and Barnum & Bailey circus, off to the "big top's" winter quarters at Sarasota to ready 1944 radio scripts. . . . show opens at Madison Sq. Garden April 5. . . ● Miss Lou Sawyer to CBS as assistant to Norman Corwin. . . . Corwin's new book entitled, "More by Corwin," was published yesterday and his new air series starts tonight at 10 p.m., EWT. . . . current crop of publications by radio commentators is getting excellent reviews in the elite book sections of the "Times" and "Herald-Tribune" . . . Leigh White's "The Long Balkan Night" gives a review of the troublesome European area along with a running account of the escape of White and other correspondents from the oncoming German army. . . . Quentin Reynolds' "The Curtain Rises," also published this week, is his sixth book since he started overseas for Collier's originally and book reviewers et al like his great reporting and easy style of setting important items down. . . ● Blue Network's "Blind Date" program is subject of a piece in the March issue of "Coronet."



- ● ● Comedian Milton Berle has received a Treasury Dept. citation in recognition of his efforts in the Fourth War Loan Drive. ● Rise Stevens, Met opera star will be Eddie Cantor's guest star tomorrow night. . . ● CBS pix clip sheet set up a pretty picture of Bob Hawk in a Valentine setting draped with gorgeous models in bathing suits. . . . Bob is wondering, said the caption, if he could send the beauties to the service camps as quiz prizes. . . . sometime later there comes a copy of The Western Signal Corps "Message," a Calif. army paper. . . . On the front page is a large reproduction of the Hawk picture but Hawk is not in it. . . . instead there is a picture of Corporal Raul Salazar and the caption tells the readers not to get excited. . . . the Cpl. is "still sad" because he is in Calif. and the Conover models are in New York. . . . "just a trick" winds up the caption, thru courtesy of CBS. . . ● Radio Club of America members will witness the ultra-ultra-tiny by means of the electronic microscope Thursday night when the club meets at Columbia University. . . . demonstration will be by Dr. C. H. Bachman of General Electric. . . ● Current issue of "Look" magazine, dated March 21, includes radio people in a layout entitled "Five All-American Entertainment Teams" . . . . Fibber McGee and Molly and Count Basie are pictured among them.



- ● ● March issue of The Chicago Theological Seminary Register, has an article by Everett C. Parker, entitled, "Big Business in Religious Radio" . . . . which recounts the commercial and free-time religious programs. . . . their good and bad points, as it were. . . ● Scripters Stan Silverman, John Gould, Bob Rose and Wayne Shoemaker, are currently putting all their efforts into material for the OWI radio division. . . ● Week-end comedians are most certainly getting funnier these past two weeks or more. . . . Fred Allen and the Quiz Kids set a high mark on his show a week ago Sundee night, but he didn't fall off any when he appeared on Ralph Edwards' "Truth or Consequences" . . . . and even topped it when the duo got together on the Allen stanza. . . . Jack Benny the past two weeks has picked up considerably in the laugh line. . . . and Charlie McCarthy with a husky delivery due to Bergen's cold was a funny piece of business even tho not funny to Bergen. . . ● Paul Hollister, CBS v.-p. and John Kieran of "Info. Please," recently recorded a 15-minute program for the Overseas Branch of the OWI. In the series, "Answering South Africa" . . . . questions by South African listeners were answered for use on local stations over there. . . . Hollister, among other things cited the war accomplishments of U. S. Radio and Kieran, a botanist on the side, compared South African and North American wildflowers.



Remember Pearl Harbor

# CHICAGO

By PEGGY BYRNE

**T**ECHNICAL Sergeant Azine, U. S. Marine Corps respondent and former member WLS continuity and news items wrote "Bougainville Lead article in Harper's magazine for March. Sgt. Azine is an officers candidate school at Camp Lejeune, N. C.

Purity Bakery Corp., Chicago renewed sponsorship for 13 weeks the 7:45 to 8:00 a.m., CWT, of "Record Reveille" Monday through Saturday on WGN, effective March 1. Campbell-Mithun, Inc., is the sponsor.

Johnny Coons, who plays "Capt. Ramsey" on the Blue's "Captain's Night," is the father of a baby, John Douglas, born in Lebanon on March 1. Dr. John D. Johnson's father, brought his son into the world.

Mark Russell, formerly a WGN announcer has joined the Chicago office of Spot Sales, Inc., as sales executive. Atlas Brewing Company, of Chicago has signed with WBBM to sponsor a new "Atlas Sports Reel," which will debut recently from 6:05-6:15 p.m. CWT. Show will be aired Monday through Fridays, 1:30-2:00 p.m. Contract was for 52 weeks. Contract was handled through the Arthur Meyerhoff advertising agency.

## Berch Gets New Contract

Jack Berch and the Three Kings has had their Mutual network contract enlarged and will begin a series of programs effective April 1 under the sponsorship of Key-All-Bran. Program will be broadcast Mondays through Fridays, 1:30-2:00 p.m. Group have been on the Mutual network since Sept. 20.

## Horse Opera Hero

Roy Rogers, movieland and cowboy, makes his first Lux Theater appearance on Mutual on March 13, over CBS at 9 p.m., in "In Old Oklahoma." Martha and Albert Dekker will also be featured in the cast.



The WTAG  
Mobile Unit

FOR BIG EVENTS IN A BIG MARKET

**WTAG**  
WORCESTER

*Your* SALES DOLLARS TRAVEL FAR . . .

Ben Ludy, GEN'L. MGR. . . when you use them on

**WIBW**

The Voice of Kansas  
TOPEKA

**TELE TOPICS**

**★ AGENCY NEWSCAST ★**

**News Shows Dominate WMAQ New Business**

(Continued from Page 1)

through Leo Burnett Company, Inc., will sponsor the five-minute news period on Mondays through Fridays from 5:00 to 5:05 p.m., CWT for 52 weeks, beginning March 13. The name of newscaster still to be announced.

Peter Paul, Inc. (candy and gum), through Platt Forbes, Inc., (New York) renewed its 15-minute news program with Hub Jackson as newscaster on Mondays, Wednesdays and Fridays from 5:45 to 6:00 p.m. for 52 weeks, beginning March 13.

Balaban and Katz Corporation, through M. M. Fisher Associates, ordered 20 transcribed spot announcements over a four-week period, beginning March 13, to advertise four motion pictures to be shown in Chicago theaters. Spot renewals consisted of 12 placed by the Bailey Pihoda Company (Fur Tone Cleaner), through Campbell-Sanford Advertising Company (Cleveland), to be aired at the rate of three a week for four weeks, beginning Feb. 27.

One expansion order also was reported, coming from the Goldenrod Ice Cream Company, through Goodkind, Joice and Morgan, and calling for 52 time signal announcements, added at the rate of one a week to the firm's present schedule, starting February 27.

**INTERNATIONAL PICTURES, INC.**, the new producing unit headed by Leo Spitz and William F. Goetz, announce the appointment of Buchanan & Company, Inc., to handle their advertising account. The campaign on International's first picture, "Casanova Brown," starring Gary Cooper and Teresa Wright, directed by Sam Wood, is already in preparation.

**NORMAN D. WATERS AND ASSOCIATES** have been named to handle the advertising of Max Davis & Sons, fashion accessories.

**RUTHRAUFF & RYAN, INC.**, has been appointed to handle the advertising of Bendix Home Appliances, Inc., South Bend, Ind.

**WILSON & HEIGHT, INC.**, Hartford, Conn., has been elected to membership in the American Association of Advertising Agencies.

**JOSEPH B. ELLIOTT** has been named general manager in charge of sales and advertising for Shick, Inc. He formerly was with RCA Manufacturing Company.

**DR. WILLIAM JAY HALE**, founder of the Dow Chemical Company, will deliver an address at the luncheon meeting of the Advertising Club of New York tomorrow. His subject will be "The Shape of Industries to Come."

**CLIFF C. DOZELL** has resigned as a partner in the M. H. Haskell Co. to become associated with Young & Rubicam, Inc.

**JOHN BLACK** has rejoined the publicity and public relations department of J. M. Mathes, Inc.

**GUILFORD ADVERTISING AGENCY** has been formed by Frances Goldin Guilford, account executive with Alfred J. Silberstein agency.

**LEO WOLMAN**, professor of economics at Columbia University, will deliver a talk before the Sales Executives Club at the Hotel Roosevelt today.

**INTERNATIONAL SALT COMPANY** will feature in its forthcoming radio and publication advertising the catch-line "No Shaker Clog."

**TRACY-KENT & CO.**, New York, announces the addition to its copy staff of Charles O'Neill and Russell Branch.

**E. P. REED CO.**, Rochester, makers of Matrix shoes, through Geyer, Cornell & Newell, Inc., is starting its spring advertising in 75 leading cities of the country.

**K. C. (KEN) TITUS**, a former member of the staff at WCCO and for several years a time buyer for Knox Reeves Advertising, Inc., in Minneapolis, has become head of the radio department of the Minneapolis office of McCann-Erickson, Inc. Miss Evelyn Vanderploeg, radio time buyer at McCann-Erickson, Inc., for the past year, has been transferred to the Chicago office of the organization where she will be a member of the radio staff of the agency. Before coming to Minneapolis, Miss Vanderploeg was associated with various radio accounts in Chicago for several years.

**M. DONALD BILLSTONE** has joined Benton & Bowles, Inc., as an account representative, effective immediately, it has been announced by Clarence B. Goshorn, president of the agency. Billstone comes to B&B from Cluett, Peabody & Co., Inc. where, for the past six years, he was promotion manager of the firm's Sanforized Division.

**Seek New Station Permit In Finger Lakes Area**

(Continued from Page 1)

Lakes Broadcasting System owned and operated by Gordon P. Brown. The station will use the idle equipment and the frequency which will be vacated in the near future by WSAY, when WSAY increases its power to 1,000 watts and changes its frequency to 1,370 kilocycles a permit for which has already been granted by the FCC.

**Spectrum Beat**

Discover search for tele writers directors who can go to England made here by the BBC. Under that the British net, which is making a look-and-listen web of 85 per cent of the island kingdom waiting for Germany to crack before pressing the go-ahead button. Rumored Signal Corps offer the over tele in the New York City is packed with dynamite. It implies a surplus of man at the Army's Astoria (N. Y.) studios. Lots of applications for construction permits are pouring in the FCC offices.

Harry Zanuck is slated to head the Twentieth Century-Fox tele operation. The same picture company's disposes with equipment manufacturer including General Electric, have made with an eye toward the lease of apparatus only. There's a lot of M-G-M buying into a tele distributor. Return from the yesterday of N. Peter Rathvon, president, ought to accelerate action the company's recently completed sight-and-sound survey. Columbia Pictures and Universal are to be marking time.

Walter Thompson and Young & Rubicam are scouting around for tele programming talent. Look for a new house as a triple-threat center for post-war tele laurels—casting and manufacture of records and transmitters. NBC is making a reprint of Noran Ker article. "What About Television" among prospective advertisers a dozen and a half ad agencies waiting for tele time on Du

appears that Mutual is dependent on Don Lee, Coast affiliate and holder of W6XAO in Hollywood, for instant eye-and-ear contributions. The tele outlet is reputed to control several vital patents and has a very director in Harry R. Lubcke. Kaye is doing an industry-wide survey for RCA. What's delaying the CBS mobile unit? The problem may affect tele seriously in its limbering-up stages.

**EVER DELIVERS FOOD**  
**EVER DELIVERS SALES**  
*KLZ Delivers*  
**The DENVER MARKET**



**KLZ-DENVER**

**IN METROPOLITAN CINCINNATI**

**WCKY**  
**DELIVERS A STRONGER SIGNAL TO MORE PEOPLE THAN ANY OTHER STATION**

*L. B. Wilson*

**CBS**

**FIFTY GRAND IN POWER**

## PROGRAM REVIEWS

**"BRIGHT LIGHTS OF NEW YORK"**

Borden Milk Company  
(Young & Rubicam)

WOR, Monday, 7:30-8 p.m.

THE TALENT—OF LOUIS SOBOL. VINCENT LOPEZ AND ORCHESTRA AND GUEST ARTISTS.

Louis Sobol, Hearst "Journal-American" columnist, carved for himself a niche in radio's hall of fame last night. He was the guiding genius in the writing, the producing and the directing of a half-hour variety show which definitely is network calibre.

The program, billed as "Bright Lights of New York," combine music, guest artists, Sobol's fine voice and scripting in creating an engaging Manhattan pattern.

Sobol had the expert musical backing of Vincent Lopez and the members of his orchestra, who lent rhythmic pacing to the show. Lopez, who'll do the batoning weekly, was at his best in the piano solo and splendid orchestration of "Holiday for Strings."

Bright spots were many in this half-hour presentation. Celeste Holm, of the "Oklahoma" cast, was heard in a splendid rendition of "My Mediocre Man." Dean Murphy, master satirist, convulsed with his impressions of Wendell Willkie, Mrs. Roosevelt, Charlie McCarthy and others, while Akim Tamiroff, character actor of the films, used his delightful accent effectively in conjunction with good Sobol gagging.

For showmanship, the kind that radio thoroughly needs, Sobol was a master at the art of conversational story-telling. He mingled human interest with comedy and even brought in a fine element of surprise. Early in the program he made wordy reference to such stage hits, past and present, as "Mrs. Kimball Presents," "Bright Boy" and "Thank You, Svoboda." Later he drew a nostalgic picture of New York during World War I and dramatically told of the occasion when Enrico Caruso introduced George M. Cohan's "Over There." Then, as his surprise, he presented the recorded voice of Caruso, with Toscanini's orchestra, in a rendition of "Over There."

**"MUSIC AMERICA LOVES BEST"**

RCA Victor

Sat., March 4, 7:30-8 p.m., EWT  
WJZ, The Blue Network

Agency: J. Walter Thompson  
Producer: William Livingston

This department cups its chin in its palm to deplore the fact that the new program called "Music America Loves Best" replaces one of the programs America loved best—that refreshing "What's New?"

The format of this new series is as old as radio itself. And while the first program presented the live talent of Jeanette MacDonald, Perry Como and the RCA Victor Orchestra and Chorus, the formality of the performance gave one the impression

**WHO'S WHO IN RADIO**  
GLENN SNYDER

MANY years of contact with the average man—the typical radio listener—led Glenn Snyder into the broadcasting business as a means of realizing his ideas of rendering service to the urban and rural dial spinner. Now, as vice-president and general manager of WLS, Chicago, Snyder directs a key outlet where the philosophy of service is an everyday consideration.



"philosophy of service"

It was natural for genial, hard-working Glenn to understand the other fellow's point of view. Early in life he had lived in 20 different Midwestern cities and held 20 different jobs. Perhaps all this activity stemmed from his being a native of the show-me State. He was born in Grant City, Mo., in 1891.

Glenn Snyder came to WLS as commercial manager in 1930. Up to that time his employment record included work at four ad agencies, three newspapers, a photo-engraving company, six farm papers, the ad departments of three department stores, and a bank. During World War I he enlisted. Before the Armistice was signed, he had won his second lieutenant's commission while attached to the Eighty-ninth Division at Camp Mills, New York.

After the war, Glenn did newspaper work in Mitchell, S. D., and Waterloo, Ia. Executive posts followed as advertising manager of the "Nebraska Farmer" and general manager of the "Wisconsin Agriculturist." In 1929 Snyder joined the advertising department of the "Prairie Farmer," agricultural publication associated with WLS. A year later he became commercial manager of the station; in 1931, manager, and six years later vice-president.

The success of the 50,000-watt, clear-channel outlet in the Windy City has been attributed in many respects to Glenn Snyder. But Glenn credits his staff with the work.

**Dick Day Joins KDB As Program Director**

Santa Barbara—Richard M. Day, recently discharged from the U. S. Army Air Forces in which he served as Captain until his plane was shot down in North Africa, has joined KDB, Santa Barbara, Calif. as program director. Day was formerly well-known in New York and Milwaukee radio and advertising agency circles.

**Gets Westinghouse Promotion**

Appointment of Ira B. Stiefel as assistant to the vice-president in charge of Industrial Relations for the Westinghouse Electric and Manufacturing Company was announced recently. Stiefel has been manager of Industrial Relations at the Company's East Pittsburgh Works since 1937.

that he was listening to a program of recorded music.

"Music America Loves Best" doesn't suggest a program to be aired with formal continuity. Conventional? Yes. However, the continuity and format of the program should be arranged and produced with a casualness that reflects its suggested wide appeal.

Some of the interesting items that were aired on the first program: "Ol' Man River" adequately played by the orchestra; "One Kiss" and "Ah, Sweet Mystery of Life" sung by Miss MacDonald; "Temptation" and "I Love You" consolingly rendered by Como; Third Act Intermezzo of "The Jewels of the Madonna" and "Swanee" effectively projected by the RCA Victor ensemble.

**Entries In WOR Art Contest On View At Adv. Club**

Three prize winners in WOR's art contest are Betty Stephanidis, of 1040 Fifth Avenue, whose painting "Playhouse Performance" came in first; Stanley Dershwitz, of 273 Ryerson Street, Brooklyn, whose "To The Radio Maintenance Man" came in second; and Jessica J. Zemsky, of 33 Riverside Drive, whose "Audience Over-Participation" won third prize. The paintings, which won \$100, \$50 and \$25 war bonds respectively, are on exhibition at the Advertising Club of New York, 23 Park Avenue, and open to the public from 12 noon to 4 p.m., through March 18.

Displayed with the prize-winning paintings are the 10 contending works entitled: "Rehearsal," "WOR Serves the Nation In Wartime," "The Ear of the World," "The Control Man," "Latest Reports From . . .," "Television," "Freedom of Speech," "Impression," "The Influence of Radio," "Today's Programs include . . ."

**Communications Discussed By Civilian Executive**

A greater amount of better radio communications was needed in domestic aircraft, Charles I. Stanton, Civil Aeronautics administrator, indicated to a point meeting of the Institute of Radio Engineers and the American Institute of Electrical Engineers held in New York. Stanton envisioned post-war production of 500,000 civilian airplanes, many of them fitted out with radio, entirely apart from the requirements of commercial flying.

## NEW BUSINESS

WGY, Schenectady: Wilson & Inc., Chicago, Ill., (B-V Bould Cubes) through U. S. Advertising Corp., Chicago, Ill, participations "Market Basket", 26 times, two times per week; Standard Oil Co. of New Jersey, (Esso), through Marsch and Pratt, N. Y. City, newscasts, 26 weeks; Esquire Inc., Chicago, (Coronet Magazine), through Schwemer & Scott, Chicago, Ill., one-minute announcements, scattered schedule times per week; Colgate Palmolive Peet Co., Jersey City, N. J. (Suds) through William Esty and Inc., New York City, one-minute, 156 times; Colgate Palmolive Peet Co., Jersey City, N. J. (Palmolive Soap), through Ted Bates Inc., New York City, "Musical Clock," 26 weeks; Lambert Pharmacal Co., St. Louis, Mo. (Listerine Toothpowder), through Lambert Feasley Inc., New York City, station breaks, 78 times; Colgate-Palmolive Peet Co., Jersey City, N. J. (Palmolive Soap), through Ted Bates Inc., New York City, anns., 156 times; Chris Hansen Labs., Little Falls, N. York, (Junket Brand Food Product), through Mitchell Faust Adv. Co., Chicago, Ill., participations in "Market Basket," 69 times; P. Duff & Son Inc., Pittsburgh, Pa., (Duff's Mix), through W. Earl Bothwell Advertising Agency, Pittsburgh, Pa., "Household Chats" program with Betty Lenn, 39 times; The Spool Cotton Co., New York City, (Sewing Books), through Huber Hoge and Sons, New York City, participations in "Market Basket" two times; New York State Savings Bank Association, through Ruthra and Ryan, Inc., New York City, "Musical Clock," 105 times, 52 weeks.

KQW, San Jose, Calif.: Denalan (dentifrice), weekly station breaks, five weeks, through Rhoades & Dav Community Fed. Savings & Loan Assn., 30-min. "Golden Melodist" show weekly, 13 weeks, through Pacific Adv. Staff; Langendorf Unit Bakeries (American Meal Bread) daily station breaks, 26 weeks, through Erwin, Wasey & Co.; Old Homestead Bakery (Butter-Nut Bread), 13 anns. weekly 13 weeks, through Pacific Coast Adv. Staff; Columbia Pictures Corp. (None Shall Escape) anns. weekly, two weeks, through H. Diamond Agency; Bell Brothers Dairies (milk), four anns. weekly, through Botsford, Constantine Gardner; Alameda County Nurse (strawberry plants), two five-minute weekly, indefinite, through Em Reinhardt Agency; Cleveland Wrecking Co. (building supplies), weekly station breaks, 13 weeks, through Theo. Segal Agency; Day & Night Heaters, anns., weekly, 39 weeks, through Hixson-O'Donnell Agency.

**Heads Nebr. "Hams"**

Lincoln, Neb.—Donald Miller of Ceresco, Neb., has been named Nebraska radio aid to head an organization of amateur radio operator who can help the state defense committee in the event of disaster or emergency.

# Called To Testify At FCC Probe Today

(Continued from Page 1)

on the IRAC, Jap broadcasts Pearl Harbor and the finger-point dispute with the FBI. Foreign language broadcasting matters, the power contained in the network and other matters already covered by Garey will also be discussed by Commission members and Discussion of the WMCA sale to FCC witnesses will probably not be permitted.

## Not to Resign

Miller insisted yesterday that neither he nor Wigglesworth intends resignation from the committee. The morning statement, as the hearings opens, will be brief, but today Miller will use probably a full half hour of time he has reserved for a speech on the House Warren G. Magnuson, a major member, also has half an hour reserved for this afternoon. Miller's, it is expected, will be used only as was Wigglesworth's last Friday—in charging political motives to the committee majority in the WMCA matter and other subjects of the inquiry. He may also charge, said Wigglesworth, that resignation of Eugene L. Garey last month as president was a political matter. In the WMCA matter, Miller, like others of his colleagues, objected to the committee's decision to eliminate discussion of the sale of WMCA by Donald Lam to Edward J. Noble.

## Expect Magnuson Fireworks

Magnuson, whose able defense of the committee majority was lost last week by most of the press because he followed the statements of his majority colleagues—Ed Hart and Herman Clarence F. Lea—is expected to cut loose today on the Republican members of the committee. Hart, Lea and Magnuson all shot their barbs at Garey last week, with criticism of the Republican mem-

bers. It is believed that the failure of the majority to agree to the granting to the FCC an opportunity to present its case has widened the partisan breach among members sufficiently for the majority to adopt methods similar to those of the minority—discussion of individual committee members.

## Barger Acting Head

Head of the House Select Committee staff at present is Harry Barger, who was chief investigator. Barger's resignation to resign with Garey, Walker, Huser and McCall apparently came as a surprise to them and to Miller

## Television Sweethearts

"Ginger & Lanny" Go With TELEVISION  
The "Bacon & Eggs." Returning tonight to appear on

## "Bob Emery's Video Varieties"

Dumont Station W2XWV Channel 4  
Tues. March 7, 8:15-9:15 p.m., EWT

## "Ginger & Lanny" Grey

95 Fifth Ave. LEx. 2-1100

# ★ PROMOTION ★

## Columbia's Corwin

CBS's new theme song, "Columbia Presents Corwin," is handsomely brochurized in four pages that announce the tentative plans Norman Corwin has for his newly scheduled and highly publicized series of 26 programs.

The first page of the brochure summarizes the genius's theme of his series by quoting his words, "Its only consistency is its inconsistency." The brochure points out that each program in the series is a unit in itself, having no relation to what has gone before, or may come after, but having in common with them the pervasive Corwin genius. On another page, Corwin is shown studying one of his scripts—with the caption of the picture declaring that Corwin has returned from Hollywood "delightfully unchanged."

The pages that follow announce the first four programs with resumes for each. Highlighting these pages are four fascinating sketches done by the artist Hill. The tail end of the brochure divulges the tentative list of the 26 programs together with photographs of some of the stars to appear.

Accompanying the promotion piece is a richly filled kit giving a bird's eye view of Corwin's background, his ups and downs, etc. Included is a mat and other practically designed data to solve newspaper editor's problems.

## WFIL Selling Piece

WFIL, Philadelphia, being of the opinion that a satisfied customer is the highest form of success, is saying so in the 1943 edition of its own Success Story now in the mails. This is a two-page brochure which lists advertisers and the years each has consistently used the outlet's facilities, together with an arresting array of new 1943 accounts. Also given are methods of merchandising, promotion and publicity undertaken for WFIL advertisers. Booklet is nicely done in blue and white.

## Can. Educators To Meet As Radio Advisory Council

(Continued from Page 1)

the CBC and educational authorities of Canada.

Dr. Robert C. Wallace, principal and vice-chancellor, Queen's university, Kingston, is chairman of the council.

and Wigglesworth. The committee is presently at loggerheads, it is reported, over the appointment of new staff members.

Although Chairman Lea has declared that the Commission witnesses will be available for re-examination when a new committee staff chief is appointed—assuming Barger does not retain the post, which is not certain—the GOP members insisted that the new staff members should be appointed first, given time to study the record and then the FCC appearances be scheduled.

## "660 On Your Dial"

The slogan "660 on your dial," played up to the hilt in the eastern newspapers by the National Broadcasting Company, is now the theme for WEAF's new, huge and attractive promotion brochure.

The first page informs its associates that this elaborate newspaper advertising campaign occupied "103,000 lines for 18 consecutive weeks in eight leading Manhattan dailies... reaching more than four million readers... in addition, 13,020 lines for 10 consecutive weeks in the leading Newark daily, reaching more than 105,000 readers."

The brochure also contains 25 reproductions of all the advertisements which cleverly compared the 660 slogan to the familiar New York price of \$6.60. These are effectively highlighted by a heather background on a dull finish paper.

## "Gardens For Victory"

With America's third wartime spring season just around the corner, United Press Radio has prepared a special series of scripts on "Gardens for Victory." A series of 13 five-minute articles, written by Lee Hannify, United Press Radio farm editor, will be released starting March 13, and continuing daily through March 25. Packed with practical gardening know-how, the scripts are written for the amateur, and designed to answer all his questions on how to make a Victory garden produce. They were prepared with current food-shortages in mind, and they stress the cultivation of vitamin-rich foods, to maintain a well-stocked pantry, the year 'round.

# Coast ET's 'Bicycled'; Aids CBS Show Clinic

(Continued from Page 1)

tions are forwarded in "round robin" fashion station to station, as requested.

Immediate response of many Columbia-Pacific affiliates to Buckalew's offer to forward a "KNX Potluck Party" transcription as an aid to the stations' local spot business problems was the forerunner of the idea, with Buckalew querying the Coast affiliates as to their willingness to submit their "best programs" for greatest benefit of all. Responses were immediate, and discs from many of the stations soon were being stacked in the librarian's offices.

Present plans include the forwarding of at least one transcribed program to a station per week, in accordance with the affiliates expressed desire, until the current programs have been reviewed by those wishing to participate. Upon the completion of the "round robin" of current programs, new program ideas will be transcribed and forwarded, enabling busy executives to keep abreast of the latest in programming by listening to one or two recordings weekly.

CBS Affiliated Stations that have already joined the "Clinic" include members of the CBS Inter-Mountain area and the Columbia Pacific network, with the daily mail bringing more queries, acceptances and transcribed recordings.

Pertinent facts and history of the development of each program accompanies all the transcriptions.

## Britain Gets Sets

Montreal—Canadian press London cable says 40,000 radios sent from United States to Britain under lend-lease.

EFFECTIVE  
MARCH 1, 1944  
THE  
PAUL H. RAYMER CO.  
WAS APPOINTED OUR  
EXCLUSIVE  
NATIONAL REPRESENTATIVES  
NEW YORK  
WINS  
1010 ON  
YOUR DIAL

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## — MASSACHUSETTS —

**BOSTON**—Listerine Toothpaste is the new sponsor of the "Quiz of Two Cities" miked over WNAC. First there were eight, but now there are three on the new WEEI program called "Wild Azaleas" because the Army took five. **WORCESTER**—Phil Brook, WTAG chief announcer, and George B. Currie, collector of internal revenue, will be the consultants for puzzled taxpayers who dial in on the "Aid for Taxpayers" program over this station. **FITCHBURG**—Newest sponsor on WEIM is HyCrest Farm, breeders of Brown Swiss Cattle, for the thrice-weekly aired "News Between the Lines."

## — NEW JERSEY —

**NEWARK**—Here's one for Dean Hudson's record! While being interviewed by Paul Brenner on WAAT's "Requestfully Yours" and asked his birthplace, Dean glibly answered, "Oh, I was 'originally' born in Lake Worth, Florida!" Highlight of Hal Tunis's Sporting Parade is the spot he devotes to "the past in famous sports events." Each program takes up a different phase of sports, ranging from "fistic front" to "realm of baseball."

## — NORTH CAROLINA —

**ASHEVILLE**—Bill Melia, WWNC production manager, will air a special production of the station's "Curbstone College" quiz program for the officers of Moore General Army Hospital, Swannanoa, March 10. The Esso Reporter newscasts were broadcast from the corner window of Ivey's Dept. store twice daily during the two weeks' WAVES North Carolinian recruiting drive. Commercials and window display were devoted to the WAVES. Gladys M. Heath has been named secretary to Don S. Elias, exec director of WWNC. The new sponsor for "The Weird Circle" is the Carolina Power & Light Company.

## — CALIFORNIA —

**SAN FRANCISCO**—NBC's outlet KPO has three fair maidens anxious to try on the Cinderella slipper in the Hour of Charm search for an unknown voice to join the Spitalny group. The girls are Ruth Cousins, Joyce Scott and Jean Reinecke. KSFO's Margo, mistress of ceremonies of Woman's Page of the Air, still blushes when she recalls the faux pas she made while emceeing a swank fashion show at a hotel recently. "Women's clothes are always interesting; as a matter of fact I have been working with them on and off for the past 10 years."



March 7

Sidney Flamm Ted Jewett  
George Shackley

## — COLORADO —

**DENVER**—KMYR will carry daily court-side broadcasts of games in the national A.A.U. basketball tournament beginning March 19, and sponsored by the Max Cook Sporting Goods Company. Booming business is responsible for the new and renewing sponsors on KMYR: Daniels & Fisher, May Company, Sears Roebuck and Denver Dry Goods—all department stores. Nancy Kay is the name of the new seven pound baby girl born to Mrs. and KLZ engineer Al Raper. Male members of KLZ attended a stag party given in honor of Jack Ross, bookkeeper, who dons Navy blues soon.

## — CONNECTICUT —

**NEW HAVEN**—WELI is now presenting "The Connecticut Forum of the Air" in place of the former "American Town Meeting of the Air." New program, heard Thursday at 8:30 p.m., is unrehearsed and guests well known personalities from the state in national and international discussions. Ralph Dellaselva, special eventer, directs. **HARTFORD**—James F. Clancy, promotion manager of WTIC, has been appointed radio director of the city's Red Cross drive which got under way March 1st. Because of outstanding popularity, WDR's "Shopper's Special," regular weekday a.m. feature, has been extended to Sundays from 8 to 9 a.m. Listeners then hear about drug stores, theaters, etc. open on Sunday.

## — SOUTH CAROLINA —

**CHARLESTON**—Chuck Simpson, WCSC's sports announcer, special events chief and emcee of the early morning "Yawn Patrol," is now in the Army. Anyway, he's had basic in early rising.

## — SOUTH DAKOTA —

**YANKTON**—Another step in the expansion of WNAX is the new street-floor news room in the Orpheum Theater building at Sioux City. New setup will be the point of origination for all news broadcasts of Whitney Larson and Russ Van Dyke. Intense interest is evidenced by listeners who are now able to see how the news is prepared and presented.

## — INDIANA —

**VINCENNES**—Howard N. Breenloe, manager of WAOV and Emmett M. Jackson, program director, are preparing their farewells. Uncle Sam has called. WAOV will air a series of talks on the income tax by Victor K. Langford, senior deputy collector for the city. Business items: East Side Market sponsoring U. P. series, "Gardens for Victory," 15-minute Sunday afternoon, five-minute weed-day evening program; People's Credit Clothing resuming series of three daily spots; renewal by Elson G. Sims, local Ford dealer, of the account with 300 additional local spots.

## — ARKANSAS —

**HOT SPRINGS**—"Reminiscing with Kempner's" is the title of a new daily quarter-hour musical program combining style hints over KWFC, locally sponsored by shoe and hat em-

porium. Newcomers to the staff include Melba Cates of Talihina, Okla., who has taken on the duties of program director; and Helen A. Newton, secretary to W. E. Ware, manager.

## — ALABAMA —

**BIRMINGHAM**—Judge Charles N. Feidelson, author, lecturer and labor relations expert, has been appointed educational director of WSGN. Before coming to Birmingham where he is also contributing editor of the "Birmingham News," Judge Feidelson was a professor at William and Mary College and regional director for NLRB.

## — CANADA —

**WINGHAM (Ontario)**—As a feature of its Red Cross participation in connection with the Blood Bank, CKNX aired a remote broadcast from the local clinic recently which featured interviews with donors in process of giving blood, as well as the remarks of Red Cross workers and doctors. Enthusiastic response is reported from CKNX listeners.

## — ILLINOIS —

**PEORIA**—Emil "Farmer" Bill opens each broadcast day over WMBD at 5 a.m. but he couldn't dig his way through ten miles of snow drifts recently to his

outlying homestead. While marooned town his one worry was that the fall wouldn't last long enough on his acreage to relieve the year's marketing shortage. Newcomers to WMBD: Kay Wear, assistant copy director; Cooke and Bob Savage, copywriters; Gibson, news and publicity. So-farful is Pepper Hawthorne, studio son that visiting schoolmarm wanted to why she wasn't at classes. Note: Peg's husband of three years is in the Guard.

## — MICHIGAN —

**DETROIT**—Charles Park, WJR nouncer, has been honored with citation by the Benj. V. Goswami Auxiliary of the Veterans of Foreign Wars in recognition of an "outstanding Americanism program." Duane Moore made a plea on his Forum program over WJR for skates for fliers at the Rom (Mich.) Ferry Command and 35 were sent to the soldiers by listeners. Hewes Palmer, announcer the early a.m. program, did his too in airing this recreational one of the boys. **SAGINAW**—Sam Skinner, formerly with WTRY, Toledo, N. Y., has joined WSAM in the city of commercial manager.

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.

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.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 47

NEW YORK, N. Y., WEDNESDAY, MARCH 8, 1944

TEN CENTS

## Fly Testimony Opposed

### Announces Ban Radio Appearances

Washington Bureau, RADIO DAILY  
Washington—Although present conditions will not be discussed, the Navy has ordered an end to heavy programs, sponsored or organized. The purpose here is to prevent the exploitation of service members as actors, musicians and entertainers, and a major reason for the order was a strong objection against all-service shows from

General law forbids servicemen competing with civilians, and authorities feel that if AFRA take its objection to court  
(Continued on Page 5)

### Agency To Produce War's Television Series

Experimental television at the DuMont station W2XWV produced and directed by Bob Schuchman, originator and conductor of the popular "Rainbow House" program, with the first telecast scheduled for Tues., Mar. 14, 8:15 to 9:15 p.m. The first show will feature a dramatic plea for the  
(Continued on Page 3)

### Adv. Execs Meeting Gov't Officials Today

Washington Bureau, RADIO DAILY  
Washington—The military situation at the front and their relationship to the theme of a one-day off-air conference of 200 broadcast management and advertising executives, here today. They will  
(Continued on Page 2)

### AWOL at WOL

The announcers at WOL, Washington, attracted by a fire alarm in the auditorium, left their posts at the station. Result: one station identification was missed completely; one commercial announcement for the night supervisor, in a hurry and eagerness to run the fire engine, tripped over a vacuum cleaner cord and sprained his ankle.

**"Consequences"**  
Ralph Edwards, head man of "Truth or Consequences" reported this morning at 5:30 a.m. at the Grand Central Palace induction center where he was to take his physical. Entire office and other staff bade him farewell and good luck last night. But, at 4 a.m. this morning the whole crew in rented soldier, sailor and WAC uniforms appeared at Edwards' house with a huge floral horse-shoe. They stayed up all night in preparation.

### WMCA Deal Revived By Miller In House

Washington Bureau, RADIO DAILY  
Washington—Pressure was exerted on the FCC to approve the transfer of WMCA in 1941, Representative Louis E. Miller, R., Mo., told the House yesterday. Taking the floor for another blast against the majority members of the Lea committee—and the administration generally.  
Warren G. Magnuson, Washington,  
(Continued on Page 6)

### Youth Problems Discussed On WSSR Panel Programs

Stamford, Conn.—In the nature of a combination of radio promotion and community public service, a round-table discussion was held here Monday under the auspices of WSSR on the subject of "Youth in Industry." Panel was the second in a series de-  
(Continued on Page 6)

### Flood Of Applications To OWI For Overseas Radio Positions

**Time, Inc., Annual Report Refers To Radio Investment**  
In the annual report of Time, Inc., publishers of Time, Life, Fortune and The Architectural Forum magazines and producers of March of Time radio and cinema shows, a net profit of \$3,687,625 is reported for 1943 compared with \$2,998,942 in 1942 and \$3,748,908 in 1941. Referring to the  
(Continued on Page 3)

### FCC Chairman Testifies Over Protests Of House Select Committee Minority; Will Resume Stand This Morning

### News Staff Transfers Reorganize NBC Dept.

Preparing both for special invasion coverage and the Presidential election at home, William F. Brooks, director of new and special events for NBC yesterday announced rearrangement of duties in his department. Toward this end, Francis M. McCall, manager of operations, has been assigned to assist Stanley Richardson, London manager, in covering the forthcoming invasion.  
Adolph Schneider, NBC news editor  
(Continued on Page 6)

### Blue Net Promotions Announced In Chicago

Merritt R. Schoenfeld, formerly network sales manager of the Blue Network central division, has been appointed assistant general manager of the division. E. K. Hartenbower, of  
(Continued on Page 5)

### Radio Unit For Pix Adv. Set By Donahue & Coe

Donahue & Coe, Inc., New York ad agency, has created a special radio unit to handle motion-picture exploitation, it was learned yesterday. On  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Over protest of the committee minority, FCC Chairman James Lawrence Fly yesterday began the presentation of testimony aimed to refute the voluminous record built up against the Commission during the 13 months the House Select Committee to investigate the FCC has been in existence. Fly will continue this morning and several more mornings.  
The first part of the two-hour session was devoted to the reading by  
(Continued on Page 5)

### Tele Channel Fight Looms In Windy City

Chicago—Moves by NBC and station WGN, the latter owned and operated by Col. Robert R. McCormick's Tribune, are complicating the television situation here.  
Station WGN has applied to the FCC for a construction permit for a commercial tele station, while NBC is seeking the Zenith No. 1 tele frequency.  
(Continued on Page 2)

### Gunnison To Middle West For 'Election' Interviews

Royal Arch Gunnison, Mutual network commentator recently repatriated from Japanese prison camps, leaves New York today for a two-  
(Continued on Page 4)

**No Free Rides**  
Montreal—When is a tax, not a tax, is answered here by Mr. Justice Wilfrid Lazure, who indicates, "when it is a radio license," as the correct answer. In a decision rendered in the court of King's Bench His Lordship reversed a lower court which believed that Indians, not obliged to pay taxes should not have to pay a fee for owning a radio set.

Your Privilege to Help Humanity—Give to the Red Cross



Vol. 26, No. 47 Wed., Mar. 8, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Tuesday, March 7)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	159 1/4	158 3/4	159 1/8	+ 1/4
CBS A	28	28	28	+ 1/8
Crosley Corp.	18 1/2	17 7/8	18 1/2	+ 5/8
Farnsworth T. & R.	13	12 1/4	13	+ 3/4
Gen. Electric	36	35 1/2	36	+ 1/4
Philco	28 3/8	27 1/2	28 3/8	+ 3/4
RCA Common	9 3/4	9 3/8	9 5/8	+ 1/4
RCA First Pfd.	73 1/4	73 1/4	73 1/4	.....
Stewart-Warner	12 3/4	12 1/2	12 5/8	+ 1/4
Westinghouse	94 5/8	94 1/4	94 1/2	+ 1/2
Zenith Radio	35 5/8	35	35 5/8	+ 7/8

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	30	30	30	.....
Nat. Union Radio	4 1/8	4 1/8	4 1/8	.....

## OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21	23
WJR (Detroit)	32	.....

# 20 YEARS AGO TODAY

(March 8, 1924)

H. W. Whitby who built and operated WGM, station of the Atlanta Constitution, and also operated WSB of the Atlanta "Journal," has joined the operating staff of WOR Newark. The addition of Whitby enables the Bamberger station to pursue certain research work along the lines of remote control which will do much to extend the scope of the outlet... Giuseppe Adamic, concert violinist, was featured soloist recently over the local airwaves.

## 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.

## Radio-Adv. Execs Meeting With Gov't Officials Today

(Continued from Page 1)

spend the day with ranking WPB and military officers, of OWI and the War Advertising Council, acting as joint sponsors.

The executives will also be received at the White House.

Most of those attending represent large manufacturers, with radio men, agency executives and officers of newspapers and magazines, War Advertising Council and OWI have sponsored the meeting in order that those attending the conference may obtain military production information which will be important in determining their advertising and public informational policies in the future.

Morning sessions in the Pentagon Building will be addressed by Under-Secretary's Robert P. Patterson and James V. Forrestal of the War and Navy departments, respectively. Other speakers will include Major General W. D. Styer, Chief of Staff, Army Service Forces; Col. Warren J. Clear of the War Department's general staff; Vice Admiral John S. McCain, Deputy Chief of Naval Operations (air); Rear Admiral L. D. McCormick, Assistant Chief of Staff, and Maj. General DeWitt Peck, U. S. M. C., assistant to the commandant.

The afternoon sessions at the Hotel Statler will consist of a question and answer meeting at which Donald M. Nelson, chairman of the War Production Board, and Charles E. Wilson, executive vice-chairman, WPB, will preside. Other WPB vice-chairmen also will attend.

Speakers at the dinner session will be Nelson, General H. H. Arnold, Chief of the Army Air Forces, and Harold B. Thomas, acting chairman of the council. Dinner guests will include heads of various war and Government agencies served by the War Advertising Council in connection with home front information campaigns.

## Will Discuss Electronics

Seventeen different ways in which post-war advertising will be aided and somewhat revolutionized by the new science of electronics, will be described by Dr. Orestes H. Caldwell, editor of Electronic Industries, during his illustrated address on "The Post-War Electronic Era" before the New York Electrical Society tonight, at the Engineering Auditorium, 29 W. 39th Street, New York City.

## Radio Unit For Pix Adv. Set By Donahue & Coe

(Continued from Page 1)

the heels of this report comes word of the appointment of A. Carl Rigrod, of RKO Radio Pictures, Inc., to the agency's radio department, effective next Wednesday.

Understood that Rigrod, who has been director of creative radio for RKO, will be primarily concerned with the exploitation of motion pictures. He has handled either promotions on RKO films, including "Behind the Rising Sun" and "Hitler's Children," as well as the movie company's presentation of the George Putnam newscast on WEA, New York. A televised version of "Rising Sun" was recently produced by him over W2XWV, Du Mont tele outlet in New York.

Only lately returned from Hollywood, Rigrod produced some transcribed programs there for Samuel Goldwyn's musical, "Up in Arms," starring Danny Kaye. Donahue & Coe clients include Goldwyn, M-G-M and Republic.

During the past month the agency has added six other people to its radio department. They are: Richard Nicholls, former radio chief of Morse International, Inc.; Betty Barrett, previously spot time buyer with J. Walter Thompson Co.; John Hugh, writer and producer from Kenyon & Eckhardt, Inc.; Joe Lincoln, time buyer from Erwin, Wasey & Co.; Bob Monroe, free-lance radio producer, and Latham Owens, scripter from WLW, Cincinnati.

## Tele Channel Fight Looms In Windy City

(Continued from Page 1)

agency channel, with the latter company fighting the move bitterly.

B & K, Paramount theater affiliate, is reported developing ambitious tele plans for the post-war period, meanwhile going ahead with its scheduled programs.

## Sgt. List On WOV Tomorrow

Sgt. Eugene List, nationally known concert pianist now detailed with Special Services, U. S. A., and stationed at the Army Base in Brooklyn, will be heard over WOV tomorrow as Peggy Lloyd's guest on her "Wake Up, New York" program, which is broadcast each day from 7-8 a.m. Sgt. List is scheduled for 7:40 a.m.

## COMING and GOING

JANE TIFFANY WAGNER, NBC's war activities for women, and IRENE network's assistant director of information in Washington today to participate in via closed circuit, to the women of Navy, Marines and Coast Guard.

HOWARD L. CHERNOFF, vice-president managing director of WCHS, CBS at Charlestown, West Va., is spending days in New York for conferences headquarters of the network.

LUCILLE MANNERS, soprano, expected town following her appearance yesterday soloist with the Symphony Orchestra land, Me.

LT. PAULA AMREIN, chief of the Mutual, Sixth Service Command, Chicago, trip to Ann Arbor, Mich., with return cago scheduled for Saturday.

FULTON LEWIS, JR., commentator Mutual, will speak today in Denver, stop in his current lecture tour.

LEO FITZPATRICK, executive vice-president and general manager of WJR, Detroit, is here for talks with James who will appear March 18 on the "Victory FOB" program.

DOROTHY KIRSTEN, soprano, is opera engagement in Baltimore today scheduled for another in Philadelphia day.

MOSE CUMBLE, of MPHC, is pla leave Friday for two weeks at Miami.

BETATRICE KAY goes out to Newark for appearances at the Adams Theater.

WILLIAM D. MURDOCK, assistant manager of WTOP, Columbia's O & G in Washington, D. C., is in town tion and network business.

JACK MELVIN, West Coast advertising executive, is on a short business trip York.

GLADYS SWARTHOUT is scheduled for cert today in Boston.

# 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!



# WITH IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

★ ★ ★ ★ ★

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

★ ★ ★ ★ ★

PROGRAM REVIEWS

HOLLYWOOD STAR TIME

RKO Pictures, Inc. (Foote, Cone & Belding) The Blue's Coastal Stations through Fri. 12:15-12:30 p.m., PWT Producer: Arnold Maguire Hosts: Fred Runyon and Tom Pettley Gary Breckner and Larry G. "Hollywood Star Time's" get together on who's doing where and how, this 15-minute ought to be a delight to listen-in coast to coast—and not only to the Blue's Rocky Mountain and Pacific Coast stations. A sparkling array of Hollywood saying and doing a little more the usual "This is so and so," their idle chatter should do a promote the public's interest in performers and productions, are given an opportunity to lectured across the airlines. In the first program, Breckner eating miked around the studio-anchroom and gave Eddie Canning opening to publicize his forthcoming "Show Business" with a few gags; Ginger Rogers' mother Georgia Carroll, Cary Grant and Ray Kyser were on hand to chit-chatting the listeners an inside about Georgia's ladder to together with her rendition of "Nothing You Dream"; dissertation clothes included the master the Menjou; the love scene from "Comrade," starring Ginger Rogers and Robert Ryan, transcribed the RKO soundtrack, climaxed with an interesting interlude "on the set" which should become a daytime show if effectively followed up.

Apply For Positions With OWI Overseas Unit

(Continued from Page 1) United States. Recent announcements regarding a step-up in Selective Service reclassifications is regarded as a contributing factor in the availability of job requests. The urgent need of OWI at the present time are radio engineers, writers and executives who have a knowledge of French, German or the other languages. Only a small percentage of applicants to date are linemen, it was stated. Flight radio executives, men accomplished in handling personnel, operating station operation, and doing intelligence assignments, are particularly sought. These executives, as pointed out, will have important roles in psychological warfare areas.

E. Powers Joins Blue Sales Staff E. Powers has been named assistant to Jack Donohue, district sales manager for the Blue Network in Detroit. Powers will cover network sales in Detroit and Cleveland and will be in charge of spot sales in the same areas. He was recently honorably discharged from the U. S. Army.

Time, Inc., Annual Report Refers To Radio Investment

(Continued from Page 1) recent Blue Network stock deal the report states: "During the year 1943 the Company, in view of its interest in radio, motion picture and television fields, made an investment in American Broadcasting System, Inc., which owns all the capital stock of the Blue Network, and increased its investment in General Precision Equipment Corporation. The investment in American Broadcasting System, Inc., represents 12½ per cent of the common stock of that company."

Bob Emery To Produce WOR's Television Series

(Continued from Page 1) Red Cross, the start of a "pin-up series" for servicemen, and a personal appearance of WOR's Martha Deane with her announcer, Bruce Eliot.

Sinatra Coming East

Frank Sinatra's show leaves Hollywood on March 19 for New York and the Wednesday night Vimms airshow will originate in New York for seven broadcasts starting March 22, at 9 p.m. EWT over CBS.

GUEST-ING

KAY ARMEN, Blue Network vocalist formerly of "Lower Basin Street," on "Broadway Matinee," Thursday (WJZ-Blue Network, 4 p.m.).

HARRY COOL vocalist, on "Here's to Romance," Thursday (WABC-CBS, 10:30 p.m.).

EFREM ZIMBALIST, violinist, on the program of the Philadelphia Orchestra, Saturday (WABC-CBS, 3:30 p.m.).



Again Making Radio History!

ON WHN NEW YORK

7:45 P. M. MONDAYS thru FRIDAYS

The "VOICE OF EXPERIENCE"

LIVE . . SPONSORED

WITH MILLIONS OF FANS FROM COAST-TO-COAST



Also available in transcribed 15 minute programs cut to allow opening, center and closing commercials. Here's a program that sells anything, anywhere! Now sponsored and sustaining on many stations. Some markets still open. For further details, call, wire or write.

VOICE OF EXPERIENCE PROGRAM

140 W. 42nd St., New York 18, N. Y. • Wisconsin 7-4964

# LOS ANGELES

By RALPH WILK

MARY ELLEN RYAN, traffic manager for Don Lee System, was married Sunday, Feb. 27th, to Ensign Jack Cook, USNR. Miss Ryan will return to her position at Don Lee after a two weeks' wedding trip to San Francisco.

For many years Gary Breckner and Larry Keating have known each other as radio personalities—by reputation only. Not, however, until they both were set for the new RKO show, "Hollywood Star Time," launched over the Blue last week, did they meet personally, and then it was to discover that they had served in the same regiment in 1917-1918, the 66th Brigade of the 148th Field Artillery Regiment.

Clifford Sanforth has appointed Sam Armstrong as exclusive agent to handle radio rights to "Son of Robin Hood," the stories by Paul Castleton which he will produce as a picture. Howard Hill, world's champion archer, will star in both the radio series and films. Armstrong is now working on two radio deals, both involving network programs.

Paramount is giving a national build-up to Bill Goodwin, ace radio announcer, in connection with his featured role in its picture, "Incendiary Blonde," soon to be released. Studio has Goodwin under consideration for several important roles in productions now being planned.

At the request of radio listeners, Agnes Moorehead returned to the "Suspense" broadcast on February 24 and 28 for the third time—a record for guest stars on the mystery show. Actress played the lead in "Sorry, Wrong Number."

Ken Darby, musical director of the Kings Men on the Fibber McGee and Molly program, and also director of the chorus on the Westinghouse show, became the father of a baby girl, born last month. Her name is Christiana.

## Gunnison To Middle West For 'Election' Interviews

(Continued from Page 1)

week trip through the Middle West where he will sample public opinion on the coming November presidential election.

Commentator is scheduled to interview prominent mayors, Congressmen and Governors in the territory he will visit, also men and women in industry and on the farm. While en-tour, Gunnison will be picked up from local MBS stations for his Wed. and Sat. commentary on the network.

### "GINGER & LANNY"

THANK 'STAR FOR A NITE'  
(Adam Hat Show on the Blue)

for a most pleasant association with a swell company and a grand cast. "We go for the men who make those Adam Hats (whistle)."

"GINGER & LANNY" GREY  
595 Fifth Ave., N. Y. C. LEX. 2-1100

# MAIN STREET



## Notes From a Ringside Seat...!

● ● ● We can now confirm a line we ran several weeks ago in this pillar, to the effect that the new Eversharp show, when it bows in next Tuesday via the Blue Network, might name Milton Berle as the emcee. . . . Milton Berle, it is, with a format calling for a different guest star each week and music supplied by Jacques Renard's Orchestra. . . ● We caught last Saturday's program of the "Man Behind The Gun," and it was announced that this was to be the "last program" of this CBSeries. . . . what a sad decision. . . . this is undoubtedly one of the finest series of dramatic programs on the air. . . . intelligently directed, beautifully narrated and superbly played, this series is a "natural" . . . in fact if we were trying to "buy" a ready-made audience, we'd seek no further. . . ● When Ed "Archie" Gardner transplants his "Duffy's Tavern" to Hollywood, three weeks hence, his vocalist, Benay Venuta, will remain in the East and may team up with Carl Brisson for a musical-comedy radio series. . .

● Paul Whiteman has been called upon to judge music, cows, hogs, bathing beauties, (editor's note: Scoops Ol boy, couldn't you, at least have reversed the order so that the latter-named group might at least have been given precedence over the four-legged animals?) and many other unique contests, but tomorrow, Pops will again be in the "Judge's corner" with the accent on the first syllable. . . . he must decide which is the creator of the cornier music, in the "one-man band battle of music of the century" . . . the contestants "Panhandle Pete," worshipper of the Muse, who hails from Grand Island, Nebraska, (he ought to know his Corn) and Archie Sweet, janitor of the Merchandise Mart Building in NBChicago, and protege of Don (Breakfast Club) McNeill.

☆ ☆ ☆

● ● ● That's quite an article columnist Dorothy Kilgallen tossed off on Gertrude Lawrence in the current issue of Collier's. . . . frinstance we glean that as a "leggy, gawkie child in a suburb of London, her best pal (and the one to whom she loaned her bicycle) was not just a kid named Joe but a kid named Noel Coward" . . . and again we quote: "when as a three-pound-a-week chorus girl she understudied Beatrice Lillie, the fate that watches over Gertrude Lawrence saw to it that Miss Lillie did not merely come down with a slight head cold but was tossed off her horse to break a leg" . . . we merely use the item because La Lawrence, each week brings to the microphone in the "Revlon Revue," histrionic talents, perfected by her early struggle for experience, recognition and subsequent success. . . ● Honorably discharged from the Army, where, as a featured member of the cast of Irving Berlin's "This Is The Army," he introduced the hit, 'I'm Getting Tired So I Can Sleep', tenor William Horne has been signed to sing the role of 'Paris,' in the New Opera Company's forthcoming production, "Helen Goes To Troy" . . . agencies will scramble for this lad's vocalisthenics on learning here that Horne, before entering the Army, had been guest soloist with Toscanini, Stokowski and Barbirolli.

☆ ☆ ☆

● ● ● Don Douglas, MBSStar of the "Black Castle" series of chiller-thrillers, will be screen-tested by 20th Century-Fox. . . ● Irving Caesar's vaudeville idea, "Melting Pot-pourri," can't miss. . . . if the songwriter impresario can corral additional material of the calibre he demonstrated for us in his office yesterday. . . ● Kyle Crichton's feature story, "Expensive Air," which deals with the CBSensational rise in national popularity of Joan Brooks, is a must. . . . it'll be seen in the next issue of Collier's, out Friday. . . ● Phil Brito, radioriote, became the pappy of a boy Monday. . . ● The late Lt. John J. Powers, dive bomber pilot of the U. S. Navy, who was posthumously awarded the Congressional Medal of Honor for his sinking of five Sneakenese vessels, was the brother of Betty Powers of the Blue Network research Dep't.

☆ ☆ ☆

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

A BATTLE between Panhandle and Archie Sweet for the "World's Greatest One-Man" is scheduled for the Thursday, 9, broadcast of the Blue Network "Breakfast Club." Archie, a janitor at WENR in Chicago, himself on playing the "s" music this side of Cicero, Panhandle Pete, who hails from Grand Island, Neb., claims his sounds like "Tschaikowsky in ecstasy". In Archie's corner Mayor Edward J. Kelly of Chicago while Pete's second will be Harry Grimmering of Grand Paul Whiteman will supply the gram notes by pickup from New York City.

The 30-minute WGN program using songs and chatter by John for the first 15 minutes, and accompanied by Wendall Hall on the quarter-hour portion, has been renewed for 13 weeks, effective 6, by the Charm Kurl Company Paul, Minn., through United Advertising Companies, Inc., Chicago gram is heard Monday through 2:45 to 3 p.m.,

Don Ward, formerly with KSLouis, is the newest addition to Network central division announcement staff.

Patsy Montana, hill-billy performer of "National Barn Dance" fame, her debut on WGN March 1 in a minute program of guitar and dolin music and songs. Patsy will be heard Monday through Saturday 2:45 to 3 p.m., CWT, under sponsorship of the Charm Kurl Company Paul, Minn.

## WANTED

RADIO STATION PERSONNEL  
Engineers — Announcers —  
Salesmen available for employment May 15, 1944. Applications treated in strictest confidence.

Applicants with actual experience in Louisiana, Texas, and Oklahoma preferred. Replies must be in detail, noting education, experience, background, salary desired, date when available, and references. Only lifelong citizens of the United States need apply.

All replies confidential, and no present employers or references will be contacted unless and until specifically authorized by you. Reply Box 813, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

# Chairman Fly Heard by Lea's Committee

(Continued from Page 1)  
 Richard B. Wigglesworth, R., of a carefully worded protest at the Fly appearance. The Bay State statement was also subscribed by Rep. Louis E. Miller, R., Mo. The committee "Handicapped" Wigglesworth, as the session opened, and that "as soon as Mr. Garey appeared and it was evident that the committee was hopelessly handicapped in proceeding with further investigation of the FCC, Mr. Fly decided a prompt hearing setting out the subjects on which he desired to be heard and intimated that any lack of legal personnel for the committee might be compensated by the fact that the staff of the Federal Communications Commission would 'carefully organize material to be presented.'

**Wigglesworth Statement**  
 Wigglesworth's demand by Mr. Fly, to be heard immediately," Wigglesworth concluded, "is in striking contrast to his usual testimony when called as a witness before the first public hearing which testimony was taken by the committee in July, 1943. Nevertheless the majority members of the committee have determined to proceed with immediate hearings over a rigorous and repeated protests. We believe that hearings should be held at the earliest possible moment consistent with the employment of adequate and competent staff, and a reasonable opportunity for presentation to present the full facts of the investigation as commanded by Congress.

We have publicly condemned the tactics, intimidation and underhanded tactics employed by the administration with a view to hampering this investigation. We can, however, consent to the resumption of hearings at this time with a committee staff in its present depleted and under-manned condition.

**"Whitewash" Charged**  
 We cannot escape the conclusion that the decision to proceed with immediate hearings, in response to Mr. Fly's letter, is further and substantial evidence of the determination of the administration to whitewash the investigation."

Chairman Clarence F. Lea replied to Wigglesworth—declaring that today's session was not in response to Fly's letter of last week. Finally, he said, he thought Fly's letter was uncalled for in view of the committee's earlier decision to hear the FCC. Appealing directly to the committee members to cease sniping, he asked that they "judge us by what we do—give us a fair chance" and promised a scrupulously fair hearing with no attempt at whitewash.

**Hints Replacing of Garey**  
 For counsel, he declared that the committee Attorney Harry S. Breyer, with 25 years experience as a lawyer, was a competent man and thoroughly familiar with the record. He indicated, however that Garey

# WHO'S WHO IN RADIO

## CHARLES M. DALE

PUBLIC life has given Charles M. Dale, new owner of WHEB, Portsmouth, N. H., a ready insight into the needs and preferences of the radio listener—the average citizen. As Mayor of the thriving city that houses a key U. S. Navy Yard, he can draw on his own valuable record of community service to provide an informed broadcast coverage.

A "Down Easterner" by adoption, Dale settled down to the practice of law at Portsmouth in 1920, soon after he resigned his Army commission in the Coast Artillery. By 1926 he had acquired a standing in the community that resulted in his election as Mayor. He was re-elected the following year, which was followed by three terms in the New Hampshire Senate. Resident of the State Senate from 1935 to 1936, he served as a member of the Governor's Council during the next two years. At present he is filling a two-year term as Mayor of Portsmouth.



COMMUNITY LEADER

Charles Dale was born at Browns Valley, Minn., in 1893. Journeying farther West in his boyhood to comparatively pioneer country, he graduated from Minot, N. D., High School in 1911. Four years later he received his Bachelor of Arts degree from the University of Minnesota, and, in 1917, his sheepskin as a Bachelor of Laws. On the Minnesota campus, he was business manager of "The Gopher," his class yearbook, and also headed the Student Court. At the outbreak of hostilities in 1917 he joined the Coast Artillery.

will be replaced. When Miller asked if Lea would consent to have Milton I. Hauser, law associate of Garey who had served on the committee staff without compensation and resigned with Garey, cross-examine the Commission witness, Lea refused on the grounds that Hauser has already resigned.

Fly then declared that "there is one charge that has been repeated once too often," he quoted Wigglesworth's charge that Fly demanded the Commission be heard as soon as Garey was out of the way. "The record is replete with requests and even demands from the Commission that we be heard," he said.

**Fly Statement Lengthy**  
 Fly charged that he has "never taken a runout powder in his life" and is here to produce evidence on and to answer everything dealing with the FCC. He does however, he added, want a hearing with "some semblance of judicial fairness."

Fly then launched into his long initial statement, ignoring with Lea's tacit support, cries by Miller that he was using the hearing as a "sounding board." Making it plain that he felt it was unfair to deny the Commission the opportunity to be heard on RID and FBIS in view of the impending Senate decision on funds for these services, Fly lashed back at Wigglesworth when the latter declared that appropriations should be justified before Appropriations Committees. The FCC head retorted that a January speech by Wigglesworth, powerful member of the House Appropriations committee, made it plain the committee's recommendation of cuts totalling \$1,599,990 in the budget for these two services was based on the record built up by Garey.

**Fly Loses Temper**  
 Fly lost his temper all the way at one point, when Miller objected to his statement. The Texan declared, "I suppose, Mr. Miller that this commit-

tee doesn't have to hear me at all." If it were left to the committee minority, he said, I suppose "I'd never get a hearing." Wigglesworth then weakly replied that assurances the Commission would be heard were backed up by the committee as a whole.

**"Prosecution Witnesses"**  
 Barger, then remarked that eight commission members or staff had been heard thus far, to which Fly replied that they were "prosecution witnesses" against the Commission and not permitted to testify at liberty. "I think Commissioner Craven was brought here because his views are in accord with the views of the former counsel," he added.

Lea was badly on the spot as Fly continued leisurely explaining the organization of the Commission (even giving the committee an organization chart) and generally discussing telephone and telegraph matters and various other things. He was just about ready to crack down and demand that Fly speak on a matter directly explored by Garey when the FCC chairman pulled another trick out of his hat.

**Champions "Freedom of Speech"**  
 Fly declared that there had been numerous charges that the FCC opposed—and actively—freedom of speech. Then he related commission efforts to encourage broadcasting in remote areas, mentioning the saving in telephone charges, etc., he claimed in this connection "the relaxation of remote controls—that is, New York City controls." The network rules, he continued, spread free speech by permitting broadcasters wider choice of programs.

There was no discussion of WMCA, aside from Fly's declaration that he was willing to testify. Attorney Philip J. Handelman, representing Donald Flamm, was in attendance, he said "just in case."

Fly resumes his testimony this morning.

# Navy Announces Ban On Radio Appearances

(Continued from Page 1)  
 it would have a clear case. The practice of turning a whole show over to service personnel, "just grew like Topsy," an officer said yesterday. "Early in the war period it was important for morale purposes to keep the Navy on the air." Now, he added, the Radio section is snowed under with requests for Naval men back from the fighting fronts—men with real stories to tell. The Navy is happy to have these men on the air, he added, and never contemplated banning them.

Only a few shows would be affected by the order which came out over the week-end. The only two network shows affected, it is believed, will be Blue's "Meet Your Navy," and the CBS "Great Lakes Choir" broadcast. Even here, the present contracts may run through and the sponsors may pick up options for balance of pacts.

# Blue Net Promotions Announced In Chicago

(Continued from Page 1)  
 the central division sales staff, will succeed Schoenfeld as sales manager of the division, and Gilbert R. Berry, sales manager of WENR, will take over the post of assistant sales manager of the central division.

Appointments were announced by E. H. Borroff, vice-president in charge of the Blue's central division who said that the three-way shift reflects the growth of the organization.

# Home On Leave

Lt. Tom Braden, former WOR publicist, has returned to the United States for his month's leave from the British 8th Army. Braden has been with the King's Royal Rifle Corps, Seventh Armored Division of the British 8th Army under General Montgomery, for the past two and one half years.

IN

# Chattanooga

it's

# WDOD

CBS

**5,000 WATTS**

DAY AND NIGHT

PAUL H. RAYMER CO.

# WMCA Deal Revived By Miller In House

(Continued from Page 1)

a member of the committee majority arose after dutiful applause from the GOP side for Miller, to declare that Miller "is getting himself in the position whereby he is judging the case before the committee can get the full facts." He made it plain that he referred not only to the WMCA matter but as well to the entire list of charges against the FCC.

### Criticizes Miller

Magnuson also attacked Miller's reading during his speech of the resignation letter sent Chairman Clarence F. Lea last month by former Committee Counsel Eugene L. Garey. Representative Richard B. Wigglesworth the other minority member had also read the letter on the House floor last week. "No member of the House, under the House rules, could make those statements about another member," Magnuson said, terming Lea a "model of integrity."

The Washington Democrat called for an end to the bickering of the minority members, the airing of unfinished committee business on the floor of Congress, and dispatch in completing the investigation. Miller repeated Wigglesworth's charges that Lea had deliberately held up the WMCA study. It will be found, he said, that Noble employed attorney William J. Dempsey, former FCC general counsel, at the suggestion of Tommy Corcoran.

### Refers to Deibler Testimony

It is significant that Miller, in reading his statement, on the House floor, omitted several remarks concerning Corcoran which were contained in the copy of his statement given the press earlier.

The Missouri freshman Congressman then referred to testimony allegedly given in private by David H. Deibler of the FCC legal staff last May. Deibler is reported to have testified that Dempsey and Corcoran were "very, very close," and that Corcoran was "the front man" for Dempsey. Asked whether the Commission may have had information as to whether Corcoran profited from the WMCA deal, Deibler is reported to have answered that he did not know but he himself had heard Corcoran figured in it.

### Postponement "Without Parallel"

Postponement of the WMCA case is without a parallel in Legislative history, Miller continued, "there is no record of any case where the mere pendency of a civil action has been made the protest for stopping hearings once commenced on a matter between private persons. Such conduct is neither supported by reason nor justified by apology. And if there could possibly be any merit to the contention that continued hearings by the committee could prejudice either party to the Flamm-Noble suit, then Flamm has already been injured by the disclosures which he has been compelled to make, and the postponement obviously has benefitted Noble and possibly injured Flamm."

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

### Variations

Radio and the show world paid their respects to the late Larry Hart in a turnaway tribute Sunday night at the Majestic Theater in Gotham. Sponsored by Ascap and the American Theater Wing's Music War Committee, the memorial was staged for the benefit of the Armed Forces Master Records, Inc. Deems Taylor opened the affair by introducing Jimmy Walker, debonair ex-mayor of New York Town, who emceed the star-studded show that followed in his inimitably suave style.

★ ★ ★

A highlight of the evening was the "Information Please" session on Rodgers-and-Hart tunes. Quizmaster Kip Fadiman extracted answers from a board of experts consisting of Dorothy Fields, Billy Rose, Oscar Hammerstein II and Russel Crouse. Among the performers who took part in the program were: Jimmy Durante, Jose Iturbi, Mary Martin, Billy Gaxton, Gertrude Lawrence, Wilbur Evans, Gene Kelly, Celeste Holm, Alfred Drake, Joan Roberts, Vicki Vickee, The Double Daters, Arleen Farrell, Paul Draper and Larry Adler.

★ ★ ★

A sextet of conductors took turns in leading the WOR (N. Y.) orchestra. They were Paul Whiteman, Morton Gould, Robert Russell Bennett, Bert Shefter, Bob Stanley and Maurice Abravanel. Spotted in the audience were: Fredric March, Florence Eldridge, Jeanette MacDonald, Jesse Lasky, Jack Alicoate, Ed Gardner, the Brock Pembertons, Ruth Gordon, Garson Kanin, Doris Nolan, Lucy Monroe, Irving Caesar, Louis Bernstein and Herman Starr. A tremendous hand shook the house as Jimmy Walker read Howard Dietz's poem on Larry Hart for the final curtain.

★ ★ ★

Raymond Scott, whose contract has another seven months to run with MCA, has been signed to a long-term pact following that period by the William Morris Agency... Duke Ellington is bedded with the flue and, to add to his troubles, four of his boys are due for Army service at Camp Upton next week—Harry Carney, sax; Wallace Jones, trumpet; James Hamilton, clarinet, and Johnny Hodges, sax... Hy Reiter, genial, soft-spoken flack for E. B. Marks, went into the Army last week. Incidentally, that publisher's "Poinciana" is reportedly hitting toward a high mark in the Hit Parade.

★ ★ ★

The "Mairzy Doats" boys are trying to do it again. Songsmiths Milton Drake, Jerry Livingston and Al Hoffman have written a novelty ballad, titled "Don't Change Your Horses," for Robbins Music Corp. The same company is publishing the score of night-spot impresario Dave Wolper's forthcoming Broadway musical, "Follow the Girls." A tune worth watching in the new show is "You're Perf," a take-off on basic English by Dan Shapiro, Milton Pascal and Phil Charig... "Double or Nothing," the Mutual quiz favorite, will be booked for one-night stands by the William Morris office, Billy Shaw handling. That talent outfit has also signed the Milt Britton and Herbie Field bands.

★ ★ ★

J. Fred Coots has written a couple of likely new tunes. They are "When the Logs Come Rolling Down the River," set for a number-one plug with Bob Miller, Inc., and "When the Chimes on Chapel Hill Ring Ave Maria" (Chappell & Co.), which Bing Crosby has just recorded for Decca. Publishers may soon beat a path to the Coots songsmithy for the rights to his latest, "Some Day, Sweetheart," which Blue net thrush Neila Whitney has selected as her theme song... It occurs to this pillar that maestro Woody Herman could restrict his music library to songs written exclusively by his own sidemen and not run out of good numbers for broadcast purposes. Gene Sargent, Chubby Jackson, Cliff Leeman, Joe Bishop, Hy White and Woody himself have all had a number of successful tunes published.

# News Staff Transfer Reorganize NBC Dept

(Continued from Page 1)

tor, has been appointed acting manager of operations in McCall's presence. Ann Gillis, former CBS and special events representative in Washington, has been named assistant to Brooks. Miss Gillis, well known in Capital radio circles, started in 11 years ago as general office assistant in CBS' Washington station and in 1936 was appointed news and special events head in the Capital, a position she resigned a year ago.

### Chaplin To London

Brooks also announced the appointment of W. W. Chaplin, news editor heard on NBC to the London office. He will leave shortly. Chaplin's here on "World News Today," will be taken over by Don Hollenbeck, who recently returned from Italy and Africa. David Anderson, Stockholm NBC representative, is also heading for London, Brooks said, and will reach there in a few weeks. His position in the Swedish capital will be taken over by Bjorn Bjornson, who has been transferred from Iceland. E. W. Peterson, NBC London broadcaster, is returning to the United States after a year and a half of front-line coverage in London and other posts. Peterson will be assigned to a domestic news spot.

# Youth Problems Discussed On WSSR Panel Program

(Continued from Page 1)

signed to work out problems in the community and originated by Harold Meyers, manager of the station. Stanley High was moderator of the panel and among those taking part were: Charles Olsen, commercial department of the Stamford School; Roland Trudell, person manager of Sears, Roebuck; Malmquist, president of Norwalk School; Dorothy Lewis, Coordinator of Listener Activity of the NAB, seven students from high school. Stamford, Darien, and New Canaan. Panel's discussion was aired on WSSR for one hour and sought interest more people in the problem of youth, what they are doing with their spare time; whether part-time work would interfere with their studies etc. Consensus was that students felt they should not neglect their education and that part-time work in industry would not prove detrimental to competing their schooling. The combination of part-time work and keeping up studies was held to be excellent experience and of appreciable value for the future of the student.

Meyers plans to hold additional discussions of general interest to the community.

### Bolivian Honor For Cugat

Xavier Cugat will be awarded the Simon Bolivar Medal, Bolivia's greatest honor, it was announced yesterday. Cugat is cited for his work in promoting good neighborliness.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

— CALIFORNIA —

**SAN FRANCISCO**—Ralph De Salle, former KFRC announcer, has the Dinah Shore program. He'll be the writing side of the show. . . .  
**OAKLAND**—Standard Oil Company California has begun a sked on "Freedom's Mightiest" transcriptions. BBD&O is agency.

— FLORIDA —

**AUGUSTINE**—Harry Talbert of is beginning to believe that March is an earmarked date in his life. . . . His first place, it's Talbert's birthday. So his wife's birthday. To simplify observance of anniversaries, the was married on their mutual birthday. To top things off, Talbert has received Greetings from the President of the States to report for pre-induction examination on March 29th.

— KANSAS —

**SALINA**—KSAL's Junior Radio House boasts a constitution and charter members from Salina and high schools. Youngsters demonstrate talent may become members after passing the club committee's decision. Program director Greer is the producer of the house which will present short on the air shortly. . . . Newcomer SAL is Don Inglett, announcer, formerly of Mt. Vernon, Ill. . . . Recent named visitor to the studios was James F. Lantz, Jr., former pilot, now with the paratroops.

— COLORADO —

**DENVER**—Jack Ross, KLZ bookkeeper assigned the United States Navy. . . . The script for "The Rise of a City" a dramatic presentation of the part the Chamber of Commerce and its members have played in the building of Denver was prepared by John Prince, continuity writer and broadcast over and three other Denver stations.

— MISSISSIPPI —

**PELO**—Bob McRaney, general manager of WELO, has announced the name of the new outlet's manager. He is Tibbett of Birmingham, Ala. Tibbett brings to his post the stage of considerable radio and news experience—plus the wealth of a new joy—his eight pound daughter named as yet.

— MINNESOTA —

**MANKATO**—A case of the Lost Battalion finding itself on KYSM: A group of Army Air Force technicians missed its train connection in Mankato and was faced with the prospect of spending 24 hours in town with nothing to do. . . . However, the local USO and the station soon changed that when they learned that the boys had musical talent. That evening a half-hour show was arranged with New Jersey's Don Palistrina vocalizing, Frankie Holthum, formerly a pianist with Mal Hallett's Band, tickling the keyboard, and Brooklyn's Joe Camanatti emceeing. The spontaneous program was a tremendous success—listeners phoned in for encores, but the servicemen couldn't afford to miss another train.

— MASSACHUSETTS —

**BOSTON**—Gerry Harrison, Yankee's station relations director, returned recently from a week of skiing in Franconia Notch, N. H. . . . Eugene Jones, baritone, is the new voice on Carl Moore's "Coffee Club" which originates from WEEL and is miked over the CBS net. . . . John Parker, chief engineer of WORL, has developed a new "plastic dial" which he believes will revolutionize post-war radio construction of control boards. . . . WORL's Bill Elliot, station disc spinning announcer, may be given a screen test soon by 20th Century-Fox. . . . WORCESTER—WTAG will welcome the spring season with a series of 30-minute programs called "Easter Parade."

— WISCONSIN —

**MILWAUKEE**—The final results of the 14th Annual Radio Popularity Poll conducted by The Milwaukee "Journal" found four staffers and two local programs of WTMJ in high place. They are: Bob Heiss, chief announcer; Paul Skinner and Gordon Thomas, announcers; Russ Winnie, assistant manager and sportscaster; the noon-time "Grenadier" program and "Those Who Serve."

— IOWA —

**DES MOINES**—Personalities of KSO-KRNT: John Drake, promotion chief, has been appointed publicity chairman for the Manufacturers' Representatives' Association. . . . New editor on the news staff is Don Miller, formerly with the publicity division of information of the U. S. Treasury for the state. Miller will also mike a couple of ayem newscasts. . . . Jeanette Cottingham has come from the local display department of the "Register-Tribune" to sales promotion. . . . Jean Jeffords, newcomer in the transcription department.

— NORTH CAROLINA —

**ASHEVILLE**—A troubled sailor walked into the WWNC studios recently during the Asheville station's Western North Carolina Farm Hour and told Emcee Charlie Newcomb that he had lost \$180 while home on leave. While relating the story, the gentleman who found the money came in to have his discovery aired.

— CALIFORNIA —

**SAN FRANCISCO**—New actors in KFRC's weekly "Main Line" series for Southern Pacific Railway are Howard Culver, Howard McNear, Carl Kent, Cliff Clark, Phil Kramer, Harry Lang and Pinky Parker. . . . Dean Maddox's regular Saturday night amateurs, sponsored by Marin Dell Milk Company, now offers a weekly salute to downtown firms—banks, department stores, etc., as part of its good-will policy. . . . OAKLAND—For his participation in the recent WAC Recruiting Drive, A. V. Bamford, of KROW, was awarded a certificate for "contribution of time and effort in the interest of obtaining enlistment of WAC Recruits."

— KANSAS —

**SALINA**—"I certainly appreciated the news about KSAL. Please write again." was the genuine reaction of Dick Cahill, former KSAL engineer now in Sicily, to the letter written to him by Ben Greer, present program director of the station. . . . R. B. Ricklefs, owner of Kansas Landscape, answers questions on landscaping, nursery and gardening sent in by listeners to the "Gardeners' Question Box" each Sunday. . . . Salesman George Giroto is combing Salina for his baby's favorite, Pet milk that comes in the can, and will give a reward to persons who can guide him to a plentiful source of supply. His son was born Feb. 9.

— NEW YORK —

**NEW YORK**—WABF (FM) has scheduled the guest appearance today of Canada Lee on "Coast to Coast with Malcolm Child." Interview of this widely known negro star promises to be of considerable interest. . . . Eddy Brown, American violinist, has been named musical director of WLIB. Mr. Brown, formerly at WQXR in the same capacity, will conduct the String Ensemble and supervise the selection of recorded music. . . . "Numbers In The News" is the title of a new quarter-hour just bowed in over WBYN. Maurice Dreicer, vet radio originator, acts as quizzmaster and news analyst.

— OHIO —

**CINCINNATI**—New vocalist on the WLW-WSAI staff is Max H. Condon, tenor, formerly with station WDAF in Kansas City. . . . The WKRC Cornhusker's Jamboree is now being booked exclusively by the Gus Sun Booking agency with headquarters in Springfield, Ohio and Chicago. . . . CLEVELAND—Jack Soo, the only Chinese baritone in the country, and the singing "find" of many seasons, comes to the listeners via the daytime variety show, "Mutual Goes Calling" on WHK. . . . Dana Bode has joined the engineering staff of WJW. . . . Also, Helen Cottrell, formerly with WLEU, Erie, Penn. . . . COLUMBUS—WBNS announces the appointment of F. Geer Parkinson as traffic manager and musical director of the station.

— MICHIGAN —

**DETROIT**—"I listen to your WJR program regularly and wonder if you are that nice little boy named 'Charles Webster' who was in one of my classes at Pittsburgh. If you have time and care to write I would be glad to hear from you." Annie Swift, 65-year-old retired school teacher wrote to Chuck Webster who emcees on WJR's "Know Your America." And Chuck replied, "You have a remarkable memory. You know, I moved away from Pittsburgh 31 years ago—right after you taught me the ABC's in the first grade. Your letter has made me very happy and I hope I don't make too many mistakes on my program."

— MASSACHUSETTS —

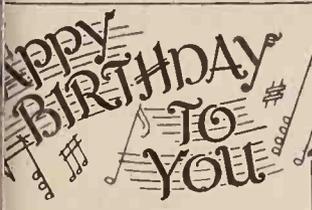
**BOSTON**—Cecile Roy, radio girl of a thousand voices, joins the crew heard on the comedy show over WNAC-Yankee, a morning daily item. . . . Jesse H. Buffum, WEEL's director of agricultural programs and New England director for the Columbia Broadcasting System, recently attended the Radio Agricultural Directors convention held in New York City. . . . Ashley Robison, WORL's treasurer, has recovered from the injuries he sustained as the result of an auto accident. . . . WORCESTER—Lou Chapin, director of the Riverboat Rondoliers, kiddie chorus on WTAG's "Uncle Tom's Juveniles," was recently appointed musical director of the Worcester County Light Opera Company.

— KENTUCKY —

**LOUISVILLE**—Business tripping to the West Coast is D. E. ("Plug") Kendrick, owner of WINN. . . . "Stepping Along with Frances Ferguson" new femme feature on WINN has a novel "I Spy" department through which listeners are told where hard-to-find items can be located. . . . New business includes year's contract with Olshine's (men's read-to-wear) for two daily newscasts: "Southern Melodies," Tuesday, Thursday and Sunday dinner music program, now sponsored by Old Colony Furniture; "Bing Sings," Monday through Friday record show sold to Bond's Bread for 13 weeks.

## Priorities For Canadian Super-Short Wave Station

Montreal—Delivery of equipment for the new shortwave station to be built by the Canadian Broadcasting Corporation at Sackville, N. B., will start in a few weeks and will be completed in July or August, Dr. Augustin Frigon, acting CBC general manager said on his return from Washington where he obtained priorities for the equipment. Dr. Frigon said he had also held "important conversations" with competent authorities in regard to post-war conditions in broadcasting in North America. "Important changes in broadcasting methods may be expected which will affect frequencies and power allocations," he reported.



- March 8
- |                      |               |
|----------------------|---------------|
| Director Arden       | Claire Trevor |
| Max Fleicher         | Will Hudson   |
| Franklyn MacCormack  | Adele Broz    |
| Mrs. Charles Schenck |               |



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**HARRY LEEDY**

# Miller And Fly At Odds

## Clash Between Congressman And Head Of FCC On Subject Of Pearl Harbor Characterizes Lea Probe Hearing

Washington Bureau, RADIO DAILY  
Washington—Challenged to be more specific, Representative Louis E. Miller, R., Mo., yesterday refused to charge FCC Chairman James Lawrence Fly with responsibility for the Pearl Harbor disaster. After failing to accept Fly's direct challenge, Miller then continued hurling statements which he has been uttering for several days now about responsibility for the successful Jap attack. Yesterday's session of the Lea committee investigating the FCC was in

(Continued on Page 6)

## Wattage Outlets Time-Sales Rise

Washington Bureau, RADIO DAILY  
Washington—Net time sales for 71 stations with power from 1,000 watts was reported at 1943 by the FCC yesterday. They represented a boost of 21 per cent from 1942, a total for the same stations of \$42,051,000. These figures represent stations between five and 100 watts had a somewhat better than the nation's 52 50,000-watt stations—where

(Continued on Page 2)

## Walter Winchell! And Eventer' Airs Views

Washington—Only 48 hours after the birth of her third child, Bruce, Na Lamborn, broadcast her "Walter Winchell! and Eventer' Program" over the radio from her room at the Alexandria hospital giving added assurance to the many expectant Washington mothers who had anxiously awaited Mrs. Lamborn's broadcast. The enthusiastic approval of the program by the staff and assisted

(Continued on Page 3)

## Howles Stations KO-KRNT Farm Editor

Des Moines—Joe Ryan, formerly a regional Chief of Information for the War Food Administration in Des Moines, has been named to the position of Farm Editor for KO-KRNT. Ryan came to the Des Moines station from special assignments, direct from special assignments on the Milwaukee "Sen-

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## Howles Stations KO-KRNT Farm Editor

### Fines Himself

When the Blue's Master Mentalist Dunninger appeared in a New York court recently for an overtime parking charge, the judge invited him to attempt to prognosticate his sentence before it was announced. "Certainly," said Dunninger, "five dollars or two days in jail." Clerks, deputies and other court attendants were astonished as the judge verified the fine which he had previously written on his blotter.

## Joe E. Brown's Show Starts On Blue Mar. 23

Joe E. Brown's new "Stop and Go" show will debut on the Blue on Thursday, March 23, 10:30 p.m., under the sponsorship of McKesson and Robbins. Brown, who recently returned from an extended USO off-shore tour, will have Dorothy Lamour as his guest on the first "Stop and Go" presentation. Quiz format of the show takes

(Continued on Page 3)

## PA Opens 20th Bureau At Charlotte, This Week

Oliver Gramling, assistant general manager of Press Association, Inc., the radio subsidiary of the Associated Press, announced this week the opening of PA's twentieth regional news bureau at Charlotte, N. C. This is the

(Continued on Page 2)

## Big Radio Drive Arranged For Debut Of Navy Movie

### UP Staff Shifts Announced In Asiatic Theater Of War

News staff promotions and re-organization in the Asiatic theater of war for the purpose of co-ordinating news coverage was announced yesterday by John R. Morris, Far Eastern manager of United Press. Walter Rundle, formerly of UP

(Continued on Page 5)

## Tele Advertising Demonstration Set

Demonstrating new advertising techniques in television, Thomas F. Joyce, manager of the radio, phonograph and television department of RCA-Victor, will address a special "Television Day" program at the Sales Executives Club of New York City on Tuesday noon at the Hotel Roosevelt ballroom.

Using professional talent, drama-

(Continued on Page 6)

## Nelson Rockefeller to Speak On 'Lands Of Free' Series

Nelson Rockefeller, coordinator of Inter-American Affairs, will be the guest speaker on "The Americas and World War II," final program of the school year's first semester of "Lands of the Free," on NBC, Sunday, 4:30

(Continued on Page 3)

## R&H Beer Renews WJZ; Taylor-Reed Extends Time

Business signed yesterday on WJZ included one renewal and one extension of time on Alma Kitchell's "Woman's Exchange." Latter client is

(Continued on Page 5)

## Public Service Series WBBM Institutional

In keeping with its policy to emphasize local public service programming, WBBM will premiere "Work Shop for War," a new documentary series on Saturday, March 11, from 12:30 to 1:00 p.m., CWT. One of the most ambitious sustaining productions ever attempted by the station, the series, special-event in format will be

(Continued on Page 4)

## Special WOR-MBS Show Via Girl Scout Auspices

WOR-Mutual, under the auspices of the Girl Scouts, now celebrating their 32nd anniversary, will present a special program dedicated to the

(Continued on Page 4)

### Valor

Montreal—The proudest employee of CBC is Mrs. Paul Triquet, stenographer, whose husband, Major Paul Triquet, of the Royal 22nd Regiment in Italy, has been awarded the Victoria Cross for heroism. Major Triquet has been wounded since the action in which he won the award and is in a hospital in Italy. The medal is Britain's highest honor.



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

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FINANCIAL

(Wednesday, March 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. Row: Nat. Union Radio.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(March 9, 1924)

For the first time in the history of radio a program will be supplied continuously to twelve cities, enabling stations at these points to broadcast their choice of features to respective audiences. This innovation is taking place in connection with the coming Republican Convention in Cleveland and the Democratic Convention two weeks later in New York.

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.

Coming and Going

E. R. BORROFF, vice-president of the Blue Network in charge of the central division, and E. R. PETERSON, of the Blue sales staff, have left on a business trip to Memphis, Louisville and New Orleans.

KINGSLEY HORTON, assistant manager-director of programs and sales for WEEL, CBS-owned outlet in Boston, has returned to the home offices following several days in New York.

ELMORE B. LYFORD, of the NBC stations department, is expected back today from Atlanta, where he attended the meeting of the NBC War Clinic.

CPL. WALTER KANER, formerly director of publicity and special features at WLIB, Brooklyn, will arrive in New York today on a 10-day furlough from Fort Leonard Wood, Missouri.

HARRY CAMP, commercial manager of WGAR, Cleveland, who has been here since the early part of the week conferring with his New York reps, is leaving for the home offices today.

REGINALD MARTIN, general manager of WIZE, Blue Network affiliate in Springfield, Ohio, is on a short business trip to New York.

MARTIN F. MEMOLO, president of WARM, Scranton outlet of Mutual, has arrived for conferences at network headquarters.

WILLIAM NEWTON, representative in the Middle West for BBC is here from Chicago and plans to remain a week.

HARDY C. HARVEY, manager of KABC, San Antonio, and of KNOW, Austin, who has been in town since Monday, will leave Sunday on the return trip to Texas.

LINUS TRAVERS, executive vice-president of the Yankee Network and of WNAC, Boston, is back at his Bay State headquarters following a quick trip to New York.

FREDERIC W. ZIV, president of the transcription organization bearing his name, is en route to Hollywood.

CLAIR SHADWELL, assistant manager of WELI, New Haven, a caller yesterday at the offices of the Blue Network. Leaves today for Connecticut.

MAJ. GEORGE FIELDING ELIOT is in Texas City, Tex., for the broadcasting of his "World News" program over CBS tonight from the recently-completed oil refinery on the coast of the Gulf of Mexico.

EARL WRIGHTSON, singer heard in the past on NBC, is on a concert tour of the Midwest. He plans to return to New York late next week.

BENAY VENUTA is back in town from Atlantic City, where she entertained several thousand wounded veterans of the American Air Forces.

MACK HARRELL, of the "Keepsakes" program, is filling concert engagements in Texas. The tour will keep him away from New York until March 19.

E. E. HILL, managing director of WTAG Worcester, Mass., has returned to the home offices after attending a meeting of the Radio Technical Planning Board which was held recently in New York.

DICK REDMOND, program-publicity director of WHP, CBS affiliate in Harrisburg, Pa., in New York this week on network business.

New Business At WOR Led By "Uncle Don" Show

Participation on the Uncle Don programs as well as 21 one-minute announcements per week over various other WOR programs has been newly contracted by the Skinner Manufacturing Company of Omaha, Nebraska for 13 weeks, effective March 13. Agency is Ferry-Hanley Company of Kansas City, Missouri. De Mower, of WOR's western office, is the account executive.

Two other new sponsors are: the H. C. Brill Company, makers of spaghetti sauce, and John Opitz, Inc., for J.O Insecticide, for "Claire Wilson Reports," heard over WOR Saturdays. Both accounts are handled by Tracy Kent and Co., Inc., with John Nell the WOR account executive.

The Allen B. Smith Co. for Smith's Split Peas has renewed its contract

Five More Stations Sign For AP Wire Service

Five radio stations announce the acquisition of the special AP radio wire through Press Association, Inc.: WLBC, Muncie, Indiana; KOIN, Portland, Oregon; KAST, Astoria, Oregon; KHMO, Hannibal, Missouri; WHBC, Canton, Ohio.

for 13 weeks on the WOR "Food and Home Forum" program. Effective March 6, the contract was handled through Alley and Richards Company. WOR account executive: Jack Lowe.

Hearn Department Stores, Inc. has joined the sponsorship list of Martha Deane Women's program for 52 weeks. Contract was handled through Milton Rosenberg, Hearn's director. Account executive in charge is William Crawford.

Lower Wattage Out Lead Time-Sales

(Continued from Page 1) 1943 sales rose 18 per cent from 1942 totals. It was pointed out, however, that several 50 kw stations forced to refuse to sell time if they didn't have it to sell.

It is apparent also that the age 50 kw station nets better three times the average station power between five and 20,000. Total net for the 10 50 kw group last year was \$49,793,000 or nearly a million dollars per station. Only one 50 kw station reported smaller net in 1943 than in the previous year, five of the lower power group sold less. Highest among the latter was \$182,000. 16 50 kw stations showed increase over \$150,000—top figure \$540,000.

PA Opens 20th Bureau At Charlotte, This Week

(Continued from Page 1) third regional bureau opened this year. Other bureaus were listed recently at Oklahoma City, New Orleans. Charles Whiteford been named chief of the PA Charlotte bureau.

Decca Dividend

The board of directors of Records, Inc. at its meeting last week declared a regular quarterly dividend of 30 cents per share, payable on March 31, 1944 to stockholders of record on March 18, 1944. This presents an increased dividend the company having previously a regular quarterly dividend of 25 cents per share.

How About The Little Fellow?

You hear about the boom and big outfits. Did you know that there have been mighty big casualties among the little and medium size Baltimore firms? Look into this special market!

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."



**AGENCY NEWSCAST** ★

**STANDARD BRANDS**, acting upon increase in cost of raw materials the production of vitamins, inaugurated a campaign through Middle West. With Ted Bates, Inc., agency, the drive is utilizing print-radio and newspapers.

**FRANK GOTTLOBER**, president Foreign Language Press Institute, New York, has completed a treating the foreign language of the metropolitan area.

**CADET NURSE CORPS** admissions being sponsored by East-odak Company as part of a campaign for 65,000 recruits are the "Gift of Washington," according to J. Sutter of OWI. "The results have been most gratifying," Sutter says. J. Walter Thompson is the

**PHILADELPHIA CONVENTION AND TOURIST BUREAU** has named the advertising agency of Ham and Hanson to handle its advertising and public relations cam-

**Walter Winchell!** "The Great Eventer" Airs Views

(Continued from Page 1) them the program will be heard from the Alexandria Hospital broadcast over WWDC at 1:08 p.m. Monday through Friday.

**Council Of N. J. Meets In Newark Today**

Council of New Jersey is holding an all-day session today at Essex Hotel, Newark, when a session on Education will be supervised by Robert MacDougal of the Teachers College. MacDougal is president of the Council's education committee. Other speakers will include Dorothy Lewis, coordinator of Listener Activity. Films will be shown, Westinghouse "On the Air" and Fred Westinghouse "Pleasure Time."

**T. V. HARTNETT** president of Brown & Williamson Tobacco Corporation, following a meeting of the board of directors, has announced the election to the board of W. S. Cutchins and Louis F. Bohach. Cutchins joined Brown & Williamson in a sales capacity in 1927. Since that date he has occupied numerous sales positions in most of the country's principal marketing areas. Bohach, a native of Hellettsville, Texas, has served in the Corporation's field sales organization for the past 18 years in many parts of the United States. For the past seven years he has been zone sales manager with home and office in San Francisco, where he will continue to reside and from which point he directs Brown & Williamson's operations in eight western states.

**EDWARD BATTEY, JR.** and **FRANK GRIFFIN**, vice-presidents at Compton Advertising, Inc., have been appointed directors of that company.

**HOTEL VICTORIA**, New York City, has placed its advertising account with the J. R. Kupsick Advertising Agency effective immediately.

**Nelson Rockefeller to Speak On 'Lands of the Free' Series**

(Continued from Page 1) p.m., EWT. This program which deals with the Good Neighbor policy, rounds out a 21-program series which was presented under the general title, "The Americas and the World." The second semester, which begins March 26, has the overall title, "Development of Ideas in the Americas."

**Joe E. Brown's Show Starts On Blue Mar. 23**

(Continued from Page 1) radio audiences on mythical journeys to all points of the earth with audience participation. First broadcast will signalize a nationwide "Good Looks and Good Health Week." Show will be heard every Thursday.

**Heavy Radio Exploitation For Film On Navy Theme**

(Continued from Page 1) show on the Blue. Other network shows scheduled to originate at Great Lakes in connection with the picture premiere are the CBS Special Red Cross show, March 22; Don McNeill's Blue Network Breakfast Club on March 21 and 23 and the "Quiz Kids" on March 26.

**Singer Will Tour**

Nadine Conner, soprano star of radio and the Metropolitan Opera leaves New York for concert appearances in Defiance, Ohio, Parkersburg, W. Va., and California, and will return in time for her scheduled appearance in the Easter Pageant at Carnegie Hall on April 6, 7 and 9.



**WHY IS STAN LOMAX THE HOTTEST SPORTS BUY IN NEW YORK?**



**BECAUSE** Stan Lomax is now the only sportcaster on a major New York station with a nightly 15-minute program... 6:45 to 7:00 P.M. on WOR.



**BECAUSE** Stan Lomax now chalks up a rating more than 50% greater than his last year's audience score—which was no slouch, either.



**BECAUSE** Stan Lomax is gaining extra personal prestige with both servicemen and civilians through his deft, straightforward emceeing of WOR's Saturday Army hospital show, "This is Halloran".



**BECAUSE** Stan Lomax bats 1000 with all income groups. Crossley personal interviews also reveal his family appeal. (Of the 26 people in every 10 homes tuned to Lomax, 10 are men, 10 are sports-conscious women, and 6 are juvenile Lomax fans.)



**BECAUSE** Stan Lomax, right at the threshold of a promising Spring sports season, is available for sponsorship on Monday, Wednesday and Friday evenings. Call, write or wire today!

That power-full station  
at 1440 Broadway, New York, 18

**WOR**



**The WTAG Mobile Unit**

BIG EVENTS IN A BIG MARKET

**WTAG WORCESTER**

# Public Service Series WBBM Institutional

(Continued from Page 1)

a salute to war workers as well as Midwestern war production, and will include, steel, railroads, Great Lakes shipping, agriculture, meat packing, etc.

Scope of production is illustrated by "Steel and Men of Steel," premiere program, which will use full orchestra and dramatic narration from the studio, as well as two remote pickups from the plant of the Carnegie-Illinois Steel Corporation in South Chicago, with on-the-scene descriptions and interviews.

The script is written by John Barnes, WBBM news analyst, Robert F. Hurleigh, with Jonathan Cole and Gordon Gray, will handle the narration. Music is under direction of Jimmy Hilliard and the production is under the supervision of Shep Char-toc, WBBM-CBS director of special events.

## Special WOR-MBS Show Via Girl Scout Auspices

(Continued from Page 1)

women's branches of service, this Saturday 3:30-4 p.m., EWT. From Washington the program will present Vice Admiral Randall Jacobs, head of the Navy Bureau of Personnel, and the heads of the three women's Naval branches—Col. Ruth Cheney Streeter, Director of the Marines; Lt. Commander Helen Schleman, Executive Officer of the Spars; and Lt. Commander Tova Wiley, assistant Director of the WAVES.

Major Cora Bass, Staff Director of the Second Service Command of the WACS, will be heard in an interview with Sgt. Louise Warren, of Jersey City, who has just returned from duty in Africa.

Col. Florence A. Blanchfield, Superintendent, Army Nurse Corps, and Capt. Sue S. Dausser, Superintendent, Navy Nurse Corps, will be heard in an interview with Lt. Doris Richey, of Gloversville, New York, who has just returned from overseas duty.

Music for the program will come from Boston and will be played by Bobby Norris and the "Army-Navy House Party Orchestra."

## Will Address Fawcett Party

Major George Fielding Eliot, CBS military expert, will be a guest speaker at Fawcett Publications' 25th anniversary celebration on Thursday, March 16 at the Hotel Biltmore, New York City. He will address the group on the "Responsibility of American Magazines in Shaping the Public Mind for a Lasting Peace."

# WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.



### Unscrambled Wattnotes !!

Income tax gags have long been prevalent and of course, particularly of late due to the complicated forms to be filled out.....since nearly every newspaper and cartoonist thereon has also been at it, hearing the income tax situation being gagged up on the air, comes as a sort of anti-climax.....not a few comedians have used it in turn, sometimes all, on the same night, and most of them failed to be real funny about it.....it's all very true about this being a free country, but the country also happens to be at war and a more philosophical ending to the income tax comedy scripts might not be amiss at this time.....Tuesday night a golden opportunity slipped through Ed Gardner's hands when he concluded his dialogue with Charlie Cantor (Finnegin).....Finnegin finally learns it is the government that gets the money and not the income-tax filer.....says Finnegin, "What do they do with it?".....or something to that effect.....right there was Duffy's great opportunity to give the show a little different twist and feed Cantor one of those OWI or Ad Council lines, or a bit of his own interpretation of what Uncle Sam is currently doing with some of the income tax money.....it would have made many listeners happy, those who don't mind paying taxes because they feel they are backing up someone very close who is at the front.....this is not to be construed as any aspersion on Duffy's patriotism.....but for example, some of the most commendable shows done by Fibber McGee happened when Molly steps out of character long enough to deliver a war message, whether allocated or not.....Tuesday night the Red Cross theme dominated the show and it was terrific.

☆ ☆ ☆

Lieut. (j.g.) Anthony Koelker, former Blue net publicist in Chicago, passed through New York yesterday, en route home for a short furlough.....Tony has just completed a special course at one of the Navy schools.....and takes up a task force assignment in the near future. . . . John B. Hughes, Mutual commentator, will leave the airways for awhile for a Pacific assignment which will keep him busy for the next nine weeks. . . . NCAC has booked three prominent artists as guests on the RCA "What's New" program.....they are Patrice Munsel, recent winner of the Met. Opera Audition Prize; Arthur Rubenstein, pianist and Jan Peerce, tenor. . . . Yolanda D'Este, heard over WOV daily as the lead on the La Rosa program, has been selected to be the voice of Marlene Dietrich in the Italian synchronised version of "The Lady Is Willing," produced by Columbia Pictures. . . . FDR was so pleased with Bob Hope's performance at the White House Correspondents' Assn. annual dinner, last Satdee night that he voluntarily sent an autographed program to the comedian, after the show.....several other prominent radio actors and actresses took part in the same program. . . . Nancy Osgood, WRC, Washington producer, has been assigned to direct the all-feminine show "Now is the Time," to be broadcast over NBC four Saturdays beginning March 25. . . . George L. Moskovics, CBS Pacific Network sales manager, is en route on an extended tour of the East Coast.

☆ ☆ ☆

"Our Bombing Policy," will be subject of a rountable discussion on WHN, tomorrow night at 8. . . . From John Drake, of KSO, Des Moines, comes the query: Shouldn't Tom Breneman of "Breakfast at Sardis" be awarded some kind of a plaque or award.....because he has never been a guest star on anyone else's show? . . . They had been corresponding for years but never met.....yesterday, Irene Beasley, through her new fan feature on the "Neighbors" program on CBS, she made her first microphone visit and sent gardenias to Nanise Johnson of Memphis, one of a series of surprise "visits" scheduled once weekly.

☆ ☆ ☆

Remember Pearl Harbor

# LOS ANGELES

By RALPH WILK

"THE shadow" broadcasts, originally scheduled to wind up a series on KHJ-Mutual Don Lee 26, have been extended for weeks. The last broadcast will place April 16. Bret Morrison the title role.

Maestro Harry James has been invited by the senior class of a school in Baxter Springs, Kansas to select the winner for its Queen Contest. The youngsters Harry a group of photographs which he is to choose the teen glamour girl.

Nelson Pringle, CBS news anchor has another "first" to add to his. On the heels of the War Department announcement of armament deal of the new "Billy Mitchell" bomber Nelson went up in the test hop, a big airship, investigated the 50 guns and 75mm. cannon in at Says Pringle, "This is one of things which will mean tape Tokyo."

Cass Daley, movie and radio comedienne, will provide the comedy relief in Paramount's "Girl's Te" with Fred MacMurray and Vera Lake. Shooting starts April 3.

Harry W. Flannery, CBS war commentator and author of the "Assignment to Berlin," is writing chapter on war news analysis of new radio textbook to be published this spring.

Dinah Shore, top girl singer of airplanes, this week was notified her biography will be included in the forthcoming issue of "Who's Who in the Western Hemisphere."

Kate Smith has been invited to appear on "Command Performance" the brilliant variety show produced by the War Department and recorded for the exclusive entertainment of overseas forces, when it is presented from Columbia Square. The program is not heard in this country.

All members of the Thursday Burns air show will be busy making for the next couple of months. The "Arkansas Traveler" will be emoting in the Dinah Shore-Guy Rose Lee flicker, "Belle of Yukon," Spike Jones and his Slickers will be committing musical mayhem on "Ziegfeld Follies."



ENGLISH • JEWISH • ITALIAN

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.

# NEW BUSINESS

San Francisco: Bernhardt Co., Inc. (embroidery wool cotton), tri-weekly participation in Woman's Magazine of the Air, 13 weeks; First Federal Saving & Loan Association, daily newscast, five minutes, through Pacific Adv. Co.; Globe Mills (Pillsbury), for A-1 Flour, anns., ETs, 26 weeks; Gilmore (auto dealer), four ETs, weekly, 13 weeks, through Houlihan Agency; Southern Pa. Co. (railroad employment), anns., 13 weeks, through Foote, Belding; S. A. Moffett (Polaroid Foods), 13 weeks participation in Woman's Magazine of the Air, one a week, through Erwin & Co.

San Antonio: P & G (Duz), ET program Monday through Friday, "The Goldbergs," through Advertising, Inc.; Manhattan Co. (Sweetheart Soap) 15-minute weekly program, through Bruck Adv.; Lambert Pharmacy Co. (Listerine) 30 word ET program, through Lambert & Inc.; South Texas Cotton Oil (Crustene Shortening) thrice a quarter - hour program, through Seegal & Weedon, Inc.; Kellogg (Cereal), 15-min ET program Monday through Friday through Kenyon & Eckhardt; Progressor Journal (Magazine), 15-minute ET program, Monday through Friday, through Albert Sidney Noble Advertising Agency.

Washington, D. C.: Standard New Jersey (Esso), 26 five-minute programs per week for 52 weeks, through Marschalk & Pratt Co.; Ice Cream Co., five station spots per week at 7:15 p.m. for 52 weeks, through McKee & Albright; Adbill Oil Co. (Renuzit French Cleaner), three participations per week for 39 weeks in "Home Forum," through Harry Fiegenbaum

## UP Staff Shifts Announced In Asiatic Theater Of War

(Continued from Page 1)

radio organization in New York and more recently promotion manager, has been appointed manager for China. Other staff assignments in the Asiatic theater include:

Darrell Berrigan, now with General Joseph Stilwell's forces in Burma, becomes chief UP correspondent for China-India-Burma, and Southeast Asia command land operations.

Harold Guard, assisted by Walter Logan, will cover naval and amphibious operations of the Southeast Asia command.

Frank Hewlett will be attached to allied units operating in Western Burma.

Albert Ravenholdt has been given a roving assignment that will keep him moving along the Sino-Burma border, the Indo-China frontier, or the Ledo Road, according to military developments.

John Hlavacek of La Grange, Ill., formerly with the United States military attache in Chungking, has been appointed a staff correspondent.

## Production Record

The greatest month's production ever turned out by the company in its 50 years at operations has been achieved by the Stromberg-Carlson Company of Rochester, N. Y., it was announced by Dr. Ray H. Manson, Vice-President and general manager of the company. The company is turning out radio, radar, and communications equipment for the armed forces on the land, the sea and in the air.

Agency; Bond Stores Inc. (Clothes), three news programs per week for 52 weeks, through Neff-Rogow Inc.; Chestnut Farm-Chevy Chase Dairy (Sealtest), 42 time signals per week for 52 weeks, through McKee & Albright Inc.; Colgate-Palmolive Peet Co., (Palmolive soap), 16 spot announcements per week for 52 weeks, through Ted Bates Inc.; Colgate-Palmolive Peet Co. (Supersuds), 16 spot announcements per week for 52 weeks, through William Esty & Co., Fanny Farmer (Candy), three participations per week for 39 weeks, in "Home Forum," through J. Walter Thompson Co.

Grove's Laboratories (Cold Tablets), five-min. sports commentaries, six per week for six weeks, through Russel M. Seeds Agency; Grabosky Bros. (Royalist Cigars), five station breaks per week for 13 weeks, through Harry Fiegenbaum Agency; Adam Scheidt Brewing Co. (Beer & Ale), three 15-min. news programs per week for 52 weeks, through Lawrence I. Everling Adv.; Keystone Macaroni (Macaroni), two participations per week for 13 weeks in "Home Forum," through James G. Lamb Co.; Manhattan Soap Co. (Sweetheart Soap), three 15-min. news programs per week for 52 weeks, through Franklin Bruck Adv. Co.; Pillsbury Flour Mills Co. (Pillsbury products), four participations per week for 19 weeks in "Home Forum," through McCann-Erickson Co.

## R&H Beer Renews WJZ; Taylor-Reed Extends Time

(Continued from Page 1)

Taylor-Reed Corp. which originally bought four weeks on the program and has now extended it to 13 weeks on the participation schedule. Product is Tumbo pudding and a prize contest as part of the campaign will award \$1,000 in bonds and stamps. Tracy, Kent Co. is the agency.

Rubsam & Horrmann Brewing Co. renewed "R & H Beer Time" on the station, effective April 11. At the same time, the 15-minute musical show starring Diane Courtney will move up from 7:45 p.m. to the 7:30 p.m. spot, continuing to be heard Tuesday and Thursdays. Samuel C. Croot is the agency. Slight change of format will also go into effect with the renewal when baritone Ken Taylor joins the cast. Violinist Merle Pitt and electric guitar expert Eddie Grosso will join as musicians, to expand the instrumentation of the group.

## Mitchell To Produce

Los Angeles—Les Mitchell, formerly production manager for CBS Central Division, Chicago, will take over the reigns of the Dari-Rich "Stars Over Hollywood" program for the sponsor's agency, Sorensen and Sons, Inc., of Chicago. Paul Pierce, who produced the last Dari-Rich show from KNX, reports for induction into the United States Army.

# PROMOTION

## Woman's Club Brochure

If there is anyone who never has heard of WTAM's "Woman's Club of the Air" and its director, Jean Colbert, they should see the new promotion brochure of Howard Barton, WTAM promotion and sales manager. This is a readable and pictorial piece telling a conclusive story about the program's first lady, its variety of advertised products, large listening audience, talent highlights, sales points and advertisers. Book is made up of six pages, approximately 9 x 12, heavy glossy stock with a large cover photograph of Miss Colbert, and touched up with inside Benday line-cut illustrations.

## Timely

WHYN, Holyoke, Mass., is taking advantage of its chain breaks to give short, peppy war messages on behalf of the current Red Cross drive as well as for war bond purchase.

Announcements read: "Time, 2 p.m., the right time to buy another bond." Or: "Your Red Cross marches by his side. Give generously today. WHYN, Holyoke, Mass., 1,400 on your dial." These announcements will be continued for the duration of the Red Cross drive, and continued indefinitely to promote the sale of war bonds and stamps.

WKY HAS EVERYTHING FROM "A" TO "Z"



is for **DEALER PREFERENCE**

dealers and jobbers in Oklahoma and rather have WKY backing a product than any other Oklahoma station.

**WKY**  
OKLAHOMA CITY  
The Katz Agency  
Representatives

**PROGRAM THE HEADLINERS!**

NBC RECORDED PROGRAMS

**"THE WEIRD CIRCLE"**

Dramatizing the eerie classics... the ageless masterpieces of such celebrated writers as Poe, Tolstoi, Balzac, Dumas and Victor Hugo... in a series of 52 half-hour programs, each complete. Skillful effects, top talent, strongest Publicity and Promotion Kit ever assembled for a recorded program. Now sponsored by brewers, food manufacturers, clothiers, tobacco makers, furniture firms, a paint company and many others. Send for audition records.

★ ★ ★  
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, Ill.  
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

## PROGRAM REVIEWS

## "THE MARY SMALL SHOW"

D. L. Clark Candy Co.  
WJZ-Blue, Sunday 5-5:30 p.m., EWT  
Walker & Downing

## STRONG SUNDAY AFTERNOON DIVERSION IN A NEAT PACKAGE.

If the first "Mary Small Show" developed a weakness or two due to technical or mechanical faults rather than the talent or method of presentation, something the average listener never notices, the second show dispelled all fear 100 per cent and gave definite indication that it is bound to build a good audience as it goes along, in fact it is well on its way to establish itself as a Sunday afternoon feature for those who want to relax under the guile of a smooth show of song, comedy (and for good measure) a special dramatic feature with a new twist.

Regular talent on the show is Mary Small, Sunny Skylar, tenor and songwriter; Olyn Landick as the Hackensack Gossip and Ray Bloch and his orchestra. Guest stars, are artists from screen, radio or the legitimate stage. As heard last Sunday, Miss Small, currently appearing in the Broadway hit "Early to Bed," opened with "It's Love, Love, Love," followed by Landick who does a gossipy femme hanging over the back fence. Landick has plenty on the ball and the least that can be said is that his comedy and delivery is apart from the usual run of comedians and he always packs a few laughs. Skylar sang, "I Didn't Sleep a Wink Last Night." Duet by Skylar and Miss Small, was the hit from "Oklahoma," titled "People Will Say We're in Love."

Dean Murphy, the week's special guest, currently appearing at the Paramount Theater, couldn't possibly miss with his famed impersonations of Willkie, Mrs. Eleanor Roosevelt and others in the public eye, as well as a few movie stars. Bloch's offering was an excellent dance arrangement of "The Barcarolle" from "Tales of Hoffman," and the music softened into a dramatic mood as Miss Small opened the dramatic spot telling a story of faith in a little shack down south, good writing around a strong theme, faith in the Lord, plus a war angle as well. In this portion the prominent Negro actor and actress Tom Wilson and Georgette Harvey of "Porgy and Bess" played the role of preacher and sister Bessie. Climaxing this excellent piece was Mary Small's rendition of "Joshua Fit de Battle of Jericho."

All this in a smooth, fast half-hour, looks like a good break for Clark's candy bars from here.

## Awarded Soldiers Medal

Pfc. Frank J. McGowan, Jr., former junior auditor in the CBS Auditing Department, has been awarded the Soldier's Medal by the War Department for heroism at Porto Empedocle, Sicily on October 11.

Clash Between Fly And Miller  
Characterizes Probe Hearing

(Continued from Page 1)

the main repetitive of Tuesday's session, with Fly producing evidence to show that the responsibility for the disaster cannot be laid to the FCC. After Miller had by several questions made it plain that he intended to implicate Fly by indirection, Representative Warren G. Magnuson, D., Washington, who as a member of the Naval Affairs Committee has been as close to the whole history of Pearl Harbor as any member of Congress, pointed out that until December 7, 1941, "there were Japs all over the Navy yard. There was a Jap sanitarium within a stone's throw of the battle fleet."

## Discusses Jap Matter

Magnuson pointed out the laxity of control over Japs in the islands, then suddenly asked Fly, "do you think you are responsible for Pearl Harbor?" Here Miller objected that it was a matter of opinion to which Magnuson replied that those were Miller's words and Miller's opinion. Again he put the question to Fly, whereupon Fly promptly asked, "do you think so, Mr. Miller?" Miller refused to answer, asking questions on material already covered. He then asked Fly if he would agree to having Admiral Sanford C. Hooper, former Chief of Naval Communications "come here and testify fully and without reservations?"

Fly declared he had no authority over Admiral Hooper's action, and answered the same when Miller asked if he would object to having J. Edgar Hoover appear to testify fully.

## Miller and Fly Tangle

Miller then questioned Fly about his refusal last summer to testify regarding charges he had brought before the board of War Communications against Neville Miller, former NAB head. Several times he interrupted as Fly tried to explain that the matter was a BWC matter, not FCC, and that the BWC had decided it should not be divulged. Fly did finally say, however, that he was willing to testify now on the matter. The interruptions by Miller continued, and Fly could get nowhere, until Miller suddenly demanded to know how long it takes Fly to answer a question.

"That depends upon the degree of

silence," Fly shot back, and Miller promised to permit him to proceed. Before he could do so, however, Miller suddenly asked, "do you know Mark Ethridge?"

To this query, Fly replied, "I surely do." (Ethridge, publisher of the Louisville "Courier-Journal"—which company is licensee of WHAS, Louisville—has been Neville Miller's close associate and backer). Here chairman Lea choked off further discussion of the matter.

## Barger Takes Over

Acting Committee Counsel Harry S. Barger then took over the questioning, doubling back once again to cover much of the ground covered the day before and early yesterday. He asked at one point why the FCC did not intercept commercial messages from Hawaii and turn them over to the Army and Navy. Fly replied that the question had not been brought up by the military and also read Section 605 of the Communications Act, which prohibits interception and divulging of private commercial messages.

## Quotes From Monitor

Barger read from the Monitor report on Japanese language programs analyzed by the FCC in Honolulu for a week in July, 1941, a statement that these shows had carried no plugs for Defense stamp sales and no attempt, in general, to stimulate loyalty to this country. There was, however, "no conscious" effort to "sell" Japan. Fly admitted under questioning that this same type of foreign-language program had occasioned Commission study in this country.

Barger then suggested that although the Hawaiian stations were on permanent license, stations along the Atlantic seaboard which were guilty of similarly uninspiring programs in the foreign tongue had been put on temporary. To which Fly replied that the Hawaiian stations dropped foreign language shows after Pearl Harbor, whereas the domestic stations put on temporary license had been so handled after Pearl Harbor.

## Meet Again Tomorrow

It was at this point that Chairman Lea called for adjournment with the FCC chairman to resume his testimony this morning.

Tele Advertising  
Demonstration Set

(Continued from Page 1)

tizations will be presented to visualize the effectiveness of television commercials. The program will also include the telecasting of a series of special advertising commercials to be viewed on home television receivers made available by RCA, General Electric, DuMont and Philco.

The demonstration will utilize the sight-and-sound facilities of the NBC and the television programming departments of three leading advertising agencies.

Regional Labor Office  
Opens N. Y. C. Branch

The New York Regional Office of the Bureau of Labor Statistics, U. S. Department of Labor, was opened by A. F. Hinrichs, Acting Commissioner of Labor Statistics. The region includes the states of New York, New Jersey, Pennsylvania, Delaware, Maryland, and the District of Columbia.

The new bureau office is located in the Parcel Post Building, 341 Ninth Avenue, New York. Harold R. Hosea has been appointed Regional Director.

## GUEST-ING

ALAN LADD, on the Kate Smith Hour, Friday (WABC-CBS, 8 p.m.)

GEORGE RAFT, on Bill Steiner "Colgate Sports Newsreel," Friday (WEAF-NBC, 10:30 p.m.).

ALEC TEMPLETON, pianist; ALEXANDER KIPNIS, basso; MARTHA BRINYE, soprano on "The Music America Loves Best," Saturday (WJZ-Blue Network, 7 p.m.).

MARGO, on "Stars Over Hollywood," Saturday (WABC-CBS, 10 p.m.).

COLBY CHESTER, chairman of executive committee of General Foods, on "Victory, F.O.B.," Saturday (WABC-CBS, 3 p.m.).

IRENE BORDONI and STAN LOMAX, on the Ellery Queen program, Saturday (WEAF-NBC, 7 p.m.).

VIVIENNE SIMON, lyric soprano on "New Voices in Song," Sunday (WABC-CBS, 9:45 a.m.).

REV. JACOB PRINS, president of the General Synod of the Reform Church in America, on Columbia "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

RUDOLPH SERKIN, pianist; BRUNO WALTER, conductor, on a program of the New York Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.).

ROSE BAMPTON, soprano, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

CHESTER MORRIS, on the "Silver Theater," Sunday (WABC-CBS, 7 p.m.).

HENRY SHAPIRO, Moscow correspondent of United Press, on "The People," Sunday (WABC-CBS, 7:30 p.m.).

GLADYS SWARTHOUT, mezzo-soprano, on the "Great Artists Series" of the Telephone Hour, Sunday (WEAF-NBC, 9 p.m.).

## Thomas F. Burley, Jr.

New Jersey—Demise of Thomas F. Burley, Jr., president of station WCAP, Asbury Park, N. J., on Tuesday, was announced by the Memorial Hospital authorities. Mr. Burley was 48 years old and resided in Asbury Park. He purchased WDWJ, former Newark station, in 1927, and moved it to Asbury Park where it now operates under the present call letters.

## "Falstaff" From "Met"

Falstaff, one of the last three operas by Verdi, will be broadcast over the Blue Saturday from the Metropolitan Opera Stage.

*Gentlemen of the Press:*

**RADIO DAILY**

*Announces a*

**“PROOF PREVIEW”**

*of Feature Articles*

*Appearing in the*

*Forthcoming*

**1944**

**RADIO ANNUAL**

Articles by

Such Distinguished

Radio Personalities

as

- James Lawrence Fly
  - David Sarnoff
  - Paul Whiteman
  - Miller McClintock
  - Gilbert Seldes
  - Niles Trammell
  - Mark Woods
  - Paul Kesten
  - Deems Taylor
  - Dr. Walter R. G. Baker
- and Many Others

*A Copy of the “Proof Preview” Has Been Reserved for You. Please Fill Out the Following Blank and Return at Your Earliest Convenience.*



NAME .....

NEWSPAPER .....

CITY ..... STATE .....

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## —MISSOURI—

**ST. LOUIS**—Dick Haynes is miking for KMOX now—formerly with KRIC, Texas. . . Pete Economou, president of International Stewards and Caterers, guested on Jane Porter's morning program recently. . . Six five-minute broadcasts pertaining to income tax returns were aired to facilitate listeners' problems. . . Seventy singers, under Robert Shaw's direction, demonstrated results of a new approach to choral instruction at the Music Educators National Conference which was aired over NBC last Saturday. Shaw is the young choral director of Fred Waring's Pennsylvanians.

## —CALIFORNIA—

**LOS ANGELES**—William B. Ryan, general manager of KFI-KECA, succeeded Cal Smith, manager of KFAC, as director of the 16th District of the NAB. . . Martha Mears is the songstress to rite "10-2-4 Ranch" time at KECA. . . **OAKLAND**—In observance of Americanism Week celebrated throughout the nation, KROW presented a quarter-hour broadcast of the Fremont High School A Capella Choir. Program was arranged in cooperation with the Oakland Junior Chamber of Commerce and the Oakland public school department.

## —MASSACHUSETTS—

**BOSTON**—Clearweave Hosiery Company sponsors the new "Clearweave Victory Matinee" which stars Ted Cole, Louise Morgan, the Clearweave Trio and Bobby Norris and the Clearweave orchestra, beginning today. . . Howard S. Palmer president of N. Y., N. H. & H. R. R., guested recently on the "Youth On Parade" program. Musical features of the show were provided by Ruth Casey, Dolphe Martin's Choristers, the St. Croix twins and Patsy Walsh. Program is produced by Ray Girardin for WEEI. . . **WORCESTER**—Sharing the speakers' platform with Gov. Saltonstall at a mammoth Red Cross War Fund meeting at the Worcester Auditorium recently was Bob Dixon, WTAG special events chief.

## —CONNECTICUT—

**BRIDGEPORT**—WICC finds itself represented all over the globe: Supervisor Jud La Haye in the Navy chaplain's office in New York City—brother Lou Haye, former announcer, in Brazil, and Major Floyd Jones, former engineer, in India. . . Denise Keller and Ken Rapiett herald a new daily show called "Dialing for Dough" for Borck

and Stevens bakery. Program awards cash prizes if telephone numbers called during the program are received, and providing person is listenin' in. . . Shirley Lunch and Jean Bromley are the new additions to WICC's distaff.

## —NEW JERSEY—

**JERSEY CITY**—WHOM recently moved its equipment to the Blood Donor Center, 2 East 37th Street, New York City, for an all-day series of broadcasts. This was the second pilgrimage WHOM's foreign and English-speaking announcers made to the N. Y. American Red Cross Center. . . **NEWARK**—Prizes were awarded winning entrants in the 4th Annual New Jersey Scholastic Exhibition of High School Art in a program aired over WAAT last week-end. Paul Brenner, the station's special broadcaster, was emcee.

## —COLORADO—

**DENVER**—On the occasion of its first anniversary recently the KOA Music Center for enlisted men received good wishes from Arturo Toscanini, Niles Trammell and Roy and Johana Harris. Program was graced by appearance of state's "First Lady," Mrs. John C. Vivian. . . KOA's "Men of the West," regionally famous for 15 years, guested recently on Alka-Seltzer's "National Barn Dance." . . Special 15-minute climax to KOA's "Back the Attack" support presented the voices of eight Denverites from overseas.

## —OKLAHOMA—

**OKLAHOMA CITY**—WKY is losing its assistant programmer, Ben Morris, to the Marines. Ben is one of the studio's old timers. . . Shirley Sadler, entertainer-continuity, and Bob Duane, announcer, are receiving congratulations on their recent marriage. . . Venida Jones, for 12 years "Queen of the Console" at KMOX, has gone WKY. . . Dorothy Draper, noted decorator, guested on Julie Benell's "Women Commandos."

## —INDIANA—

**FORT WAYNE**—Tom Wheeler, WOWO-WGL farm director, appeared on the National Farm and Home hour with four other radio farm directors in a quiz contest which was held in conjunction with the Farm Safety program. . . Three thousand and barn dance partisans jammed the high school gymnasium when the WOWO Hoosier Hoppers appeared there recently. . . **TERRE HAUTE**—On March 13, Ferral Rippeto will celebrate his 4,475th newscast for "Champagne Velvet News" program heard over WBOW.

## —NEW YORK—

**NEW YORK**—Pauline Alpert, WOR "whirlwind" pianist, will give a concert for merchant seamen and their families Friday, Mar. 10, at the Janet Roper Club, 3 E. 67th St. . . Trade expansion between New York and Mexico was discussed on WMCA's "Business Forum" last Wed., by Julian Saenz, Mexican consul general in New York, and Walter Bomer, vice-president of Bristol-Myers. . . WHN's office boy, Joe DeNicola, is newscaster and disc jockey for WGNV. . .

WQXR's "America's Artists" series feature Frances Watkins, coloratura soprano, and Frank Miller, cellist, as its two Saturday soloists for this month. . . William Weisman and Aaron L. Jacoby, treasurer and vice-president, respectively of WLIB, will delegate to the Democratic National Convention sked for Chicago, July 19. . . Miss Gerry Schwartz, formerly of WNEW, now with CBS, and Jerry Marshall are engaged. Jerry is WNEW's spieler. . . Edwin A. Pancoast is on WINS's saletaff. . . Novelist Fanny Hurst voiced her approval of the accomplishments of the United Neighborhood Houses over WNYC recently. . . A series of special "missing persons" broadcasts to help locate American relatives of Italian prisoners interned in the U. S. has been inaugurated by WOV. . . Daisy May is one of Carolina Jim's "Hillbillies" which bowed in over WBYN last week.

## —SOUTH CAROLINA—

**COLUMBIA**—Station WIS is proud of the results that occurred after the Columbia recruiting office of the WAC sponsored a 15-minute program over its mike. Twenty minutes after the program was aired, and the WAC representatives got back to their headquarters, two young women were waiting to enlist. They attributed their enthusiasm to the appeal made over WIS. . . Using South Carolina as a trial state, the WPB staged a statewide appeal for heavy farm scrap. WIS kicked off the air campaign with a 15-minute interview with Purple Heart vets of the war fronts, together with representatives from the WACS, WAVES and Women Marines, followed by a WPB appeal. If successful in S. C., the WPB drive will go to other farm states.

## —MINNESOTA—

**MINNEAPOLIS**—Rolf and Phyllis Herts-gard, WCCO announcer and singer respectively, left this week for KOA, Denver, where Rolf has accepted a position as staff announcer. . . Franklin Page, of the WCCO newsroom, also leaves this week to assume reportorial work on the St. Paul Dispatch. . . Charles Sarjeant of Michigan takes over Page's duties. . . Larry Haeg, WCCO Farm Service director, led the roundtable discussion which originated from Chicago for CBS.

## —IOWA—

**WATERLOO**—Edwin Shier, formerly with WCOL, Columbus, Ohio, has joined the announcer staff of KXEL. . . Isabelle Loar, KXEL continuity editor, recently won first place in the radio scripts division of the 1944 Iowa Press Woman contest. . . Hugh Muncy, farm editor, appeared on Blue's National Farm and Home Hour March 4, which originated in Chicago. . . Glenn Goodwin, staff announcer, has been appointed news editor of the station. . . Geraldine Yahne, control operator, became Mrs. Melvin Springer last month.

## —OHIO—

**CINCINNATI**—William H. Rotrel Eugene Ader are new on WSAI sales. . . WCKY's new musical director Theodore Hahn, Jr. and Carl Portunoff been added to WCKY's pianist staff. DAYTON—Robert Weede, concert "Great Moments in Music" radio show made a mike appearance over WHI behalf of the Red Cross Campaign. WING's program director, Lin M. recently sang with the Knoxville Symphony Orchestra.

## —PENNSYLVANIA—

**PHILADELPHIA**—The Philadelphia Saving Fund Society will sponsor the Curtis Institute of Music day programs over KYW. . . Frank emcees WPEN's new program "Victory Is Your Job". . . WFIL added Miss Ruth Foxx to its program writing staff. . . Paul Collins, Philly announcer, who worked under the name of Larry Thomas, is using his own monicker since joining staff of WIBG. . . Lee Neal, WIP announcer, is replacing William Baras as salesman in the commercial department. . . PITTSBURGH—John Lewis, graduate lawyer, has joined WCAE's announcing staff. . . WASHINGTON—WJPA celebrated its 25th year on the air March 5, and Mel Felack celebrated his first year with WJPA on the same day.

## —TENNESSEE—

**MEMPHIS** New on WHBQ's announcer staff are: Kay Allen, Frances Elean Catharine Moore, John Orr and Al Kerr. Orr is also the station's program director. . . Purnelle, Memphis reg. clothier, has signed a long term spot contract with WHBQ. . . Mulford's, Memphis jewelry store, has placed a year's announcement schedule with this station. . . Lawson-Geitz, sporting goods firm, has signed a 52 weeks' contract, which will sponsor Will Carruthers sports hour here over the station.



March 9

Arthur Caesar Art Landry  
Sydney Moseley

Now Available in Script —  
"The Friendly Philosopher"  
BY KARL ZOMAR

"The Friendly Philosopher" is on KLZ, Denver, at 9 A.M., MWT, opposite a network program that has a "Hooper" of more than 14. In spite of this alleged popularity, "The Friendly Philosopher" is currently drawing more mail than any other KLZ feature—an average of 750 letters per week!

This script show is running on 76 stations —is sponsored by every imaginable kind of business; from funeral directors to coffee roasters. More than 30 stations run it sustaining—as a good will builder and an audience getter.

For audition copies and complete details —write:

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



26, NO. 49

NEW YORK, N. Y., FRIDAY, MARCH 10, 1944

TEN CENTS

## Boom In News Programs

### Discusses Tele Lea Com. Hearing

Washington Bureau, RADIO DAILY  
Washington — An opinion from Lawrence Fly, chairman of the Commission's attitude on an and a rehash of testimony on FCC's blame, if any, in the Harbor disaster, characterized many before the Lea committee day. As before, Representative E. Miller, Rep., Mo., led the in the FCC with Chairman Fly  
(Continued on Page 6)

### Members Meet: Adopt New Resolutions

One of the best attended meetings in its history, the New York State AFRA voted for three out of four resolutions up before the members and decided not to set up its telephone service which was to be operated at cost for AFRA people. The meeting was held at the Hotel Edison. There was a decrease of 40 per cent in the dues to \$2 monthly by both Telephone Exchange and Radio Registry.  
(Continued on Page 6)

### Earvin Elected President of Correspondent Assn.

Washington Bureau, RADIO DAILY  
Washington — The Radio Correspondents' Association meeting Wednesday at the NBC studios, elected commentator Earl Godwin to succeed Eric Sevareid, CBS analyst, as president. Sevareid is no longer in Washington. NBC commentator Fred L. Harkness, was general manager. Rex Goad, general manager of the Transradio Press Bureau,  
(Continued on Page 4)

### Superstitious?

Superstitions will be aired on the Halide Hawley's program over WAF, New York, Monday at 9:30 a. m., when Miss Hawley interviews Gladys deLys authority on the subject. Maybe Miss deLys will clear up for all time why some folks do not walk under ladders, light on a match or raise an umbrella indoors for fear of bringing bad fortune on themselves.

### Citation

Marion Loveridge, 14-year-old songstress on her own 11:45 a.m. Sunday morning NBC program, has just been cited by the CDVO for her excellent results in organizing the collection of waste paper. In one day, Marion collected paper which, stacked up, reached five feet—exactly the little singer's own height.

### John Q. Public Show In Red Cross ET Series

Milwaukee—"John Q. Public" was featured in a series of transcriptions made in Milwaukee's Red Cross drive and WEMP, WTMJ and WISN cooperated in using the Red Cross messages.

Interviews with more than 50 people on the subject of the Red Cross were conducted by Chuck Lamphier of WEMP. Servicemen, workers, mothers of servicemen and discharged  
(Continued on Page 2)

### Bruno Walter To Celebrate 50th Anni. As Conductor

Bruno Walter celebrates the 50th anniversary of his debut as a conductor by directing the New York Philharmonic - Symphony, Sunday, March 19, in a concert which will be broadcast over the CBS network from 3 to 4:30 p.m., EWT. Walter assisted by the orchestra, soloists and chorus will present Beethoven's Ninth Symphony.

### Blue, Du Mont, Para. Officials Scotch Reports Of TeleDeal

### "Invasion" Prelude Scheduled Over NBC

Norfolk, Va.—An amphibious landing operation on a large scale especially staged for leading American industrialists to show how their products will go into battle in the coming invasion of Europe, will be broadcast exclusively by NBC next  
(Continued on Page 2)

### Unprecedented New Business Revealed As Survey Shows All Major Webs Running Ahead Of Last Year

By M. H. SHAPIRO

Managing Editor, RADIO DAILY

### Senate Also Asks Cut In FCC Appropriation

Washington Bureau, RADIO DAILY  
Washington — Senate Appropriations Committee yesterday slashed further at the FCC budget for the next fiscal year, recommending a cut of \$300,000 more in the Commission's war activities budget and chopping \$209,000 from the \$2,209,000 asked for its regular operations. The House had already voted a cut of \$1,000,000 in  
(Continued on Page 4)

### Named Tech. Supervisor Of WKY-KLZ-KVOR Works

Oklahoma City—Dixie B. McKey, associated for the past 21 years with the Graybar Electric Company, joins the staff of the Oklahoma Publishing Company April 1, as technical supervisor of radio operations with com-  
(Continued on Page 2)

### Kate Smith To Christen Big Transport In Mid Air

Los Angeles—Half-hour sustaining program tomorrow at 11:30-12 noon PWT over the Columbia Pacific Network will have Kate Smith and Ted  
(Continued on Page 2)

News programs continue to be one of the most saleable commodities in radio, with currently sponsored shows running ahead of last year on all four major networks and every indication being on hand toward an increase before a decline in such schedules comes to pass. This is based on the forthcoming invasion when a stepping  
(Continued on Page 5)

### World-Wide Program To Salute Lend-Lease

Washington Bureau, RADIO DAILY  
Washington—The OWI Overseas Branch and BCC will collaborate on a world-wide radio program tomorrow, from 10 to 10:30 a.m., EWT, to mark the third anniversary of the lend-lease act, OWI announced yesterday. The program will originate in Washington, Canberra, London,  
(Continued on Page 5)

### "We The People" To Try 'Gripsholm' Interviews

Plans are being made to broadcast messages from passengers on the exchange ship, "Gripsholm," on "We The People" which will be heard  
(Continued on Page 2)

### Two Bakers

As a coincidence, two bakers will be featured on Sunday's "Hall of Fame" broadcast which is heard over WJZ and the Blue Network. They are Benny Baker, comedian of musical comedy, and Kenny Baker, radio singer. In addition, Paul Whiteman and his orchestra will honor the Emerald Isle by playing a medley of well-known Irish tunes.

Give to the 1944 Red Cross as You Never Have Given Before



Vol. 26, No. 49 Fri., Mar. 10, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Thursday, March 9)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	159 1/2	159 1/2	159 1/2	0
CBS A	27 7/8	27 3/4	27 3/4	- 1/8
CBS B	27 3/4	27 1/2	27 1/2	0
Crosley Corp.	19	18 3/4	19	+ 1/2
Farnsworth T. & R.	13 1/8	12 7/8	13 1/8	+ 1/8
Gen. Electric	36 1/8	35 3/4	35 3/4	- 1/8
Philco	29 1/4	28 3/4	29 1/4	+ 1/2
RCA Common	10	9 3/4	10	0
Stewart-Warner	13 1/8	13 1/8	13 1/8	0
Westinghouse	96 1/2	96 1/4	96 1/4	+ 1/4
Zenith Radio	36 3/4	36 1/2	36 3/4	+ 1/2
NEW YORK CURB EXCHANGE				
Nat. Union Radio	4 1/4	4 1/4	4 1/4	0

### To the Colors

Pittsburgh—Latest KDKA staffers to pass their pre-induction physical examinations are newscaster Ben Kirk and Lopypy Bryant of the Georgia Wildcats' hillbilly troupe. Kirk was accepted for Navy duty while the Army nabbed Bryant.

## 20 YEARS AGO TODAY

(March 10, 1924)  
Richard Crooks, tenor, appeared as a soloist on the two-hour concert program aired by WEF from Carnegie Hall, New York, which was given by the Associated Glee Clubs of America. . . . A world radio record was believed to have been made when Hiroshi Ando, Japanese radio engineer, clearly heard a message delivered in Esperanto by James Denson over WOR, Newark.

### 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.

## "Invasion" Prelude Scheduled Over NBC

(Continued from Page 1)  
Wednesday at 6:15 p.m., EWT. Operation will be carried out by the Navy for both manufacturers and labor chiefs who will be in attendance.

Operation will be carried out by troops from nearby Camp Bradford and will show the intense preparations, the number and quantity of personnel and the split-second timing essential to such military movement. Actual amphibious landing will be staged with LCI boats and aboard will be veterans of similar operations in the South Pacific and European theater.

Listeners will be brought the sound of various heavy and light artillery, 50-caliber machine guns and other activity which precedes movement of troops through surf.

Lt. William Bailey, of the Industrial Incentive Division of the Navy Dept. is coordinating the broadcast with the news and special events dept. of NBC. Many well known industrialists have accepted invitations to be on hand for the maneuver.

## Named Tech. Supervisor Of WKY-KLZ-KVOR Works

(Continued from Page 1)  
plete charge of FM and television experimentation plans. The Oklahoma Publishing Company, whose radio operations include ownership of WKY, Oklahoma City and the operational management of KVOR, Colorado Springs and KLZ, Denver, have made application for FM and television licenses for WKY and KLZ. McKey will make his headquarters in Oklahoma City, according to Edgar T. Bell, business manager.

## Kate Smith To Christen Big Transport In Mid Air

(Continued from Page 1)  
Collins christening one of the new C-47 Giant Transport and Hospital planes named after Miss Smith at the Long Beach plant of the Douglas Aircraft Co.

Program will open at the arena band stand before Douglas employees. Following a short talk, Miss Smith will board the C-47 and take off and christen the plane in the air. This will be transmitted by shortwave to the ground and rebroadcast over KNX and other Coast outlets.

## Women Broadcaster Spots On American Home Drive

Spot announcements are being released to 650 women broadcasters this week by the Association of Women Directors of NAB in connection with the American Home campaign. It was announced yesterday that three national organizations have been added to the American Home Campaign list. They are the National Society Daughters of the American Revolution; National Home Economics Association and the National Council of Jewish Women.

## Deny Tele Deal Among Du Mont-Blue-Para.

(Continued from Page 1)  
major stockholders, was definitely interested in sight and sound development. However, Blue's negotiations so far with Du Mont were only on a basis of time exchange similar to the deal recently worked out with WNEW in New York.

Both Paul Raibourn, representing Paramount, and Allen B. Du Mont yesterday denied that they had been negotiating with the Blue on the rumored merger. A spokesman for the Blue, who declined to be quoted, said he knew of no television plans.

## "We The People" To Try 'Gripsholm' Interviews

(Continued from Page 1)  
Sunday at 7:30 p.m., EWT, over CBS. The plans are predicated on the "Gripsholm" arrival in an eastern port from Lisbon, Portugal, in time for the broadcast. Milo Boulton has been assigned to do the interviewing.

## John Q. Public Show In Red Cross ET Series

(Continued from Page 1)  
members of the army forces were asked to state what the Red Cross had done for them.  
"Public's participation in the radio promotion in this year's Red Cross drive proved very effective human interest selling for our campaign, Frank Casey chairman of the drive said. Radio has done an excellent job."

## Blom In Judy Dupuy Post As Radio Editor Of 'PM'

Arnold Blom, formerly a member of the broadcast staff of the New York "Daily News," has been named radio editor of "PM." He succeeds Judy Dupuy, who resigned some weeks ago to join General Electric in Schenectady.

## COMING and GO

C. P. HASBROOK, president and manager of WCAX, CBS affiliate in Burlington is spending several days in New York.

PAUL NEILSON, whose Ford news is heard over the Blue Network, is inington and will broadcast today at point.

ROBERTA DUFTON, director of and assistant to the president of Mutual Sunday on her annual vacation, will year she'll spend in Mexico.

HOMER B. SNOOK, sales manager of Photophone section of RCA, and GOODMAN, assistant manager of Service Co., Inc., left Camden here this week for round of visits in the M.

FULTON LEWIS, JR., commentator of Mutual, is in Salt Lake City in the of a combined lecture and news-tour. He'll leave tomorrow for Spokane, Seattle.

CHARLES ROEDER, assistant manager of WCBM, Blue Network outlet in Baltimore spent the last few days in New York to leave tonight for the home offices.

JACK ROBBINS, executive head of 3, music publishers, returns to New after an absence of almost two months.

JOHN McNEIL, JOHN MADE, JOE S and other members of the WJZ "Troupe" go out to Newark tomorrow for appearances at the Mosque Theatre.

JANET ROSS, who conducts the "Circle" program on KDKA, Pittsburgh, town on her annual visit to NBC's Gotham fashion centers.

## Nizer On Cravens Program

Louis Nizer, attorney and author of the recently published book, "To Do With Germany" will be viewed on Kathryn Cravens' "Through a Woman's Eyes" program over station WNEW, Wednesday, March 15 from 5:15 to 5:30 p.m.

**CKLW**

**BEST RADIO BUY in the DETROIT AREA**

**5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM**

## TEST YOUR COPY APPEALS

If you can sell it in Baltimore you can sell it anywhere. It's a stable, solid market that even a war boom can't ruffle. To make sure you reach the people of Baltimore, test copy on the station they listen to. If time is available . . . grab it!

**WJZ**

**IN BALTIMORE**

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

WEAF	WBZ	WBZA	WTIC	WSAM	WJAR	WEBC	WKBO	WCSH
WDEL	WBAL	WRC	WGY	WIBA	WSYR	WKBH	KDKA	WIRE
WTAM	WSPD	WWJ	WLW	WEAU	WENY	WOW	WAVE	WLOK
WMAQ	WTMJ	KODY	KSTP	WSJS	WSAN	WBEN	WJAC	WGAL
WMBG	WFEA	WLBZ	WRAK	WCRS	WBRE	WDAF	WMFG	WHLB
WGKY	WEEU	WRAW	WRDO	WIOD	WHIZ	WSOC	KELO	WBLK
WFBG	WMRF	WHIS				WFBC	WTMA	WBOW
WTBO	WGBF	WGL				WSAV	WALA	KANS
KROC	KYSM	KFAM				WSM	WCOA	KWBW
KGBX	WTAR	WPTF				WBRC	WMC	KGNC
WISE	WOPI	WKPT				WSFA	WHAM	KGHL
WJAX	WFLA	WLAK				WFAA	WSB	KGIR
WJDX	WAML	WFOR	WSMB	WMVA	WBAP	WORK		KPFA
WAPO	WROL	KVOO	WKY	KYUM	KSD	WDAY	WIS	KRBM
KARK	KPRC	WOAI	KOAM	KMED	KSOO	KRIS	KTBS	KYCA
KFYR	KGU	WHO	WOOD	KIDO	KPO	KTAR	CBM	KGLU
KSEI	KTFI	KOB	KTSM	CBL	KFSD	KVOA	KYW	KWJB
KMJ	KGW	KOMO	KHQ	KDYL	KOA	KFI	CBF	KRGV



## What makes this network work?

- These 143 stations, woven into a blanket to cover the 3,026,789 square miles of the United States . . .
- These 143 stations, interlaced into an extensive pattern of clear channels, regionals and locals . . .
- These 143 stations, affiliates of the National Broadcasting Company . . . are what make this network *work*.

NBC salutes its associated stations for their individual and collective contributions to the war effort; salutes them for the role they are playing, both nationally and locally, in building morale, educating, informing and entertaining Amer-

ica's millions under stress of war; salutes them for their loyalty and belief in the American system of network broadcasting which is founded on the principle of free enterprise devoted to the service of a free people.

Their leadership in the past, their constant willingness and ability to render public service during the war, their keen awareness of the challenge of the future which promises newer and even greater service to the people, these are the most important factors which give NBC its leadership as a network, which make NBC "*The Network Most People Listen to Most.*"

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

**T**HE Merry Macs, who open a three-weeks engagement at the Golden Gate, San Francisco, are elated over the showing of "Mairzy Doats," which they introduced on "The Lower Basin Street" program. They also recorded the song for Decca and the first pressing of 500,000 records sold out the first day.

Though still in his twenties, Tony Romano, talented musician who will accompany Bob Hope on the Caribbean USO tour, is a veteran in the radio entertainment world. He made his airline debut at the age of 13 as a singer and guitar player on Al Pearce's "Happy-Go-Lucky" show.

George Edwards, formerly with the Fresno Bee, the San Francisco Chronicle, the San Diego "Tribune," and the Portland "Oregonian" newspapers, has joined the CBS-KNX News Bureau as a news writer.

Jean Parker has been signed by Producer C. P. MacGregor to do a stint on his Skippy Hollywood Radio Theater series.

Chester (Lum) Lauck and Norris (Abner) Goff, the Blue Network's "Lum and Abner" team, gave a Leap Year party for a few intimate friends, the idea being that all couples come in the costumes they wore when they first met—or reasonable facsimiles thereof. One couple met in bathing suits on the beach—another in hunting togs—and others were wearing everything from slacks to dinner clothes.

George L. Moskovics, sales manager for Columbia Pacific network, returned from a week's visit to San Francisco. During the course of his stay in the northern city, Moskovics noted that future radio business possibilities are decidedly favorable. "Old radio users are looking for more time on the air to present new programs. New sponsors, too, are seeking to enter the field," said Moskovics.

### Seek Municipal Station Permit In Florida

Washington Bureau, **RADIO DAILY**  
Washington—The FCC yesterday received an application for a new municipal station from the city of Sebring, Fla. This station if approved, will be the sixth municipally-owned station in the country. The city of Sebring seeks 250 watts unlimited, on the 1,400 band.

Five other municipally-owned stations are located in New York, Jacksonville, St. Petersburg, Camden and Dallas.

### Seek Wheeler Replacement

Replacement for Bert Wheeler on the Frank Sinatra show for Vimms over CBS is being sought by the J. Walter Thompson ad agency. Understood that the veteran comedian will remain in Hollywood when "The Voice" returns to New York with his program, beginning March 22.

## MAIN STREET



### Reporter At Large. . .!

● ● ● There is less "Truth" and of course an equal degree of "Consequences" in the several reports concerning the successor to the zany emcee job on the "Truth Or NBConsequences" program when and if Ralph Edwards (who incidentally passed with flying colors the Selective Service physical: Wednesday) dons a uniform. . . . For instance one trade journal this week had it that Olsen & Johnson were offered the job. . . . the truth is that Herb Moss went to the Coast on a special quest for a possible comic and had merely asked the "Hellzapoppin Twins" if they cared to audition for the show. . . . last week Danton Walker would have his readers believe that Don (Chicagooriginated Breakfast Club) McNeill "had been signed, sealed and delivered" but again we hasten to inform all and sundry that Don intends to remain in the Windy City. . . . but a new twist has taken place. . . . the 31st to ask for and receive an audition for the choice role is none other than Clayton Collyer, the fast-talking and handsome announcer of the program. . . . we wish to commend everyone connected with the program for the far-sighted and intelligent manner in which the "contest" is conducted. . . . instead of handing a "mike" to a comic and imply, "here you are, let's see you be funny for the next half-hour," the Edwards group allow the auditioning comic the use of the studio, mikes, gadgets, etc., for an entire day. . . . thus we know that when the successor has been decided upon, we can expect continued comedy from "T Or C". . . ● NBCorrespondent Red Mueller, who is probably the "most-blitzed" reporter in history, is either on the high seas now or will leave at any moment on a new "overseas roving assignment" . . . . Blonde and vocal lovely Marie Greene will repeat as guest songstress on the "Broadway Matinee" CBS show, Monday.

★ ★ ★

● ● ● If this paragraph seems quite similar in sound (in case you're addicted to reading out loud) to the start of today's pillar, it is strictly NOT co-incidental. . . . we're now on a topic which we must label "Tooth Or Consequences" . . . it all started two weeks ago when a tooth, owned and operated by the mental quizard, Joel Kupperman, threatened to come loose during its owner's guest appearance on Fred Allen's program. . . . the molar did not succeed in prying itself from the jaws of the laddie until Joel was on the train en route home. . . . thus it is that Fred Allen, early this week received a letter, which, according to the Texa-comic, "tried to bite him" . . . . knowing Fred for a great deal more years than we'd care to own up to, we feel that Portland's dour-visaged hubby won't consider our advice, to wit: "personal letters should never be carried in one's hip pocket," a personal affront.

● The MBSurefire "Pick and Pat" show with Mary Small and Vincent Lopez' Orchestra directed by Jack Rubin and heard over a 40-station network, will be heard locally as well, beginning March 28. . . ● Gregory Coleman has a new radio idea that has a Nationally-known organization at the signing stage. . . ● Mrs. Arthur (Dagwood of the "Blondie" CBScript) Lake, will make her motion picture debut soon in "New Faces" under her maiden name of Patricia Van Cleve.

★ ★ ★

● ● ● Phil "Take it or Leave It" Baker went to his local butcher's and purchased a two-inch steak. . . . he hastens to mollify incredulous readers by adding that he was referring to the length of the meat rather than the thickness. . . ● Jimmy McHugh and Harold Adamson will write the score for Perry Como's forthcoming Fox musical "Something For the Boys," in which the crooner makes his screen debut. . . ● Yvette, blonde songstress, who starts an engagement at the Clover Club in Hollywood Wednesday will be M-G-Movie-tested next month.

★ ★ ★

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

**T**HE Blue Network is dicker to buy WLS, the Prairie Farm station, which shares time with Blue's key Chicago station, WBBM, according to published reports. Burridge D. Butler, WLS president, was reported to be considering Blue's purchase offer at his home in Phoenix, Ariz. Acquisition of WLS by the Blue, of course, would ensure the network a 24-hour Chicago outlet.

New addition to WIND announcer staff is Allen Earle, former producer of a Wilkes-Barre, Pa. station. Earle is one of the big nouncers in radio, standing six feet six inches, and weighing 380 pounds.

Bill Anson, well-known Chicago announcer, has been chosen to conduct the "Musical Score Board" program over WJJD as soon as the fall season is ushered in.

### Senate Also Asks Cut In FCC Appropriation

(Continued from Page 1)

the outlay for the Radio Intelligence Division—about 60 per cent—and that amount for FBIS. The additional \$300,000 cut was not earmarked, it was not specified as to where it should be applied.

Thus the FCC lost its fight to justify its operation of RID and FBIS before the Senate committee concluded deliberations on the Independent Offices Bill.

Commission members are on record as feeling that the paring of its budget is attributable mainly to the challenge against the Commission brought by Eugene L. Garey while he served as counsel for the House Select Committee investigating the agency. In charge also that he delayed their appearance to refute these charges as long as possible in order to prevent the Commission from bettering its case with the Appropriations Committee.

It is expected that there will be a fight on the Senate floor to repudiate a large part, at least, of the budget for the Commission as originally proposed by the budget bureau.

### Godwin Elected President Of Correspondent Assn

(Continued from Page 1)

secretary, and William Costello, commentator, treasurer. Past president Fred W. Morrison, is to serve as member ex officio.

The new officers will be installed at a dinner next month.

In April, Godwin, who has been serving as acting president, reports that the organization has reached its highest membership. In addition to active radio reporters and commentators in Washington, associate membership has been made available to radio news workers and commentators elsewhere.

## Washington Front

ES TRAMMELL's statement of last week, calling for the lifting of restrictions which, he said, would retard television growth, were a natural outgrowth of his testimony before the Senate Interstate Commerce Committee late last year. He has his position quite clear at that time. Thus far, the Commission has shown no inclination to review the bill and in the absence of legislation there is nothing to assure a review. What with White and Carter in disagreement on the content of the bill they may bring out, the delay on that bill lengthening and postponing, it begins to look as if the bill remains in the driver's seat convinced that the rule on television should be relaxed.

Hart proved to be the best member of the five members of the committee during the hot session of the House floor last week. In the even drew praise from Clare Boothe Luce, who termed Hart's effort "astute," etc. Wigglesworth in a very matter-of-fact manner remarkably unexcited for the content of the speech he read. Perhaps the difference was that he did read, as Hart spoke at length from three sketchy cards of notes. He received terrific hands when finishing with Wigglesworth getting the point of it because there were more Republicans in the chamber. He got a standing ovation—with Gene Cox the majority member joining in the use. Lea, whose words read remarkably well, lacks the force of an orator. He did, however, remarkably well as he called the House to look back over his 27 years in Congress—to re-charge hurled at him. He was finally incensed by Miller and Cox, indicated early that they intended to heckle him. He refused after minutes to yield for their questioning. Both were on their feet a number of times before Lea had gone. Magnuson, obtaining time the last minute, entered an able rebuke of Lea's conduct and his own. He made no bones about his dissatisfaction with Garey's handling of the litigation from the very beginning, stressing the quantity of the complete record which is taken up by Garey's conclusions.

Food Distribution Administration's "Consumer Time" show on NBC February 26, ran a plug for government cook book entitled "Time Fish Cookery." A scripter DA got the cute idea of present-discussion by Dr. Cod, Professor Halibut, Mr. Lobster and Miss—all of whom were horrified by the idea of such a cook book and read that it should be banned and information about it suppressed. Now, Barney Molohan tells us the first mail request for "War-Fish Cookery" to arrive as a result of the air plug came from Mrs. F. Salmon, Larchmont, N. Y.

## Survey Reveals News Shows Booming On Four Major Nets

(Continued from Page 1)

up of all news fronts will obviously take place automatically. Plans to care for this additional coverage have naturally been arranged with the cooperation of the government.

Study by RADIO DAILY reveals that straight news and commentaries had the largest commercial increase on the Blue Network, which shows a boost in commercial news broadcasts of 83.3 per cent over a comparative week in 1943. CBS has approximately 50 per cent increase and Mutual about 100 per cent. Sample week in 1944 on the Blue has 20 hours of news broadcasts of which eight and a quarter hours are sponsored and 11 and three quarter hours sustaining. This compares with four and one half hours of commercial newscasts in the same week during 1943 and 10 and one half hours of sustaining news. Increase on the Blue in total time devoted to news is 32.7 per cent.

On the week, the Blue averages about 63 news programs, two of them being of 30 minutes duration and all others 15 minutes. None of these are of the dramatized news shows, but straight news or commentaries, originated abroad and in the U. S. Blue's newscasters include John B. Kennedy, Drew Pearson, Walter Winchell, Raymond Gram Swing, Earl Godwin, Westbrook van Voorhis, Gilbert Martyn H. R. Baukhage, Henry J. Taylor and others.

### CBS' Weekly News Sked

The week of Feb. 28 to March 6, 1944 on CBS finds a total of 15 hours and 25 minutes of news on the network of which six hours and 20 minutes is sponsored. Breakdown shows four hours and 60 minutes of sponsored news reports, one hour and 15 minutes of news analysis and 15 minutes of news reports and analysis. Sustaining news in these same categories runs somewhat higher.

As a comparison, the week of Feb. 27 to March 4, 1943 shows 14 hours and 10 minutes of news in all categories on CBS weekly, with four hours and 30 minutes sponsored which gives the network nearly a 50 per cent increase in sponsored newscasts. That news was at a high pitch in 1942 is indicated by the fact that CBS broadcast a weekly average of two hours more news than it did the succeeding year. At that time, the week of March 1-7, in 1942, the web handled 16 hours of news weekly of which four hours and 50 minutes were commercial. CBS' figures do not include dramatized news nor such shows as "Report to the Nation," etc. CBS newscasters and commentators on commercial shows include: Kate Smith, Maj. George Fielding Elliot, Edwin C. Hill, Jos. C. Harsch, Bill Henry, Ned Calmer, Warren Sweeney, Quincy Howe, Edward R. Murrow, William L. Shirer, Elizabeth Bemis and others. Strong array of foreign correspondents further supply news, although not all of them may be heard the same week, which also goes for the Washington staff, and

holds true of other major networks.

Mutual is out in front with the largest number of hours of news and comment broadcast during the week, the first week in March of this year found 23 and one half hours of news on the network, of which nine and three quarter hours are straight national network clients while an additional 10 hours and 15 minutes are by network newscasters or commentators sponsored locally on a cooperative basis, such as Fulton Lewis, Jr.

Compared with the first week in March 1943, Mutual sponsored newscasts are up nearly 100 per cent. In 1943 Mutual broadcast a total of 24 hours and 55 minutes of news and comment weekly. Five and a quarter hours were locally cooperative, and one half hours national network sponsored and 14 hours and ten minutes sustaining. MBS' newscasters and commentators include Cecil Brown, Boake Carter, Sheelah Carter, Leo Cherne, Upton Close (not exclusive), Walter Compton, Ray Dady, Cedric Foster, Arthur Hale, Royal Arch Gun-nison, Gabriel Heatter and others.

### NBC's 43-44 About Same

Currently NBC is airing about 17 hours and 45 minutes of news and analysis weekly which is about the same time devoted to news a year ago, and, is estimated as approximately 15 per cent of the entire weekly broadcast time. Of the time devoted to news, nine and three quarter hours are sponsored currently. Seven and one half hours is analysis and commentary, while two and a quarter hours is straight news.

NBC's battery of newscasters and commentators includes H. V. Kaltenborn, Lowell Thomas, Richard Harkness, John W. Vandercook, Robert St. John, Alex Dreier and others. Foreign staff heard at various times is a strong one but usually two to five manage to get on in course of the week, depending on various factors.

### Key Outlets Loaded

Key stations of networks whose spot commercial news broadcasts are not included in any of the above figures are fairly well loaded with news, although additional room for clients is always found (according to managers and salesmen). In nearly every city in the country, regular news periods on all outlets are the rule such as 6 and 11 p.m. which are rarely missed in the larger cities, New York being especially set across the board with all four network key stations having news at this time seven nights a week. WEAJ is a lone exception on Tuesday nights, but follows with a quarter hour of news at 6:15 p.m.

This also holds good during the week at 12 noon, with the exception of WJZ and again at 8 a.m. with WJZ (Blue) the exception. On Sundays the morning hour is 9 a.m. when WOR (Mutual) is the exception. Otherwise there is news at almost any hour of the day or night to suit early or late listeners.

## NEW BUSINESS

KMO, Tacoma, Wash.: Binyon Optical Company, Tacoma, seven programs weekly, 52 weeks through Ruthrauff and Ryan, Seattle; Gill Brothers Seed Co., Portland, one program weekly, 16 weeks, through W. S. Kirkpatrick Adv. Agency, Portland; Cammarano Brothers, Tacoma (Soft Drinks), three programs per week, 26 weeks, through The Condon Company, Tacoma; Bekins Moving and Storage, Los Angeles, six anns. weekly, 52 weeks, through Brooks Adv. Agency, Los Angeles; Dr. Orlando J. Johnson, Tacoma (Dentist), 42 anns weekly, 52 weeks, through George Altnow and Co., Seattle; Murine Co., Inc., Chicago (Eye Preparation), three anns. weekly, 13 weeks, through Batten, Barton, Durstine and Osborn, Chicago; United Mutual Savings Bank, Tacoma, seven anns. weekly, 52 weeks, direct; Tacoma Bread Co., Tacoma (Bread), seven anns. weekly, 52 weeks, direct; Brown and Haley, Tacoma (Candy), six anns. weekly, 52 weeks, through Erwin, Wasey and Co., Seattle.

## World-Wide Program To Salute Lend-Lease

(Continued from Page 1)

and Algiers and will be broadcast over a combination of webs of the United States and the British Empire.

Principal speakers will be Viscount Halifax, British Ambassador to the United States; Edward R. Stettinius, Jr., U. S. Under-Secretary of State, and Raymond Gram Swing, American radio commentator, all of whom speak from Washington. Herbert V. Evatt, Australian Minister of External Affairs, will speak from Canberra; Sir Stafford Cripps, British minister for aircraft production, and Major General John C. H. Lee, Deputy Commander to General Eisenhower in the European theater of operations, will speak from London, and Milton Bracker, North African correspondent for the New York "Times," from Algiers.

Nine OWI transmitters will broadcast the program on the regular "Voice of America" stations from the United States.

### COMMERCIAL WRITER

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### WALTER LOWEN

(Placement Agency)  
420 LEXINGTON AVENUE  
NEW YORK CITY

## Fly Discusses Tele At Lea Com. Hearing

(Continued from Page 1)

doing verbal battle with the Mis-sourian.

Fly's statement regarding television come following the introduction of a letter purported to be from Chairman Carl Vinson of the House Naval Affairs Committee which charged the FCC with hindering development of tele.

### FCC's Tele Attitude

The FCC head remarked that the Commission had given television "the green light" under his leadership.

He claimed credit for the Commission that television "hasn't plunged ahead on an inaccurate basis," and declared that developments arising out of war research will be important in the television future. "If there's to be any criticism of our action on television," he said, "it should be for our authorizing commercial exploitation a little too early."

Only new evidence in the Pearl Harbor matter was the introduction by Miller of a letter written the FCC by Representative Melvin Maas, R., Minn., in September, 1941, to oppose the granting of a license to any new Hawaiian station which would concentrate on foreign language broadcasts. Maas said Army and Navy officers would agree with him that the Jap language shows over Hawaiian stations were, in total effect, harmful rather than beneficial to the U. S. Fly pointed out that Maas' recommendation was in line with the course which the Commission later followed in refusing the license then being applied for.

### Pearl Harbor Matter

This statement was followed by a general discussion of who was responsible for Pearl Harbor which Magnuson choked off by declaring, with significant glances at Wigglesworth and Miller, the two Republicans on the committee, that if the question must resolve itself this way it might be well to study the voting records of some members of Congress who opposed defense bills prior to Pearl Harbor. He later said he referred specifically to the bill to fortify Guam.

Early in the session Miller questioned Fly about a BWC matter pointing out that Fly had refused to testify on BWC affairs last July. When Fly declared that he did not think the resolution under which the investigation was authorized extended to the BWC, Miller snapped, "that is a matter for the committee to decide," to which Magnuson shot back, "that is a matter for the full committee to decide, not just one member."

### Finger Print Question

Late in the session the questioning turned to the reluctance of the FCC to turn over 250,000 fingerprints of radio operators and hams to the FBI. There was nothing in the entire record of yesterday's proceedings that had not already appeared earlier. Most significant part of the session was the series of sharp exchanges be-

## PROGRAM REVIEWS

### "COLUMBIA PRESENTS CORWIN"

"Movie Primer"  
Sustaining  
WABC-CBS

Tuesday, 10-10:30 p.m., EWT

CORWIN SATIRIZES FILM BIZ IN FIRST OF NEW SERIES.

Cleverness might be a serviceable article, but it did not sustain the entertainment power of "Movie Primer," the first in the new series, "Columbia Presents Corwin," which bowed in the past Tuesday. Written, directed and produced by Norman Corwin, fresh from a stint in the M-G-M scriptery, the satire on the movie makers was set to an impressive score composed and conducted by Lyn Murray.

Best described as a radio cantata, this sustaining program was seasoned with sophisticated swipes at Hollywood and its formularized product. The impression might be gained, though, that the musical parody was too worldly-wise for a radio audience, say in Miles City, Mont., or Bangor, Me. Presented in the form of definitions for filmdom's credos about scenario content, as the title implied, the show bounced along in a lilting style that unfortunately fell flat at times. This uneven quality, despite some amusing interludes, was the script's major shortcoming.

Succeeding productions in the 26-week series promise different types of experimental dramatic forms. Perhaps they will build up to the high artistic and entertainment standard so expertly set by former Corwin programs, specifically, in comparison with the opening show, "Radio Primer."

Standout of the premiere was Lyn

tween Fly and Miller, Representative Warren G. Magnuson, D., Wash. and Miller, and Representative Ed. J. Hart, Dem., N. J. and Fly.

### Vinson Letter Discussed

The FCC head made one serious slip when after Miller had read to him a portion of a letter written by Chairman Carl Vinson of the House Naval Affairs Committee to the President, in which Vinson suggested that Fly be removed as head of BWC, Fly termed the contents of the letter "hogwash." He later made it plain that he thought the matter read by Miller was from a memorandum by Admiral Stanford C. Hooper. Fly insisted that the Vinson letter, written two years ago, had "Admiral Hooper's fingerprints all over it." He drew sharp protest from both Miller and Hart, who castigated him for implying that the Chairman of the House Naval Affairs Committee was irresponsible and signed his name to "hogwash."

Magnuson pointed out, however, that the matter of Fly's fitness to head the BWC never came before the Naval Affairs Committee.

Fly put in that Vinson had never to his knowledge made any inquiry

### "THE CONNEE BOSWELL SHOW"

Sustaining

The Blue Network, Wed., 7-7:30 p.m., EWT  
Producer: Vic Seydel  
Writer: Bernard Dougall

CONNEE CAPTIVATES; SCRIPTING FAIR.

"The Connee Boswell Show," which features Miss Boswell, Paul Whiteman and his orchestra, and Comedian Jack Pepper, could be one of the most delightful half hours on the air, if the scripter provided the ensemble with better humorous dialog. If the listeners didn't have Miss Boswell's charming voice, the genius of Whiteman's baton, and the effervescence of Pepper to listen to, they would merely sit back and read a book—or something.

Captivating Connee had smooth sailing through "Don't Sweetheart Me" and "Yo To Amo." Another high spot of this show was Whiteman's brilliant arrangement of "That Old Black Magic."

When the spirited Pepper galloped up to the mike, this department expected much ado...and it was—about nothing. He handled himself like the trouser he is, but his meatless gags put him at a disadvantage.

Every week the format will provide for the rendition of a song the Boswell show producers believe will live "forever and ever." It's a clever idea.

Murray's music as performed by orchestra and chorus. An able cast played the dramatic portions creditably. Among the principals were Everett Sloane, Frank Gallop, Minerva Pious, Ted DeCorsia and Peter Donald.

to either BWC or the FCC as to Wartime Communications functions.

As Fly and FCC general counsel Charles R. Denny fumbled with papers in order to "draw a parallel" between Vinson's letter and the memorandum written a month later by Admiral Hooper to the Chiefs of Staff and thus buttress Fly's contention that the Vinson letter was inspired by Admiral Hooper, Hart declared that the committee was capable of drawing its own conclusion. He said he did not like the idea of Fly "running this investigation, we want to run it." Abandoning the idea of pointing out similarity between the two documents, Fly remarked that the similarity was proof that Admiral Hooper had tried to remove him from office, whereas there is no proof that Fly tried to cashier the Admiral out of the Navy, as had been charged by former committee Counsel Eugene L. Garey.

### Softens Charge

Fly amended his description of the Vinson letter when informed that the document Miller had been reading bore Vinson's signature. He stated that it was "grossly inaccurate and a very unfortunate thing. I think chairman Vinson was misled," he said.

## AFRA Members Meet List New Resolutions

(Continued from Page 1)

set the AFRA and other radio and up in arms. It was arranged that official of each of the phone service have 10 minutes in which to explain to the members why the increase was necessary. After considerable explanation, it was voted to table resolution calling for AFRA to operate its own service.

AFRA members voted to sustain ruling passed by the New York State Board requiring all resolutions come to the floor of membership meetings by way of an Agenda Committee at least two weeks before such meetings. Until now some resolutions were brought up on the floor without members knowing what was coming up.

Also voted was the resolution to notify Congress that the New York Local of AFRA supports complete federal supervision of the soldier in the form of the Green-Lucas Act. Other resolution passed was to support the existing joint conference labor groups (AFL, CIO and Railroad Brotherhoods) set up to support subsidies, price and rent controls and to send a representative to the Labor Advisory Committee of the OPA and to publicize findings of the joint conference follow its decision.

### Appoint New Committee

AFRA's Local Board in New York has appointed a new committee to draft rules and regulations pertaining to discipline against members failing to report infractions. Committee chairman is Alan Bunce. Members are Ned Wever, George Putnam, Crane Calder and A. McKee.

This action follows on the heels of seven members being fined for failing to report infractions of the AF Code. They were brought up on charges and fined for conduct unbecoming AFRA members. One member who had been previously up on similar charge was fined \$50. The others were fined the amount which they were underpaid and the amount the scale they should have received. All involved had appeared at a commercial audition and received less than scale.

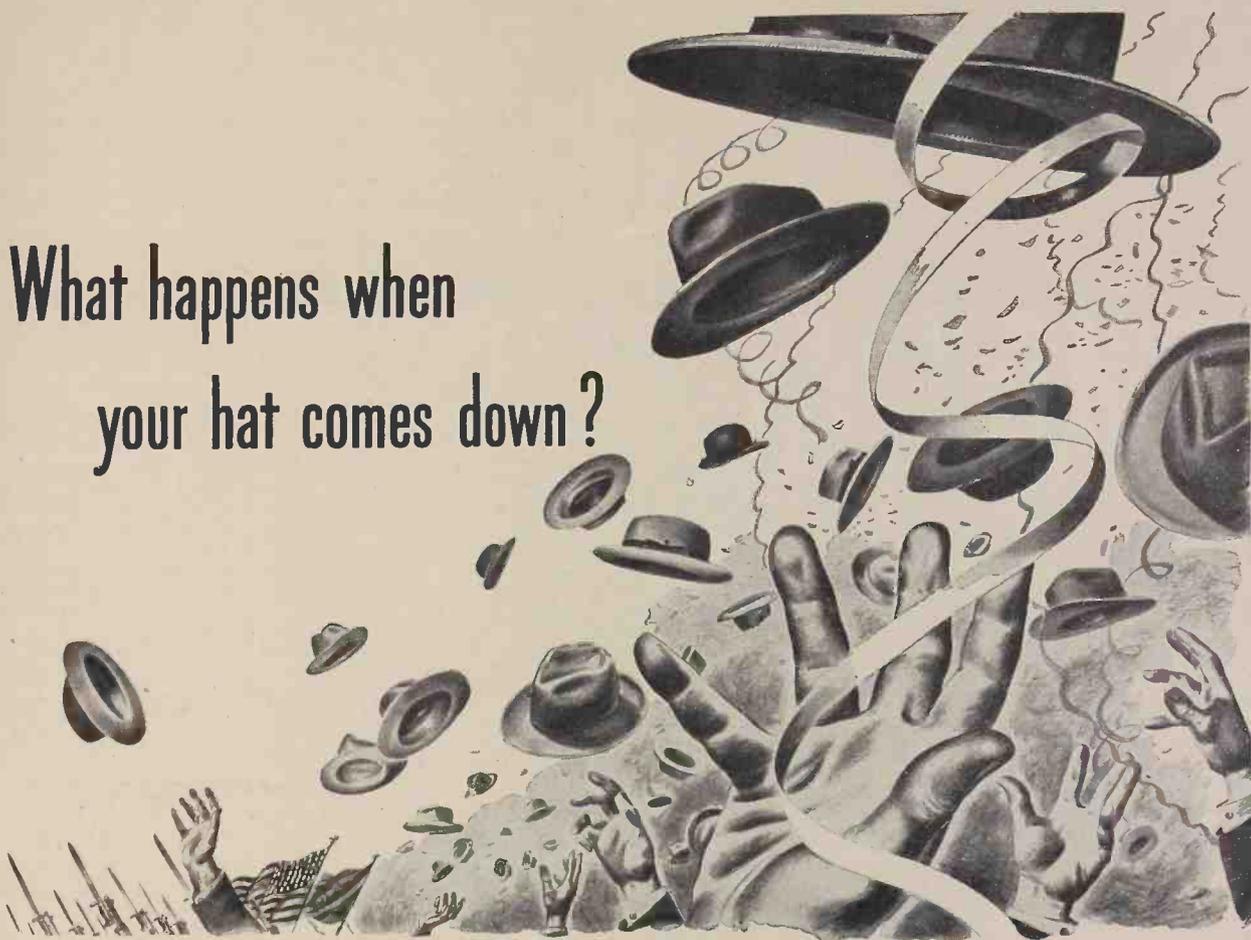
Washington Bureau, RADIO DAILY

Washington—FCC Commissioner T. A. M. Craven, yesterday approved the request of Jaffe and Jaffe, attorneys for the American Federation of Radio Artists for permission to file statement on the proposed commission order requiring recording of regional and national network programs. An exception was required since the date for filing such brief had been set for March 1, with public hearing March 15. AFRA does not contemplate oral argument.

### Ladd On Kate Smith Show

Alan Ladd will be heard today on the Kate Smith program over CBS from 8-8:55 p.m., EWT.

What happens when  
your hat comes down?



**S**OMEDAY, a group of grim-faced men will walk stiffly into a room, sit down at a table, sign a piece of paper—and the War will be over.

That'll be quite a day. It doesn't take much imagination to picture the way the hats will be tossed into the air all over America on *that* day.

But what about the day after?

What happens when the tumult and the shouting have died, and all of us turn back to the job of actually making this country the wonderful place we've dreamed it would be?

What happens to you "after the War?"

No man knows just what's going to happen then. But we know one thing that must *not* happen:

We must *not* have a postwar America fumbling to restore an out-of-gear economy, staggering under a burden of idle factories and idle men, wracked with internal dissension and stricken with poverty and want.

We must *not* have breadlines and vacant farms and jobless, tired men in Army overcoats tramping city streets.

*That is why we must buy War Bonds—now.*

For every time you buy a Bond, you not only help finance the War. You help to build up a vast reserve of postwar buying power. Buying power that can mean millions of postwar jobs making billions of dollars' worth of postwar goods and a healthy, prosperous, strong America in which there'll be a richer, happier living for every one of us.

To protect your Country, your family, and your job *after* the War—buy War Bonds now!

*Let's all* **KEEP BACKING THE ATTACK!**

*The Treasury Department acknowledges with appreciation  
the publication of this message by*

**RADIO DAILY**

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — CALIFORNIA —

**SAN FRANCISCO**—Warden Clinton Duffy of San Quentin guested recently on the NBC "People Are Funny" show when it originated from KPO. . . "Town Topics," a local gossip program, is KGO-ed each Friday by Clark Douglas, newcomer to the station. . . The story of the shakedown cruise of one of the United States Navy's newest ships, a deluxe submarine tender, is originating from KGO and miked over the Blue, under the title "Radio Goes to Sea". . .

**RIVERSIDE**—Gene Williams, formerly with the "Gazette" and radio station WCLO, Wisconsin, has been appointed commercial manager of KPRO.

## — NORTH CAROLINA —

**CHARLOTTE**—Larry Walker, WBT announcer-entertainer and assistant program director, has dreamed up a new show titled "Charlotte Entertains" which made its debut over the airwaves last Saturday. Program features Charlotte's outstanding talent and personalities. . . A. D. Willard, Jr., general manager, returned to his post from Florida where he enjoyed a two weeks' vacation. . . Parks Johnson, of CBS' "Vox Pop" show, dropped in to see Charlie Crutchfield, WBT program director. . . Larry Walker, studio's pianist, produced and directed a musical skit as part of the entertainment at the recent rally of 2,000 volunteer Red Cross canvassers.

## — TEXAS —

**SAN ANTONIO**—Talk given by Under Secretary of War Patterson before the San Antonio Chamber of Commerce was broadcast over KTSA from the Gunter Hotel. . . Frank Stewart is miking for KABC. He was formerly with KTSA, and before that occupied in war work. . . Dorothy Shannahan has returned to her post at KTSA after a brief illness. . . Mrs. Melba Welsh is latest addition to the staff of KMAC, taking over duties in the office. . . Floyd Roland, formerly on KMAC's engineering staff, is in the armed forces.

## PICTURE OF THE WEEK



William Dowdell, chief of the WLW-WSAI news room, Cincinnati, says it's nice work if you can get it. Bill was recently crowned "King of the Wolves" by Lillian Kloop of the station's accounting staff. Runners-up in the selection were Arthur Reilly, Frazier Thomas, Toby Tuttle, Norman Ruvel and George Biggar. "Long May You Howl!" was the toast to 'King' Dowdell.

## — GEORGIA —

**ATLANTA**—Mark Toolson, audio-engineer of WSB, is now in complete charge of production for the station. His assistant is Annie Lee Stagg, who is also a staff announcer. . . LA GRANGE—Harvel Watch Company, through A. W. Lewin Company, Newark, has signed a 52-weeks' contract with WLAG for United Press transcription of "Soldiers of the Press". . . Recent national spot additions to the WLAG schedule are Puritan Mills (flour), Cat's Paw Rubber Heels and Lane's Pills.

## — COLORADO —

**DENVER**—Miss Marie Lindbeck is KLZ's new bookkeeper, replacing Jack Ross who dons Navy Blues shortly. . . New additions to the KOA staff: Jack Snowden and Otis Bottoms in the newsroom; Helen Green, PBX operator; Doris Templeton, executive secretary; Cecil Seavey and Rolph

Hertsgaard, announcer staff. . . Milton Shrednick, KOA music director, was one of the judges for the General Electric "Hour of Charm" auditions for the Denver area, held in KOA's studios. KFEL's news editor Wally Reef played host last week to a few students attending radio courses at University of Colorado.

## — MICHIGAN —

**DETROIT**—Duncan Moore, who opens his "Farm Forum" program over WJR each day with the playing of the "Star Spangled Banner," is wondering what to do after hearing from a troubled farmer's wife: "For the love of Heaven, can't you use some other theme than the National Anthem? My two boys are intensely patriotic and when you come on the air, they usually are in the bathtub. They jump up when they hear the 'Star Spangled Banner.' I'm tired of mopping the floor."

## — CONNECTICUT —

**STAMFORD**—Ernest Hartman cees WSRR's "It's the 1400 N. Club" which provides miscellaneous entertainment without a cover charge. . . Nell Daugherty is the director Women's Activities for WSRR.

## — MONTANA —

**MISSOULA**—Station KGVO was ho 125 retail merchants and businessmen a dinner held in the Governor's Room at the Hotel Florence last Thursday. They were given the first Montana showing of the NAB retail promotion committee presentation "Air Force and the Retail Socs Vratiss, commercial manager KGVO, was emcee. . . Virginia Cook, spieler for this station, is being star in the Montana Masquers' production "The Women". . . A. J. Mosby, general manager, has returned from a two weeks' trip to Los Angeles.

## — NEW YORK —

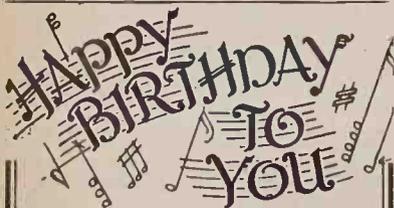
**NEW YORK**—Joe Baksi, heavyweight sensation, guested recently over WMCA with Sam Ta sportscaster, interviewing. . . A "sh delight for clef dwellers" is the blurb writer at Simon and Schuster describes Ted Cott's forthcoming book, "The Victor Book of Music Fun." Cott is program director WNEW. . . Roger Krupp, WHN announcer, has resigned to do Blue Network newscast in the spot recently occupied by Lowell Thorpe. . . Edwin A. Pancoast is new WINS's sales staff. . . WBYN is holding special auditions in a quest for new talent. Since its move to a borough across the river, outlet has been a beehive of new activity in departments.

## — SOUTH DAKOTA —

**YANKTON**—With manpower shortage growing more serious hour by hour, WNAX takes pleasure in announcing some alleviation is forthcoming from the area. Beginning Feb. 23, Rex Hays, musical director for this station, became proud father of a baby girl. Then, on his heels, on Feb. 26, came Pete Peterson, announcer, the proud father of eight-pound boy. On March 1, Eddie Teal, staff musician, announced the arrival of a baby girl. . . Ironically enough, the making of Peterson's son's arrival, the father received his "greetings" from the President, and is due to report shortly for induction.

## Radio War Correspondents Featured in "News Front"

Three Blue web war correspondents are featured in "News Front," the fifth in the 2nd series of "This America" films being released by Pathe. The Blue personalities are Raymond Gram Swing, Dorothy Thompson and Drew Pearson. The picture is dedicated to 320 war correspondents, 16 of whom, like Raymond Clapper, have already given their lives during their global reporting.



March 10

Beatrice Berke Carol Deis  
Peter de Rose Marion Hutton  
Lieut. Robert Taplinger

March 11

Leonard Gessner Don Lavery  
Andy Samella Ramona

March 12

Harold C. Burke Mandel Kramer  
J. Charles Davis, II Lora Layman  
George J. Podyen Loretta Poynton

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



26, NO. 50

NEW YORK, N. Y., MONDAY, MARCH 13, 1944

TEN CENTS

## WLB Recording Decision

### duPont Radio Awards Held At N. Y. Dinner

Winners of the second annual I. duPont Radio Awards announced Saturday are Raymond Gram Blue Network commentator; CBS affiliate at Macon, Ga., LW, NBC affiliate at Cincinnati. Awards were made at a dinner at the Hotel St. Regis in New York Saturday night at which Mrs. ... widow of the financier and philanthropist, was host. Dr. Francis ... president of Washington University, as chairman of ...

(Continued on Page 2)

### Fibber McGee Heads Renewals At NBC-Chi.

Chicago—Fibber McGee and Molly "News of the World" have been renewed by their sponsors for 52 weeks each, it is announced by NBC. Cluer, sales manager of NBC Chicago division, S. C. Johnson and Son, (Johnson's Wax) through ... in Louis and Brorby, Inc., is ... sponsor of Fibber McGee and Molly. The renewal is effective April 1, 1944, for the full NBC network. "News of the World," sponsored by Miles ...

(Continued on Page 4)

### Com. Hearing Resuming Tomorrow

Washington Bureau, RADIO DAILY—Resumption of Lea committee investigation of FCC is scheduled for tomorrow morning with ... James Lawrence Fly of ... returning to the stand.

### Godfrey Renewed

Monday through Saturday parades in the "Arthur Godfrey" programs have been renewed by General Baking Company as of March 9. Account is handled by ... The Godfrey program, NBC's one-man variety show, scheduled from 6:30-7:45 a.m., is sponsored by 17 companies and these ... fill 90 commercial spots a week.

### Expose?

Maestro Richard Himber 'tis said, will repeat Dunninger's mind or thought reading act, and then show "how it's done" on Ripley's program over WOR, April 4. It may or may not result in a sensational exposure. Time and the press agents will tell.

### War-Effort Time Value \$202,000,000 In 1943

Washington Bureau, RADIO DAILY—Washington—A total of \$202,000,000 is the value NAB has finally set upon the time—commercial and sustaining—put into the war effort last year by the broadcasting industry. The association's research department estimated \$93,000,000 as the value of station and network time on a sustaining basis, \$81,000,000 as the value of commercial time and \$28,000,000 as the ...

(Continued on Page 4)

### CBS Affiliates Elect 1944 Advisory Board

Seven of the nine original members of Columbia's Affiliates Advisory Board have been re-elected to serve for the 1944-season.

Those re-elected are: Arthur B. Church, KMBC, Kansas City, Mo.; Franklin Doolittle, WDRG, Hartford; Leo Fitzpatrick, WJR, Detroit; I. R. Lounsbury, WKBW, Buffalo; C. T. Lucy, WRVA, Richmond; Clyde W. ...

(Continued on Page 4)

## ★ THE WEEK IN RADIO ★

### Lea Committee Hears Fly

By BEN KAUFMAN

FIREWORKS flared before the Lea committee investigating the FCC as Commission Chairman James L. Fly testified last week in refutation of the 13-month record built up by the House probe group. Protest against the Fly appearance at that time was made by the two minority members of the five-man committee—Rep. Richard B. Wigglesworth, R., Mass., and Rep. Louis E. Miller, R., Mo. An administration attempt to white-wash the investigation was charged by Wigglesworth in the majority ...

decision to proceed at a time when the committee staff was undermanned. Chairman Clarence F. Lea appealed to the minority members to cease sniping. Though Lea pointed out that Harry S. Barger, acting committee attorney, was competent to deal with the record, he indicated that Eugene L. Garey, former counsel, would be replaced. Clashes between Miller and Fly characterized a good part of the past week's hearings, with the Missourian ...

(Continued on Page 2)

### Recording Industry Victor Over AFM In Report Issued By Panel Majority; Petrillo's Demands Are Rejected

Tri-partite panel of the War Labor Board on Saturday made known its decision in the dispute between the American Federation of Musicians and Columbia Recording Corp.; RCA Victor Division and the Radio Recording Division of NBC in which virtually complete accord was found in the argument of the recording companies against the payment of a direct fee to the union. Panel further held that no great amount of unemployment existed among musicians and stated it recommends to the National War Labor Board it exercise its power to terminate the strike "to the end that the conditions prevailing on July 31, 1942, be restored."

Arthur S. Meyer, public member and chairman of the panel and Gilbert E. Fuller, industry member, concurred in the majority opinion. Max Zaritsky, labor member of the panel dissented.

In holding that a "strike" exists and that the strike during wartime is detrimental to the war effort, the WLB panel again upheld the contention of the intervenors as argued by counsel Ralph Colin and Robert Myers. Panel also takes the definite stand that a "labor dispute between the Union and the Companies" does exist, the NLRB has jurisdiction.

Decision is handed down some 17 weeks since hearings were concluded on Nov. 22, 1943. It now appears the next step will be made by the NLRB when it orders the AFM to resume making recordings for the companies involved. Clause in the contracts in effect between the AFM and signatories including Decca Records and World Broadcasting System provides for relief in the event of the union operating under more favorable conditions with any other recording firms and this may pave the way for a revision of such contracts.

Highlights among the panel's Findings and Conclusions and Recommendations follow, arranged section by section, as released by the panel of the ...

(Continued on Page 6)

### Dies Writes a Bill

Washington—Smarting under the refusal of the Blue Network to grant him Walter Winchell's time to reply to the commentator, Rep. Martin Dies now is working on a bill to require broadcasters to provide persons attacked over their facilities equal opportunity to reply. He has been promised support by Representatives John Rankin (D) and Clare Hoffman (R).



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Joseph E. Galvin

Joseph E. Galvin, executive vice-president of the Galvin Manufacturing Corporation, makers of Motorola Radios, died suddenly at his home in Oak Park, Ill., Tuesday morning, March 7. Galvin was born May 27, 1899 in Harvard, Illinois. He has been with the Galvin organization in an executive capacity since its organization in 1928. He is the brother of Paul V. Galvin, president of Galvin Manufacturing Corporation and the Radio Manufacturer's Association.

20 YEARS AGO TODAY

(March 13, 1924)

WJZ, New York, yesterday presented Mary Pickford, famous as "America's Sweetheart," and Douglas Fairbanks, in their first appearance over the air... Two femme personalities recently heard over KDKA, Pittsburgh, were Mrs. R. B. Robinson and Dr. Cora Helen Cooledge. Mrs. Robinson who is the Pennsylvania State WCTU secretary, addressed the radio audience on Prohibition. Dr. Cooledge is the president of Pennsylvania College for Women.

Wolly sez... WOL... WASHINGTON WORKS 24 HRS A DAY - AND... REACHES THEM EVERY MINUTE OF THE DAY - WOL... WASHINGTON'S ONLY 24 HOUR STATION... Sell Them on WOL... Affiliated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

THE WEEK IN RADIO

Lea Committee Hears Fly

(Continued from Page 1)

unsuccessfully trying to pin responsibility for the Pearl Harbor disaster on the FCC chief. Discussion followed on the pre-war origination of Japanese broadcasts over Hawaiian outlets. Questioning also touched on the reluctance of the Commission to turn over 250,000 fingerprints of radio operators and hams to the FBI.

Attitude of the FCC on television was elicited from Fly following the

Home Front News

Radio Daily suggests that you clip "The Week in Radio" news summary and mail it each week to someone from radio now in the armed forces.

introduction of a purported letter from House Naval Affairs Chairman Carl Vinson charging the Commission with hindering sight-and-sound developments. The FCC head commented that the Commission had given tele the green light under his leadership. He claimed credit for the FCC that television hadn't plunged ahead on an "inaccurate basis," indicating that war-research developments would be important in the future of tele. Any criticism, he added, should be for the Commission's authorization of commercial exploitation a little too early.

News Shorts: Boom in news shows was revealed in a survey by RADIO DAILY, which indicated that currently sponsored programs on the four major webs were running ahead of last year... Net time sales for 1943 by 171 lower-powered outlets up to 20,000 watts were reported by the FCC at \$51,207,000, representing an increase of better than 20 per cent over 1942

Tele fight loomed in Chicago as NBC was reported seeking Zenith's number-one channel... Spokesmen for Paramount Pictures, the Blue Network and the Du Mont television organization denied rumors of an impending merger.

Applications to the OWI for overseas posts poured in from 3,500 men, 25 per cent from radio, as a sequel to Elmer Davis' appeal for 450 specialists made about three weeks ago... NBC's news staff was shuffled in preparation for invasion and Presidential election coverage... CBS inaugurated a "Radio Program Clinic" on the Coast, comprising a lending library of transcriptions of selected local programs furnished by individual stations for use by affiliate members.

Personalities: Kolin Hager, manager of WKY, Schenectady, N. Y., was re-elected director of the NAB Second District by acclamation at a meeting in Gotham... Merritt R. Schoenfeld was promoted from network sales manager to assistant general manager of the Blue Network's central division. Other advancements there stepped up: E. K. Hartenbower of the sales staff to sales manager, and Gilbert R. Berry, sales manager of WENR, Chicago, to assistant sales manager of the central division... Dixie B. McKey, formerly with the Graybar Electric Co., was named technical supervisor of WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs, with headquarters in the Oklahoma capital... Earl Godwin was elected president of the Radio Correspondents Association in Washington, succeeding Eric Severeid, no longer there.

AFRA Submits Samples Of Union Pacts To FCC

Washington Bureau, RADIO DAILY Washington—AFRA on Friday submitted several samples of its contracts to the FCC, along with a letter proposing that the Commission include a proviso against re-broadcast of transcriptions of network programs in the event the Commission's proposed order calling for transcriptions is put in effect. Hearing on this order is scheduled for Wednesday.

B & K Increase Budget; Set New Campaign In Chi.

Chicago—Balaban and Katz have doubled the use of radio for their winter months film advertising. Their latest order, through M. M. Fisher Associates, their radio agency is for 20 spot announcements, on NBC, starting March 13th. Other circuits, plan greater use of radio time, as the newspapers, cut down on their film lineage. The Elevated and Street car ad firms are seeking film business.

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.

DuPont Radio Award Made At N. Y. Dinner

(Continued from Page 1)

the committee, announced the award. Winners of the radio station commentator awards, carrying prizes of \$1,000 each and project to hold the same place in broadcast as the Pulitzer prizes in journalism were present. Mr. Swing received the commentator's award; Wilton Cobb, general manager of WMAC, accepted for his station James D. Shouse, general manager WLW, received the award for Cincinnati stations.

Bernard D. Colen

Bernard D. Colen, 50, died last week at his home at 410 P. Avenue. He was radio sales executive president and chairman of the board of Colen-Gruhn Company, Inc.

FINANCIAL

(March 10)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close. 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, Ask. Rows include Nat. Union Radio.

OVER THE COUNTER

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

Good Sports Show

In the making now. Featuring Sports Editor of a Baltimore paper. Once a week 6:15 P. M. Check it now!

WITH TOM TINSLEY President Represented by HEADLEY-REED BALTIMORE

# COAST-TO-COAST or ONLY IN ST. LOUIS...

SHADY VALLEY FOLKS CAN DO EITHER JOB FOR YOU!



\*6.2 RATING  
ON NETWORK

"Uncle" George Wood and his Shady Valley Folks will broadcast from Shady Valley in the foothills of the Missouri Ozarks.

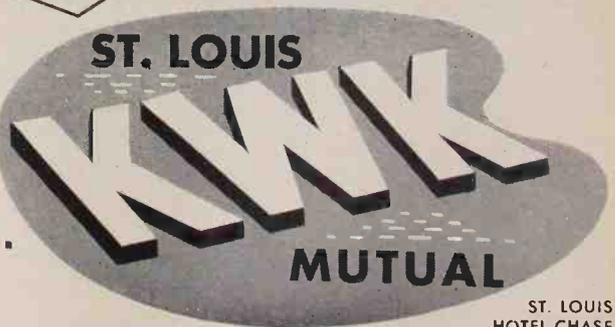
FOR RATES AND DETAILED INFORMATION... PAUL H. RAYMER, REP.

IN ST. LOUIS THE TREND IS TO...

*Success on the*  
**NETWORK COAST-TO-COAST**  
\*The Shady Valley network show with "Uncle" George Wood, 9:30 to 10:00 A. M. CWT recently reached a national rating of 6.2 (originated at KWK but not carried locally.)

*Success in*  
**SAINT LOUIS...** The Shady Valley show gets results locally. Their sponsor at 12:15 to 12:30 P. M. CWT has renewed for the third consecutive year.

*Now available*  
**THE SHADY VALLEY FOLKS...**  
Now broadcast Monday thru Friday 5:00 to 5:15 P. M. CWT and are available for sponsorship.



ST. LOUIS  
HOTEL CHASE

# Fibber McGee Heads Renewals At NBC-Chi.

(Continued from Page 1)

Laboratories, Inc. (Alka Seltzer and One A Day Vitamin Tablets) through Wade Advertising Agency on the full NBC network Mondays, Wednesdays and Fridays and on 30 stations Tuesdays and Thursdays, 6:15 to 6:30 p.m., CWT, and on 91 stations Sundays 10:15 to 10:30 p.m., CWT, with renewal effective March 26.

The F. W. Fitch Company (Shampoo Dandruff Remover and No Brush Shaving Cream), through L. W. Ramsey Company, also renewed its sponsorship of "News of World" aired at the 6:15 p.m. CWT period on 76 stations Tuesdays and Thursdays, effective March 28. Program features John Vandercook as commentator, with overseas pickups from NBC correspondents.

# CBS Affiliates Elect 1944 Advisory Board

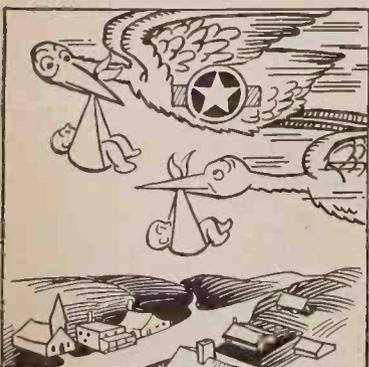
(Continued from Page 1)

Rembert, KRLD, Dallas; and John M. Rivers, WCSC, Charleston, S. C.

The two new members elected by the stations within their districts are Clyde Coombs, Vice-President, General Manager, KARM, Fresno, California to represent the Ninth District; and W. H. Summerville, General Manager of the CBS outlet in New Orleans, WWL, as the representative of the Fifth District. They succeed respectively, C. W. Myers, KOIN, Portland, Oregon, and Hoyt B. Wooten, WREC, Memphis.

# Western Electric Report Shows Big Biz Increase

Annual report of the Western Electric Company, shows that the production for military purposes was approximately twice that of 1942 and for the second successive year the company's over-all business was the greatest in history. Sales for 1943 totalled \$714,333,000 as compared with \$573,956,000 in 1942. Sales to the government increased steadily throughout the year and amounted to \$596,112,000 as compared to \$309,013,000 for the previous year.



"I'm delivering a junior announcer to WFDF Flint."



# Memos of an Innocent Bystander . . . !

● ● ● We've watched the feud between Joseph Dunninger, mental telepathist of the Blue Network, and Maestro Richard Himber with natural interest and feel that both principals would be the gainers, (at least of a great deal of free publicity) if they are careful to confine themselves to banter of the 'friendly rivalry' type and not make the mistake of being too serious . . . . . to us both are artists of no mean abilities and talents and we, playing the role of 'innocent bystander' suggest that 'charges and counter-charges' be forgotten . . . . . but immediately. . . ● Producer Fred Bethel, in charge of the "Here's To Romance" CBSongfest, has returned from six weeks in Hollywood. . . ● George Seaton, author who is responsible for the screen version of the sensational flicker, "Song of Bernadette," will guestar Sunday on "Bob White's Deadline Dramas," heard via the Blue. . . ● We like the spirit that prompted Baritone Curt Massey to inaugurate a series of guest appearances of lesser-known radio folk on his program, "Starring Curt Massey" which bowed in Saturday via NBChannels . . . . . sentimentalist Curt still remembers the day, not so long ago when he was among the 'undiscovered' and genuinely grateful to the Gods of Chance for smiling in his direction, he is showing his gratitude in a manner which rates him this RADIOKAY.



● ● ● Maestro Woody Herman flew into Gotham from Detroit last Thursday where Medicos at the Grand Central Terminal Induction Center gave him a rating of "1A-L" . . . . . immediately following his classification, the musical licorice stick manipulator planned out to Cincinnati where his crew is currently featured. . . ● "Power of Advertising" would you say? . . . . . anyhow this is the item . . . . . for the past several months radio station WOV has been carrying on an advertising campaign based on the 'Two-Market Idea' . . . . . last week Helen Ullery, that station's receptionist who had resigned some time ago to await the arrival of Sir Stork, became the mother of TWINS. . . ● We hear Les Freres Warners are interested in the screen possibilities of Little Bobby Hookey, six year old child-emcee of the networks. . . ● Anna Sosenko, dynamic manager of Hildergarde, wrote the "Beat The Band" femcee's famous theme song, "Je Vous Aime Beaucoup" (quelque gagnes tres beaucoup d'argent) look, Scoops is showing off. . . ● Thru an error (not in this pillar) Bill Livingston, of the Blue Production staff, was credited with being the producer of the new program, "Music America Loves Best" which succeeded the "What's New?" show . . . . . actually, the producer is Lester O'Keefe of J. Walter Thompson. . . ● Shep Fields has donated all of his 'rippling rhythm' arrangements to the scrap paper drive . . . . . now if some local band leaders would donate some of their 'curves' to Connie Mack, Leo Durocher or their favorite managers of the baseball diamond, dozens of professional music men would be happier.



● ● ● Bob King, the roving reporter of the Blue Network, has been 'invited' to take the benefit of a complete physical examination, free, for nothing and at absolutely no expense . . . . . yep, the Draft Board will donate the services of their medicos March 23. . . ● Noting that Leo Russotto's inspirational tone poem, "Reverie," will be featured by George Shackley on George NBCrook's program, "Down a Country Lane," next Sunday, we've already reserved the time, 8:05 a.m. for 'a listen'. . . ● And howcome the thrilling trilling of Liza Morrow hasn't been on the networks lately? . . . ● Walter Treanor, former member of the Roxy Theater (Gotham) Service Staff, has been promoted to Ensign in the U. S. Navy and is now in command of a LST boat. . . ● Ethel Smith's option has been picked up by M-G-Moguls who liked her work in her first flicker, "Bathing Beauty" . . . . . she'll return to the Culver City studios this summer.

— Remember Pearl Harbor —

# War-Effort Time Value \$202,000,000 In 1943

(Continued from Page 1)

talent cost for both sustaining and sponsored shows.

These figures will shortly be published by NAB in a brochure for industry use, outlining radio's part in the war effort.

War bonds accounted for the greater part of the programs, with the Treasury revealed to have received nearly 25 per cent of the value of the industry contribution last year. The War Food Administration was a poor performer, with the War Department, War Manpower Commission and OPA following.

# Woodell To Navy

Shirley Woodell, account executive in the McCann-Erickson, Inc., foreign department, has left that agency to enter the U. S. Navy. Prior to joining McCann-Erickson, Mr. Woodell was associated for several years with the National Broadcasting Company as Sales Manager of the International Division and later held the post of Public Relations Manager of WEA-F.



# BOOM!

There's a boom back home, too, in the town where this gun was made.

COVER THESE NEW MARKETS WITH RADIO

**WEED AND COMPANY**  
 RADIO STATION REPRESENTATIVE

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

# SUCCESS STORY

# 553

## STATIONS

from Coast to Coast are using

# ASCAP

## RADIO PROGRAM SERVICE

ASCAP's statement that an alert radio station can "turn music costs into music profits" is bearing fruit. All over America ASCAP Radio Program Service material is being profitably sold and continuously used.

One station writes: "Your 57 special programs are worth the price of our blanket license." Another writes: "We have been able to sell, without exception, each individual program."

These programs sell because they are *written to be sold* . . . by top-flight writers whose business it is to write programs that sell.

If your station has not made use of the ASCAP Radio Program Service, just write or wire. The service is free to any ASCAP-licensed station.

### MARCHING TO MUSIC

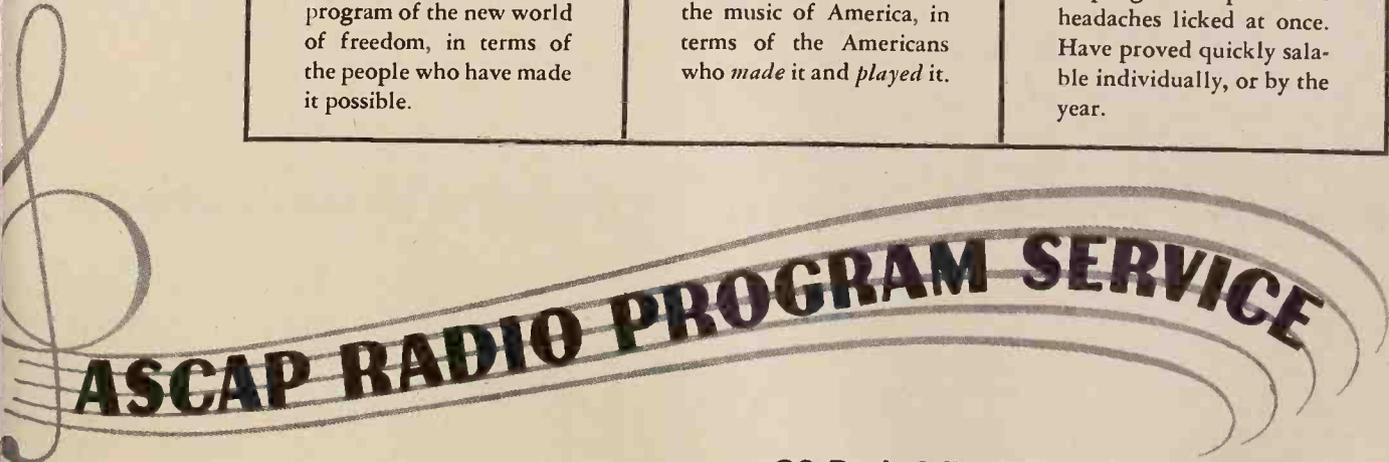
A ten-minute series three times weekly. Flexible, adaptable to many commercial uses. A significant program of the new world of freedom, in terms of the people who have made it possible.

### AMERICA SINGS

A fifteen-minute program three times weekly. Easily adaptable to longer presentation. A series about the music of America, in terms of the Americans who *made* it and *played* it.

### 57 SPECIAL PROGRAMS

Each program of this series is made for a special event on the calendar. 57 program-department headaches licked at once. Have proved quickly salable individually, or by the year.



**ASCAP RADIO PROGRAM SERVICE**

30 Rockefeller Plaza • New York 20, N. Y.

# WLB Recording Decision

## "Interference With The War Effort" Called Factor

(Continued from Page 1)

War Labor Board to the press and industry on Saturday.

I

"Since a labor dispute exists between the Union and the Companies which interferes with the war effort, the National War Labor Board has jurisdiction.

II

"No present, important unemployment of musicians exists.

III

"The introduction of sound movies caused a great decrease in the number of theater orchestras and, hence, in the number of employed musicians; but the Companies have no connection with moving picture industry.

"During the period of the growth of mechanized music, the number of bands and symphony orchestras has increased, but the opportunity for small job musical employment has probably diminished.

"Though juke boxes, playing phonograph records, have displaced live musicians, as mentioned below, the over-all use of phonograph records has probably not, on balance, decreased the employment of musicians.

"Though wired music, playing transcriptions, has displaced live musicians, as mentioned below, the over-all use of transcriptions has probably not, on balance, greatly decreased the employment of musicians.

"The introduction and use of radio has probably not, on balance, decreased the employment of musicians.

"Substantial unemployment of musicians existed in the past but neither the amount of such unemployment nor the relation of unemployment in the field of music to general unemployment is known.

"While the figures are too doubtful to warrant a conclusion, the number of musical jobs (the effect of sound movies being eliminated) appears to have followed the economic cycle, with a general upward trend. Any increase in employment may, however, have flowed to a selected group.

IV

"Due, in part, to the fact that the Union has no effective standards of admission, approximately two Union members out of three do not depend on music for a livelihood. The problem of unemployment cannot realistically be studied in terms of so undifferentiated a group. The Union's criterion, that a member not working full time on music is unemployed, is untenable.

"The Union has offered no statistics, no specific objectives and no organic plan to support its demand for funds to relieve unemployment.

V

"Recordings played in juke boxes and over wires have displaced live

## RCA Victor--CRC Statement

Joint statement issued yesterday by Robert P. Myers, counsel for RCA Victor Division and Radio Recording Division of NBC, and Ralph F. Colin, counsel for Columbia Recording Corp. follows:

"We are gratified that after so lengthy and complete a hearing of the parties and so thorough a consideration of the issues, the Panel of the WLB has recommended that the National War Labor Board itself issue an order directing the musicians union to terminate its strike against the recording and electrical transcription companies to the end that the conditions prevailing on July 31, 1942 be restored.

"At this stage of the proceeding, the Panel's opinion is, as stated, merely a recommendation to the NLRB. We look forward to an early and ultimate termination of the question by the Board. We feel confident that the position which the companies have maintained throughout the proceeding is sound, and hope that the Panel's recommendation will be accepted and that the back to work order will be issued.

"Until that final decision is rendered by the WLB and while the matter is still under consideration, we desire to make no further comment."

musicians to an unknown extent. The fact that the displaced musicians and the musicians employed in making the displacing recordings are members of the same union practically distinguishes such displacements from the usual type of technological unemployment. The grievance is more poignant and the remedy more ready.

"Approximately 20 per cent of all phonograph records are used for unintended commercial purposes, mainly in juke boxes. Transcriptions, on the other hand, are always used for an intended purpose.

"No royalty accrued from the unintended, commercial use of phonograph records because under our federal laws, as contrasted with the laws of many American and European countries, no copyright in recordings exists.

"Should copyright legislation be secured, sound social policy would not prevent all or part of the resulting royalties from going to the Union, under proper safeguards, for the benefit of unemployed musicians instead of going to the well paid musicians who make the recordings.

VI

"The sole demand made by the Union on the Companies is that the Companies should pay certain monies to the Union for its Employment Fund.

"No instance has been cited where employers have paid money to a union for the benefit of unemployed union members who are not the employees of the paying employers. The Panel concludes, however, that such payments, under proper safeguards, would not be opposed to social policy at least in those instances where members of the same Union, through the

work they perform for the same employers, create the technological unemployment of their union brothers.

VII

"The demand that the Companies pay money to the Union for its unemployment fund, though not without faint analogies in other industries and though certainly not repugnant to trade union practice, is not a "customary" demand in any acceptable sense of the word and may not properly be imposed on the Companies under the prescriptions of the War Labor Disputes Act and the practice of the Board.

VIII

"The Panel concludes that because of the reasons, both explicit and implicit, contained in these findings and this report, the Board should not direct that the Companies pay money to the Union for its Employment Fund."

Disk-Ban History

Chronological series of events as they concerned the AFM and the three WLB petitioners involved in the War Labor Board decision naturally dates from August 1, 1942 when the AFM put into effect its ban on all recordings of music, whether for phonograph records or electrical transcription. This action was announced immediately upon the opening of the AFM annual convention in Dallas in the spring of 1942, by James C. Petrillo, musician union president, who set that date. Petrillo's move was based on action taken the year before at the AFM convention in Seattle and as is the custom at the organization's annual meetings, most important resolutions are left to the executive board and the president for execution.

It was Petrillo's stand for awhile

## Denies Radio H... Present Hiring Of Musicians

that the union simply did not to make any more recordings and was no desire to negotiate a. Subsequently the Justice Department through Thurman Arnold brought restraint of trade action against union in Chicago. Eventually the dismissed by Judge Barnes on ground that it was a labor dispute.

Meanwhile there were a series of talks, official and unofficial between transcription and recording companies and the AFM representatives and the AFM proposals and some counter proposals failed to arrive at any conclusion either side. Senate appointed a committee to investigate the AFM in 1943. Witnesses were heard including Petrillo and as a result, the head said he would put forth a proposition to the recording companies and try to arrive at a solution. Two months later Petrillo made public his proposals which were not acceptable to the disk men after had carefully studied the proposals.

Apply for Conciliator

The transcription people were impatient than the phonograph and it appeared that divergent interests were at hand. The ET men to separate themselves from the recording companies and make of their own. The ET men also went to go to the War Labor Board held back for a time.

Early in June 1943 the recording men applied for a Federal conciliator but meetings between the AFM recording firms and the conciliator were unsuccessful. On July 9, the case was certified by the Secretary of Labor and sent to the National War Labor Board. The Board certified the case to a tripartite panel on July 20, and it took jurisdiction. This panel composed of Arthur

(Continued on Page 7)

## SEASONED NEW YORK SALES EXECUTIVE

... widely known in the industry. Now employed, seeks position as general or commercial manager in Florida or West Coast station. Most advisable because of child's health. Accept contract basing compensation on equitable percentage of increase in billing or earnings. Earned \$16,000 in 1943 on straight commission basis. Thoroughly conversant with complete station operation. Can move by April 15. Let's talk it over.

Write Box 814, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

# LB Panel Sees Little Unemployment Among Union Musicians At This Time

(Continued from Page 6)  
chairman; Max Zaritsky, representative and Gilbert E. Fuller, recording industry, opened hearing, March 7, 1943 and concluded the hearing on March 22. Briefs were submitted in two weeks by both sides.

**Decca Signs Meanwhile**  
The hearings opened before the LB panel petitioners were a number of independent transcription firms, including smaller recording companies. Not a party to the hearing was Decca Records and its subsidiary World Broadcasting System. These firms through their attorney Milton Diamond had been negotiating a series of confabs designed to accede to the AFM's wishes and get back to recording. Thus on March 10, last, Decca and World signed preliminary proposals. Since transcription companies making commercial recordings under AFM directions were required to pay additional fees, Decca soon signed the same type of

**Attorney Roster Impressive**  
Let most of the petitioners be represented by AFM out excepting the Radio Division of NBC. This firm did not sign for the ET activity but the AFM decreed that any firm owning both a transcription and phonograph recording company must sign for one and not the other. Thus NBC remained in the hearing and was joined by Columbia Records Corp. and the RCA Victor Corp. A. Walter Socolow was the attorney for the original transcription companies before the panel until his death. He was succeeded by the firm of Joseph A. Padway as special counsel and Henry A. Friedman, who was retained by AFM and signed contracts by Decca and other com-

panies since is highlighted by the following clauses:

(12)—In order to give effect to the principle of a continuing interest which all the members of the Federation have in the use of recordings containing instrumental music, you shall pay to the American Federation of Musicians the following:

### Fees Listed

(a)—For phonograph records manufactured or produced by you or others from masters hereafter recorded by you, containing performances by members of the Federation, and which phonograph records are sold by you or by the lessees of your masters to others, a payment equal to the following:

¼ cent for each record, the manufacturer's suggested retail price of which does not exceed 35 cents:

½ cent for each record, the manufacturer's suggested retail price of which is more than 35 cents but does not exceed 50 cents:

¾ cent for each record, the manufacturer's suggested retail price of which is more than 50 cents but does not exceed 75 cents:

1 cent for each record, the manufacturer's suggested retail price of which is more than 75 cents but does not exceed \$1.00:

2½ cents for each record, the manufacturer's suggested retail price of which is more than \$1.00 but does not exceed \$1.50:

5 cents for each record, the manufacturer's suggested retail price of which is more than \$1.50 but does not exceed \$2.00:

2½ per cent of the sales price of each record, the manufacturer's suggested retail price of which exceeds \$2.00.

You have advised us that the manufacturers suggested retail prices as referred to in the foregoing schedule are published in your catalogues of records.

(b)—For electrical transcriptions, manufactured from masters hereafter recorded by you containing performances by members of the Federation,

and which are intended for more than one use by your customers, lessees or licensees as part of your library service or otherwise, a payment equal to three per cent of the gross revenues derived by you from the sale, lease, license or other disposition thereof.

For spot announcement transcriptions, commonly known as "Jingles," a like payment of three per cent of the gross revenues shall be made.

(c)—For commercial electrical transcriptions manufactured for commercial broadcasting, intended for a single use and only so used, there shall be no payment pursuant to the terms of this paragraph 12.

(d)—All payments stipulated in this paragraph 12 shall be made to the Federation pursuant to the resolution referred to in the 11th paragraph hereof within 45 days following each calendar half-year and shall be accompanied by a statement certifying all payments required to be made pursuant hereto.

(e)—The Federation at its option shall have access and right of examination of your books and records relating to this subject at all reasonable times . . .

## PROMOTION

### Service To Clients

To call the attention of advertisers to the amount of promotion done by the station in connection presentation of their accounts, WHBQ, Memphis, has had designed and printed a folder in which tear sheets of ads and mentions in radio columns of the two local newspapers are pasted each week. Opposite the ads and plugs, a summary of the times the program is given air plugs by WHBQ itself is pasted. "News For You—From WHBQ" is the slogan on the outside of the folder, whose corner is conveniently folded out for quick opening. Folders are sent to the advertiser, the agency handling his account, and to Mutual's publicity dept.

### Clever Timetable

Originality has gone into station KWK's and its affiliates' new promotion piece—it's a dial-timetable, or as KWK chooses to name it, a "radio time evaluation dial." Prepared for the use of radio time buyers, the dial shows percentage of audience each station must deliver at a given time to justify its rate, based on one-time, quarter-hour rates.

On the reverse side of this handy gadget are four letters written by clients who express their satisfaction with the results of their programs.

**Buying Time**  
IS ONLY  
**Half the Picture**

The other, and most important, 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.

W. P. & PETERS, Inc. Nat'l Representatives

### Quiz Show To Originate On Exch. Ship 'Gripsholm'

"Double Or Nothing," Mutual's quiz broadcast, will originate on March 24, from the war prisoner exchange ship Gripsholm, docked in Jersey City, with a passenger list of repatriates from Nazi concentration camps. John Reed King, emcee, tenor Frank Forest, Alois Havrilla and Nat Brusiloff and his orchestra will go aboard the vessel to quiz seamen and prominent maritime officials.

War workers will participate in the March 31st "Double Or Nothing" show when it originates from Great Neck, L. I. site of the Sperry Gyroscope precision instrument war plant. Guest contestant will be Jean Bartel, current Miss America.

SEE NBC FOR THE TOPS IN RECORDED PROGRAMS

**"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



**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



NO. 51

NEW YORK, N. Y., TUESDAY, MARCH 14, 1944

TEN CENTS

## AFM Girding For Battle

### High Court Ruling Affect WOW Pact

—Nebraska supreme court ordered cancellation of WOW's pact with Woodmen of the World Insurance Society to Radio Station W, Inc., ruling that terms of pact are unfavorable to the

operated by a new company since January 15, 1943, he returned to the society after the supreme court ruling. More hearing is expected to be

### Resol On 15 Outlets Arthur Godfrey Show

ol has set a spot campaign for Erwin, Wasey & Co. three weekly over 15 stations, to start March 20. Arthur Godfrey and the transcribed program will be of comedy, song and nature. Ray Sinatra's orchestra and the Basol Singers, will be on the show with Lillian Lane as the featured vocalist. Majority of the stations will play the ET

### Soldiers With Wings To Premiere On Blue

Los Angeles—With Rosalind Russell and Ralph Cotten as guest stars on the broadcast, "Soldiers With Wings," one of the most ambitious programs to originate from Santa Ana, Calif., by the Army Air Forces Western Flying Command, moves over to the Blue Network tomorrow, at 8 p. m., PWT, after an extended

### Soap Opera?

Herlick, mezzo-soprano of the Metropolitan Opera Company has joined the cast of "The Merry Wives of Windsor" in the role of Dora. This is the first time that a soprano singer has been cast in a daytime serial. Program is heard on WABC Mondays through Fridays, 2 p. m., EWT.

### Bargain Day

They tell this one about the American Express Travelers Checks plugged on the Milton Rettenberg program over WQXR. Listeners wrote in asking what the cost of carrying them was and it was decided to mention over the air that they are available at 75 cents per each \$100 worth of checks. Next mail brought many checks and money orders for 75 cents, asking that \$100 worth be forwarded.

### Dies May Subpoena Commentator Scripts

Washington Bureau, RADIO DAILY  
Washington—The Dies Committee is girding its loins for the first open Congressional war on radio in some time. Long expected as an accompaniment to the 1944 campaign, an investigation of news commentators and broadcasters—presumably networks—yesterday was indicated by Rep. Martin Dies, Democrat of Texas;

### Television Advertising To Have Preview Today

Television advertising techniques will be demonstrated today in the Roosevelt Hotel, New York, at a special "Television Day" luncheon of the Sales Executives Club to be addressed by Thomas F. Joyce, manager of RCA-Victor Division's radio, phonograph and tele department. Joyce will

### Mark Woods To Be Honored; Special Blue Shows At Phila.

### Hollender Goes Overseas For OWI Radio Division

Al Hollender, chief of the radio outpost division of OWI in New York, has gone to London for OWI and will work under William Paley, CBS president now on leave to OWI. Hollender, formerly public relations director of WIND-WJJD, Chicago, came to New York at the instigation of

### Padway, Counsel For Musicians Union, Calls WLB Decision "Vindication"; Makes Plans To Contest Edict

### Recording Industry Awaits NWLB Action

Recording and electrical transcription industry is studying the decision of the WLB panel which upheld the argument put forth by Columbia Recording Corp., RCA Victor Division and the Radio Recording Division of NBC. In view of the fact that James C. Petrillo, president of the AFM has reiterated that he will take the case to the Supreme Court if necessary rather than abide by the possible

### Mills Opens Own Office As Consultant In Music

Edwin Claude Mills, formerly general manager of Ascap and more recently executive director of the Song Writers' Protective Assn. has opened his own office in the International Bldg. in Radio City where he

### R. C. Speaker Scheduled For REC Luncheon, Thurs.

Address by Lindsay McHarrie, director of public relations for the Red Cross in Great Britain, which will be made before the Radio Executives

Washington Bureau, RADIO DAILY  
Washington—The panel report on the AFM recording dispute is, "all in all, a vindication and a victory for the union," AFM counsel Joseph M. Padway said yesterday. Revealing that AFM will seek oral argument before the full labor board, Padway declared that the report "sustains our fight, sustains our morality, and shows that our position was consistent with social policy." The panel, he added, "virtually accuses the employers of sophistry in their arguments against us."

Although maintaining that the

### Libby, McNeill & Libby Buys "My True Story"

Sale of Blue sustaining show, "My True Story," to Libby, McNeill and Libby for sponsorship starting April 17, was announced yesterday. Program will move from its present time of 3:15 p. m., EWT, to be heard Monday through Friday from 10:15 to

### Deakins To Head Victor Organization In Canada

Montreal—RCA Victor Company Limited, announced this afternoon that effective April 1, Frank R. Deakins is to become president of the company. From 1933 to 1934, Mr.

### Welcome Home

Philadelphia—Benedict Gimbel, Jr., president of WIP, returned to his office yesterday morning following a long illness. To welcome back their chief, the station's personnel presented him a chocolate layer cake which was paraded into his office behind the WIP orchestra. Gimbel announced that he was "Happy to be back and happy to be welcomed."



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JOHN W. ALICOATE : : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : : Business Manager

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FINANCIAL (Monday, March 13)

Table with columns: 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. Includes sub-table for NEW YORK CURB EXCHANGE and OVER THE COUNTER.

20 YEARS AGO TODAY

(March 14, 1924) WJZ, New York, celebrated "U. S. Army Night" last evening when Brig. Gen. William S. Graves, Commanding General, 1st Division, U. S. Army addressed the radio audience on "American Troops in Siberia." Musical entertainment was furnished by the 16th Infantry Army Band ... The Tri-State Concert Company was heard in an interesting program aired over KDKA, Pittsburgh.

Continuity Writer now employed by radio station desires change. Good references. Address Box 815, Radio Daily, 1501 Broadway, New York, 18, N. Y.

Woods Denies Forcing Deal For KECA Sale

Refuting a trade paper report that Blue Network had endeavored to force Earle C. Anthony to sell KECA, Los Angeles, Mark Woods, president of the net, yesterday sent the following wire to T. J. Slowie, secretary to the Federal Communications Commission, in Washington:

"It has come to our attention through an article published in 'Broadcasting' magazine today that Earle C. Anthony, in petitioning the Commission to extend the effective date of Order 3.35, alleged that 'For many months, and particularly since the Commission's action of Nov. 23, 1943 (adoption of the "Duopoly" regulation), the Blue Network Company has been endeavoring to compel petitioner to sell KECA to it at a price very much less than it is worth. The Blue Network Company has been, and is, relying on the early effective date of 3.35.'

Denies "Emphatically"

"We most emphatically deny that the Blue Network Company or any of its executives have at any time endeavored to compel Mr. Anthony to sell KECA at any price. The Blue Network Company has, from time to time during the past two years, made offers to purchase KECA, which Mr. Anthony was perfectly free to accept or reject. We are in no position to compel Mr. Anthony to sell his station at any price. It is true that our affiliation agreement with KECA grants the Blue Network Company the right of first refusal with respect to the purchase of the station. If we fail within 30 days to meet the terms and conditions of any offer received for KECA, Mr. Anthony is perfectly free to accept that offer. We naturally shall expect Mr. Anthony to comply with that provision of our contract. Beyond the protection of that contractual right we have no interest in Mr. Anthony's negotiations with respect to the sale of KECA.

"We are shocked and surprised that the petitioner should use, as an excuse for his appeal for an extension of the Commission-order, the completely unsupported allegation that the Blue Network Company has sought to take unfair advantage of the petitioner's position with respect to that order. We shall be pleased to offer any testimony relevant to this matter that the Commission may desire to hear in any proceeding before it."

R. C. Speaker Scheduled For REC Luncheon, Thurs.

(Continued from Page 1) Club luncheon at the Hotel Shelton, New York, on Thursday, will be broadcast on WJZ, 1:45 to 2 p.m., EWT. McHarrie, formerly a producer-director for the Blue Network, will give a word picture of the Red Cross' activities among American forces in England and Ireland. He will be the principal speaker of the special "Red Cross Day" program of the club.

Mills Opens Own Office As Consultant In Music

(Continued from Page 1) will act as general consultant and in advisory capacity to a limited number of clients, having non-conflicting interests. He will specialize in matters relating to commercial usages of copyrighted musical works, especially in the fields of public performance, mechanical and synchronization rights; also television, electrical transcription and allied uses.

Mills, who is regarded as one of the foremost authorities in the field of music and various types of public performance, entered the field as chairman of the board of the Music Publishers Protective Assn. nearly 25 years ago, for awhile held down both the MPPA and Ascaph posts. He is credited with doing most to bring Ascaph into the big money, although he became associated with the organization when the society grossed less than \$100,000 annually and saw it grow into several millions a year.

Television Advertising To Have Preview Today

(Continued from Page 1) speak on tele's role in boosting post-war employment and prosperity. Demonstration of eye-and-ear commercials and entertainment will be telecast over NBC to receivers set up in the Roosevelt. Co-operating will be the programming departments of three major New York ad agencies—Kenyon & Eckhardt, Inc.; Ruthrauff & Ryan, Inc., and J. Walter Thompson Co.

Barbasol On 15 Outlets With Arthur Godfrey Show

(Continued from Page 1) Mondays, Wednesdays and Fridays although in some cases the thrice weekly days will be varied. In New York the program will be heard over WABC at 6:30-6:45 p.m., EWT. Godfrey who was last heard in the evening with Fred Allen last season, will act as emcee throughout the show and sing as the spirit moves him.

Hollender Goes Overseas For OWI Radio Division

(Continued from Page 1) Louis G. Cowan, acting chief of the New York office of OWI, a year ago, Robert Newman, script writer, succeeds Hollender as chief of the radio outpost division in New York.

Ascaph Dinner Scheduled Mar. 29 At Ritz-Carlton

Annual Ascaph dinner will be held Wed., March 29, at 7:30 p.m. in the Ball Room of the Ritz-Carlton Hotel, New York. As is the usual procedure the annual meeting of the membership will be held earlier in the day. According to society officials, agenda this year is of more or less routine nature.

COMING and GOING

TOM SLATER, Mutual's director features and sports, will be out of two days, accompanying a group of management representatives of lamp plants, plus radio representatives, on an LCI to amphibious bases in Virginia.

WILLIAM D. MURDOCK, assistant manager of WTOP, CBS-owned outlet inington, D. C., has returned to the Capital following a brief visit in New York.

MERT EMMERT, farm editor of the magazine, leaves today on a field recording trip to Haven. He will return on Friday.

EDWARD C. CAHILL, president of the vice Company, Inc., and W. L. Johnson, president, have returned to their headquarters following a business trip to Chicago.

CHARLES B. HAMMOND, NBC's advertising and promotion, left on Saturday to participate in the NBC War Clinic in Chicago. He will continue to the War Clinic after a three-day meeting in Windy City.

AUGUST W. GREBE, general manager of WBAX, has returned to Wilkes-Barre, Pa., following a series of conferences at the headquarters of the network.

DeWITT LANDIS, general manager of Lubbock, Tex., has arrived in New York plans to stay until Wednesday or Thursday.

JAMES D. SHOUSE, vice-president of Crosley Corp. and general manager of WJZ, and ROBERT E. DUNVILLE, assistant general manager, and JAMES CASSIDY, director of events at the station, to New York on business trip.

HAL WADDELL, national sales director of WJW, who was in New York last week, returns to the home offices in Cleveland on Friday for the home offices in Cleveland.

ARCH SHAWD, vice-president and manager of WTOL, Toledo, is in town for a conference with the New York representatives of the station.

WILLIAM S. CHERRY, JR., president of Providence, returned to his Rhode Island quarters on Friday after a short trip to New York.

No Sudden Payroll Collaps... 2/3 of Baltimore personnel now employed in war work will be needed all out 1944 making ships, plane communications. Sell them workers over state W-I-T-H. If time is available... grab it!

WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY...

# May Subpoena Commentator Scripts

*(Continued from Page 1)*  
of the committee bearing  
In a prepared statement  
Dies attacked "certain  
and said he expects to  
scripts of radio commenta-  
back for several years.  
ing that Congress is ready to  
h legislation, Dies declared  
radio question must be  
o a showdown "in a very  
," and added: "many people  
ntry are beginning to sus-  
ertain broadcasting com-  
e in collusion with certain  
to mold public opinion by  
la. Our committee is being  
investigate this matter on  
ds that it is distinctly un-

**Names Mentioned**  
at the committee office  
who was urging the inves-  
it was stated: "We may  
the scripts of certain radio  
tors over a period of sev-  
for careful study, and we  
subpoena the sponsors and  
is of the broadcasting com-  
inquire into their motives  
ns for the dissemination of  
atements. In this way we  
mlne whether or not the  
at some of the broadcasting  
are now lending aid and  
to un-American propaganda  
or false. An exhaustive in-  
a will prove that fully 60  
of the statements of some  
tors can be proved incor-

imed investigations already  
real "literally hundreds of  
ements." The Congressman  
ed refusal of broadcasting  
to afford "maligned" persons  
rtunity to answer false  
ver the same facilities would  
ult." The Congress and the  
ll understand that they are  
ly furthering and aiding a  
of un-American propagan-  
dared.

**Victory Troopers 225th Show**  
hr and Jackie Kerk partici-  
WJZ's Victory Troopers'  
formance presented at the  
heater, Newark, last Satur-  
projects the "Homer" role  
ldrich Family" airings.

**WCKN**  
The VOICE of  
WATER KANSAS CITY  
24 Hours a Day  
BASIC MUTUAL  
AFTER 6 P.M.

## ★ AGENCY NEWSCAST ★

DAVID O. SELZNICK has appro-  
riated \$250,000 for promotional ef-  
orts on "Since You Went Away."  
Following release of the forthcoming  
film an additional \$250,000 will be  
used for subsequent advertising.  
Foote, Cone & Belding is the agency.

BENSON & HEDGES, through  
Arthur Kudner, Inc., has inaugurated  
an advertising campaign for Virginia  
Rounds cigarettes.

NEW YORK CENTRAL RAIL-  
ROAD is starting an advertising drive  
on the public service theme "The  
Harder Job Ahead." Radio not as  
yet included. The agency is Geyer,  
Cornell & Newell.

DANA F. BAIRD, formerly a mem-  
ber of the staff of Compton Adver-  
tising, Inc., is now associated with  
Weed & Co., station representatives.

TODD DOWNING has joined the  
copy department and MARGUERITE  
M. KRAHANBUHL the public relations  
department of N. W. Ayer &  
Son, Inc. The former is an author, the  
latter had been associated with the  
Newark "Sunday Call."

LLOYD B. MYERS, manager of the  
West Coast office of Arthur Kudner,  
Inc., has arrived from San Francisco  
for conferences regarding Matson  
Line promotion.

DR. JAN-ALBERT GORIS, com-  
missioner for information for Bel-  
gium in this hemisphere, will deliver  
the principal address tomorrow at  
the regular weekly celebrity-forum lun-  
cheon of the Advertising Club of New  
York.

### Community Radio Group Enlarge Their Activities

Winston-Salem, N. C.—Civic re-  
sponsibility is being developed in this  
city through the Community Council  
Radio Committee, which presented a  
15-minute discussion over WSJS the  
past Saturday on local problems  
caused by working mothers. The  
forum followed the broadcast on the  
same topic by the NBC show, "Here's  
to Youth," which is being promoted  
by the Community Radio Plan.

More than 275 applicants have en-  
tered the Community Radio Work-  
shop here in response to a pamphlet  
from the Community Council urging  
participation in broadcasts over WSJS  
and WAIR. Tuition for the Work-  
shop is paid by studying community  
problems. This plan, which is under  
the supervision of Charlotte Demorest,  
radio consultant, has been imple-  
mented by over 90 volunteer commit-  
tee members representing 40 organi-  
zations. As a result, even before the  
Workshop programs have reached the  
air, radio is being used to educate  
new audiences in community prob-  
lems.

WENDELL P. COLTON COM-  
PANY has been named as agency to  
handle the accounts of the Newskin  
Company, manufacturers of "New-  
skin," and Tyler Laboratories, pro-  
ducers of iodine preparations.

ANDREW WOLF has joined Com-  
pton Advertising as a merchandising  
executive. He comes to Compton  
from the position of assistant to the  
national sales manager of General  
Foods.

E. LEITZ, INC., manufacturers of  
Leica cameras and clinical instru-  
ments, has named Warcel Schulhoff  
& Company as its advertising agency.

SURE-FIT PRODUCTS COM-  
PANY, makers of furniture slip cov-  
ers, announces the appointment of  
Marcel Schulhoff & Company as their  
advertising agency.

# Libby, McNeill & Libby Buys "My True Story"

*(Continued from Page 1)*  
10:40 a.m., EWT. J. Walter Thompson  
Company, Chicago, is the agency.

Deal came as a result of the Blue's  
promotion of the show in co-opera-  
tion with the Macfadden publications.  
First launched as a sustainer in Feb-  
ruary, 1943, each program in the  
series has been based on a story from  
one of four romance magazines pub-  
lished by Macfadden. Net heralds sale  
as typical of the success of Blue's  
daytime radio policy under which  
network has pioneered in the intro-  
duction of new types of programs.

### Resigns From OWI

Jack Van Nostrand, who has been  
assistant Deputy Chief in the New  
York office of the OWI Radio Bureau  
for the past 18 months has resigned.



*A competent typist gives no thought to the location of the various keys on her machine. Instinctively, her trained fingers seek them out, for their position is firmly fixed in her mind.*

Instinctively, the people of  
Southern New England turn to  
WTIC for the best in radio. This  
is a habit, too . . . a habit which  
can spell sales and profits for the  
advertiser who capitalizes on it.

The constant and attentive  
audience which WTIC enjoys  
possesses (according to the latest  
Sales Management figures) a buy-

ing income more than 60%  
greater than the average for the  
entire country. Convince these  
people of the merits of your  
product. They can afford to buy  
it . . . and they will.

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

# LOS ANGELES

By RALPH WILK

A NEW Saturday night show for everyone's entertainment got under way on March 4th, from 10:30 p.m. to 12 midnight, over KFI. Under the control of Jack Sherman, one of radio's most popular emcees, "Saturday Night Party" features music comedy and entertaining patter.

Basil Rathbone's greatest rooster is a gray-haired ex-actor who never misses a broadcast of "The Adventures of Sherlock Holmes." Although the mystery play is not an audience show, Rathbone's fan sits in solitary state in the empty auditorium to watch the show each week.

Groucho Marx and his "Blue Ribbon Town" cast are planning to resume their tours of the West Coast service camps in March, after interrupting them for a three-week trek to the Midwest. First camp date is tentatively set for March 18.

Ingrid Bergman's first American picture, "Intermezzo," will be radio-dramatized over a 4 or 5 week period by NBC's "Star Playhouse," beginning Monday, March 20. Miss Bergman co-starred with the late Leslie Howard in the film. George Coulouris will star in the air version.

Under the musical direction of Edgar "Cookie" Fairchild, Deanna Durbin has started recording the Jerome Kern songs for her new Universal film, title of which has been changed from "Caroline" to "Can't Help Singing."

Bill Bendix, Sunday's "The Life of Riley" star, wants his friend Ed Gardner, "Archie" of Duffy's Tavern, to make a slight switch in the Duffy slogan so as to promote Bill's sponsor, the meat packing industry. The Bendix version would be: "Hello, dis is Duffy's Tavern where de elite eat de meat!"

Rupert Hughes announces that he has increased his network listeners by many hundreds. The NBC columnist has been advised by a fan in Commerce, Texas, that he (the fan, not Hughes) has installed a loud-speaker in the city park, where all and sundry may gather to hear the Hughes Saturday afternoon NBCCasts.

Bob Hope found out that there is a limit to the price U. S. soldiers overseas are willing to pay for the right to vote. The limit is Bob Hope. A letter NBC received from Warrant Officer J. P. Roberts, from a base somewhere in England said: "For God's sake don't let the American doughboy vote. A few of us don't want to come back home and find Bob Hope president." Maybe Bob's war zone entertainment tours really made him popular.

## HELP WANTED

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# MAIN STREET



## Radio Vitamins for Tuesday !!

● ● ● New show starts Saturday night on the Blue called "The Money Go-Round," 7-7:30 p.m. with Benay Venuta as mistress of ceremonies and Lanny & Ginger on the vocals. . . . Fred Uttal will handle the show with Miss Venuta. . . ● Two feature matches of the all-star Red Cross Tennis show will be broadcast tonight from Madison Square Garden. . . . Bill Stern will be heard on 122 NBC station network 12:05-12:30 a.m. and Ted Husing from WHN, 10:15-11 p.m. . . . Red Cross messages will be broadcast by well-known sports people. . . ● Earl Wilson, columnist will interview Eddie Dowling next Sunday when the "Wide Horizons" program is televised at 8:15 p.m. over the DuMont station W2XWV. . . ● Current issue of Collier's has an article by Kyle Crichton telling all about Joan Brooks being brought to stardom. . . . the CBS warbler, it appears, lives on steak and baked potatoes, as per doctor's orders. . . . (doesn't say whether the medic gave ration points along with the prescription). . . . anyhow Joan eats more steaks per day than she does songs, if the story is right.



● ● ● Major Andre Baruch, former CBS announcer, has a yarn in the March 13, issue of Time magazine, relating to his network in the Mediterranean theater. . . . this unique web wakes the boys up in the morning not only with the bugle doing reveille, but follows up with a snappy arrangement of "Bugle Call Rag" . . . . once while playing Beethoven's "Fifth Symphony," a fan called in to ask for some Hawaiian and to the query, "Who's his Bud?" the caller answered "General Clark" . . . . he got "Aloha" in a hurry. . . . the gagged commercials in place of those deleted on the leading programs via ET from home. . . . are always tops, such as: "Do you wake up in the morning with bags under your eyes, tired, lustless; do you do K.P. with no fervor or dig a lackadaisical latrine? Then try our product spelled S-L-E-E-P." . . . Major Baruch really must have had an interesting job compared to the routine he left when joining the army. . . . little more color as it were. . .

● KFEL, Denver, had its own swoonman on the job recently when Victor Mature made a stirring appeal over the station to the femme audience to join the SPARS. . . . Incidentally, Ed Oversby has joined KFEL as program director. In the past 15 years Oversby has been on the staff of stations from Coast to Coast, literally, from Providence, R. I., to Seattle. . . ● Bernice Maledon, of Warrensburg, Mo. steps up to the "Hour of Charm" mike on NBC this Sunday night. . . . this will start off the contestants to be heard on the show, those vying for fame and fortune after many years of study. . . ● Pat Adelman, is new gen. manager of KTBC, Austin, Tex. . . . succeeding Harfield Weedon, who joined the Navy. ● Sergeant Barney Ross of Guadalcanal and "Golden Gloves" fighting fame, will be the guest of the Maggi McNellis show on WINS on Wednesday at 7:30 p.m.



● ● ● He-man posing in a series of ads in national magazines wherein he is usually the brawny mechanic or machinist, etc. . . . is a feller who used to be with Earl Burnett's orchestra and now an announcer on WGN. . . . If you haven't recognized him, it's Jesse Kirkpatrick. ● "Spotlight Bands" next Monday night will come from across the border, Mexico City. . . . Blue Network Coca-Cola show will pay tribute to President Avila Comacho and the occasion will be the celebration for the opening of the General Tire Company's newly-constructed guayule rubber plant.



—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

HEADING the business week WMAQ past week was the sorship of a musical program, renewal of two news programs, announced by Oliver Morton, manager of the NBC central district local and spot sales department. Pianist Jim Blade and his will be heard in a new 15-minute program Mondays, Wednesday, Fridays 6:00 to 6:15 p.m., CWT, beginning April 3 and sponsored by Chicago Motor Club through A Service Corp. Blade will be with Bob Pilot, string bass and Jeanne MacKenna, NBC voice. One of the newscasts renewed minute period sponsored by Laboratories, Inc., (Grove Coldlets and B Complex Vitamins) thru Russel M. Seeds Company, with Jackson as reporter, aired Tuesday, Thursdays and Saturdays, 5:45 p.m., CWT Saturdays and Sundays 10:00 to 10:15 p.m., CWT and Thursdays 10:15 to 10:30 p.m., CWT. Contract is for 52 effective March 7.

The other news program renewed for five-minute period sponsored by Wilson and Company, Inc., sandwich spread and Ideal Dog through United States Advertiser Corporation, aired Mondays thru Saturdays 8:40 to 8:45 a.m., contract is for 26 weeks, effective March 20.

## Tele Symposium

Symposium on educational television will be presented tonight at Capitol Hotel, New York, beginning at 8:45 p.m. Speakers and subjects scheduled are: J. Raymond Hutson, chairman of the secondary teachers' television committee of the National Education Association, will discuss "The Largest Classroom in the World"; Lt. Lyle Stevens, senior utilization officer in audiovisual training for the U. S. Navy, "Audio-Visual Training in Television's Tomorrow"; Prof. Herbert Stack, of the New York University Safety Center, "Saving Lives Through Television," and Julien H. Brant, traveler, lecturer and producer of documentary motion pictures, will speak on the subject "The Carpet of Television."

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# b. High Court Ruling May Affect WOW Pact

(Continued from Page 1)

by attorneys for WOW, Inc., the company and directors. E. Bradshaw, former president and now chairman of the board of the society, favored the new corporation because of his "zeal to secure welfare of close, personal friend," J. Gillin, Jr., head of the new company and formerly station manager for the society, the high court opinion stated.

## Court Split 4-3

The supreme court split four to three in the decision, Justice Wenke writing the decision joined by Justices Carter and Messmore. Justices Berger, Chappell and District Judge Edward B. Ellis of Beatrice, substitute for Chief Justice Simmons, dissented. The court ruling reversed a ruling by District Judge Rine.

The supreme court ordered that \$100,000 of accounts turned over by the society to the lessee be returned, an accounting be made of the operation of the station by the lessee before he took possession, and that in the event operating expenses be returned to the society. Expenses connected with the transfer and costs of trial also were ordered paid by the defendant.

## Majority Opinion

It is significant to note," the majority opinion said, "that the lease requires no down payment whereas in previous negotiations President Bradshaw had made a substantial down payment a requirement in addition to the lessee having adequate additional financial stability for the better performance thereof. Not only so, but \$25,000 of accounts received were transferred by the society to the lessee so it would have \$100,000

# WHO'S WHO IN RADIO

## ROBERT O. REYNOLDS

It was natural for KMPC, Los Angeles, to acquire a reputation for sports broadcasts. Under the guidance of Robert O. Reynolds, vice-president and general manager, the 10,000-watt independent was bound to click with athletic airings since he was an All-American tackle at Stanford in '34 and '35 and made the University's all-time eleven. Broadcasting of many other special events and public-service features were also due to his aim to make the outlet the outstanding independent in the United States.



"All-American"

After Bob graduated from Stanford, he went back to his native Oklahoma, then spent a period in Detroit, before returning to California. In 1938 he joined the sales staff of KMPC, became sales manager in 1940 and was named v.p. and general manager a year later. Progress of the station has been rapid since then. An increase in power to 10,000 watts in 1942 was followed a little more than a week ago by the opening of the outlet's new studios in its own building on Sunset Boulevard and a change in identification from KMPC, Beverly Hills, to Los Angeles.

A family man, Bob Reynolds is married to the former Enna Lee Reynolds. They have a two-year-old son, Christopher, who hasn't had enough time to make up his mind about a future in the broadcasting industry.

## KHJ Adds 2 Announcers And Technician To Staff

Los Angeles—Two announcers and a sound technician have been added to the staff of station KHJ. Ed Stevens, announcer, comes to KHJ from KQW in San Francisco. He was recently discharged from the army because of illness. Roy Rowan, KHJ's second new announcer, formerly was on the staff of WGN in Chicago where he handled news. He was also associated at one time with announcing staff of WGY in Schenectady, N. Y. Selmer Westby, sound technician formerly was in the sound department of KGB, Don Lee's San Diego affiliate.

with which to do business which President Bradshaw considered a minimum. Bradshaw explains this by saying he felt Gillin was so essential to the station that if he were left in charge the society would be secure."

## Gillin Gets Credit

The dissenting opinion stated "the record gives full credit to (Gillin) for the successful financial operation of the station by the society during the later years. The evidence of his ability and valuable contracts in the radio field is overwhelming and undisputed. In view of these facts it seems that Bradshaw's apparent interest in having Gillin in the lessee organization was entirely proper since it directly tended to provide assurance of the success of the lessee and therefore for the performance of the covenant of the lease.

"It is our opinion that this record wholly fails to disclose any basis justifying the court in disregarding the rule that in the absence of fraud, 'the wisdom and expediency of corporate business policies and the methods of executing them are left to the discretion decision of the board of directors'."

## Joan Davis Heads East Next Week-End For 4 Wks.

Hollywood—The entire cast of NBC's "The Joan Davis show with Jack Haley," will trek eastward following the March 16 broadcast to present four broadcasts from New York. The trip will be Joan's first "vacation" in three years, and her first trip East since she made stage appearances there in 1938. In addition to their regular broadcasts, Joan and Jack will make a number of camp appearances during their stay in the East. Leaving with them will be Verna Felton, Sharon Douglas, Dave Street, the writers and producer of the show.

A New York orchestra as well as an announcer will be added to the program for its eastern broadcasts, which begin March 23rd.

## Yankee Web Prepares Brochure For Sponsor

Giving careful consideration to the paper shortage, the Yankee Network has produced an attractive, yet unpretentious brochure for one of its sponsors, Coco-Wheats. The promotion piece, cheerfully designed in yellow and burnt orange, plays up the program Coco-Wheats sponsors—"Happy Hank and His Merry Pals."

A catchy photograph of "Hank" and his "Pals" covers the front page, while the inside pages describe why the program will sell for its sponsor. The 15-minute program, aired over the entire Yankee net in New England Monday through Friday, is a children's educational program, free from "scare and objectionable thrills." "Happy Hank" plays games, sings funny songs, holds birthday parties, dressing races, slogan contest, pick-up parades and bank days—and has the children join right in enthusiastically with him.

# Woods To Be Honored By Poor Richard Club

(Continued from Page 1)

Bellevue Stratford, the Blue Network through the facilities of WFIL will originate four shows in Philadelphia on that day.

As a part of the radio activity, the Blue's Victory Troupe with Whispering Jack Smith will do a special broadcast over WFIL from the Naval hospital, 17th and Pattison Streets, from 3:30 to 4:30 p.m. In addition Morton Downey will desert the studios of Radio City, New York, for that day to bring his "Songs by Morton Downey" to the Valley Forge General Hospital at Phoenixville, Pa. At 9 p.m., Dunninger, master mind reader, will do his regular weekly Blue Network show from the Bellevue Stratford as a feature of the Poor Richard Club dinner.

## Web Executives to Attend

Among Blue executives coming from New York to attend the dinner are Edward J. Noble, chairman of the board; Edgar Kobak, executive vice-president; Phillips Carlin, vice-president in charge of programs, Keith Kiggins, vice-president in charge of stations; C. Nicholas Priaulx, vice-president in charge of finance and Glen Harker of the network sales staff.

## Deakins To Head Victor Organization In Canada

(Continued from Page 1)

Deakins was executive vice-president of RCA Victor Company Limited and then returned to the United States to assume new duties with the parent company. He now comes back to Canada after 10 years with Radio Corporation of America. Deakins' predecessor here was E. C. Grimley, whose death by drowning occurred last summer.

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• TELE TOPICS •

Padway, AFM Counsel, Plans To Contest Decision Of WLB

Recording Industry Awaits NWLB Action

(Continued from Page 1)

(Continued from Page 1)

Spectral Static

Dr. Lee DeForest will visit Mexico City soon as a guest of the Mexican Government. Behind the DeForest mission is a project for the establishment of factories and schools looking toward the development of both sight and sound. Don Emilio Azcaraga, key man in Mexican broadcasting, will figure prominently in any eye-and-ear enterprises South of the border. British tele activity is due to provide domestic equipment companies with stiff competition after the Axis cracks up. Post-war reconstruction in other parts of Europe will be complemented by an upsurge of television manufacturing.

Tele circles are adither over the rumor that Philco may apply for channel two in New York, which is already held by CBS. Prospective channel fracas is a sequel to the current report that NBC is seeking Zenith's number-one slot in Chicago. There's word circulating that the Blue is negotiating a tie-up with Westinghouse. The New York "Herald Tribune" is mulling a look-and-listen layout. A preliminary inspection of sight-and-sound possibilities has been made by the Gotham daily for action by the board of directors. PA, the radio part of AP, is actively surveying the tele scene. J. Walter Thompson Co. will uncover a tele trump card shortly.

Watch Steve Trilling, assistant to Jack L. Warner, for tele developments at the Warner Brothers' lot in Hollywood. Paramount is keeping sensational plans under wraps. Jam Handy, sound slide-film outfit, will apply for a tele license in the near future. Du Mont is considering network operations along the eastern seaboard. Ross Metzger, director of radio for Ruthrauff & Ryan's Chicago office, has been scrutinizing eye-and-ear entertainment.

Cross-country trip by most of NBC's top officials in behalf of the net's third annual "War Clinic" is also being utilized to sound out affiliates regarding prexy Niles Trammell's recent statement on tele links. Production heads of that web have been visiting WRGB, Schenectady, for a look-see at General Electric's methods prior to the resumption of NBC's live-talent telecasts early next month. Although Columbia's tele plans for flesh entertainment have not been disclosed, it is believed that live shows will also emanate from there shortly afterward, at least via the CBS mobile unit.

Basic principles of the television art will be surveyed in a series of six weekly lectures under the joint sponsorship of the New York section of the Institute of Radio Engineers and the American Institute of Electrical Engineers' communications

board lacks jurisdiction over the AFM dispute, Padway said he will argue the matter. The recommendation of the panel, he said, has no basis in law and is completely erroneous. "The report itself, on the other hand," he said, "was completely favorable to us."

The parties must file replies, or comments, within 10 days, after which the board will act. Padway will ask oral argument, and it is likely that he will be granted the request. How soon the board will actually hear him is another question. It could be in two weeks, or not for two months.

There was no comment from FCC or the NAB on the panel report. Senator D. Worth Clark, Democrat, Idaho, chairman of the Senate Interstate Commerce Sub-Committee which held an inconclusive investigation of the AFM ban last year, said he had not had time to study the report and thus could not comment on it. He revealed, however, that the committee record will be opened Monday to permit testimony by Joseph M. Maddy, head of the Interlachen, Mich., National Music Camp. The camp's orchestra was banned from the air two summers ago by AFM.

"Post" Sees Setback

Views on the panel report were stated editorially yesterday by the Washington "Post" and the "Evening Star." The "Post" saw the report as a setback to Petrillo and declared:

"All this talk about the banning of record-making because the use of canned music takes bread out of the mouths of musicians is a smoke screen concealing the real issue in dispute. What Mr. Petrillo is aiming at, and has so far failed to obtain from the Columbia Recording Company and RCA's recording subsidiaries, is an agreement committing those two large producers of records to direct payments into the unemployment fund of the musicians union. There is no Petrillo-imposed ban on the making of records by companies acceding to the union ultimatum and such records are in fact now being made. In our opinion, panel has dealt

very gently with Mr. Petrillo in affirming that the kind of direct payments he is seeking under proper safeguards would not be opposed to social policy, at least in those instances where members of the same union through the work they perform for the same employers, create the technological unemployment of their union brothers. We dissent, along with the industry member of the panel, from even this much qualified judgment. To our way of thinking, the panel has taken an unassailable position in maintaining that the union's demand is not customary and may not properly be imposed under the prescriptions of the War Labor Disputes Act and the practice of the board. No doubt Mr. Petrillo could make out a strong legal case against the WLB's assumption of jurisdiction over the dispute involving the musicians union. But that is an issue that should have been raised long ago when the WLB first began to interfere in disputes that had only a remote relation to the war effort."

"Star" Calls Check Temporary

The "Star," on the other hand, found the report no setback to the long-range plans of the AFM president. Recommending that the board order the musicians back to work was in itself a setback, the paper said, but there is a suggestion in the panel's language that its decision might have been different if unemployment attributable to radio and recordings was widespread among musicians. The "Star" also pointed to the fact that the panel said that under proper safeguards "the payment by an employer of unemployment fees directly to a union would not be opposed to social policy."

The Capital paper stated that Petrillo may be checked for the duration of the war if the panel report is sustained, but there is no reason to suppose that he will not renew his demands successfully when the war ends, always assuming that the music-loving public remains indifferent or perhaps willing to foot the bill for him.

Electronic Workers Show

Salem, Mass.—Electronic workers in the Sylvania Electric Products, Inc., plant, are producing their own program, "Sylvania Showtime" over WESX every Saturday night from the ballroom of the Hotel Hawthorne. Talent and studio audience comes from the employees at the plant.

group, beginning Thursday evening at the Engineering Societies Building in Gotham. WPTZ, Philco's tele outlet in Philly, is playing around with the composite alternate-carrier system of synchronization. WRBG's production and technical staffs devote an afternoon a week to a laboratory session for experimentation with lighting, make-up and other presentation devices.

Benes On CBS Tonight For 2nd Corwin Show

President Eduard Benes of Czechoslovakia will be heard on CBS today from London, seat of his exiled government, during the second program of the new series, "Columbia Presents Corwin," broadcast from 10:00-10:30 p.m., EWT.

The broadcast, a dramatic tribute to the Czech people, is titled "The Long Name None Could Spell," and is written, directed and produced by Corwin. The production was originally presented at Carnegie Hall last May in a program arranged by the American Friends of Czechoslovakia. Today's show will be given on the fifth anniversary of the invasion of Czechoslovakia.

decision of the National War Labor Board which received the recommendation that the musicians go back to work on the basis of July 31, 1942. The actual situation is status quo until further mandate from the NWLB.

Decca, World Waiting

As per statement in yesterday's RADIO DAILY, the intervenors RCA and CRC contend their position is sound. Milton Diamond, counsel for Decca Records and World Broadcasting System, said yesterday he had comment to make at this time, since his companies were not a party to the WLB hearings. However he did say that if any deal was made by the AFM with any recording company which got a better deal than Decca-World and all the other signatories to the AFM pact, then he would naturally take advantage of the clause in the contract which promised him such relief, and make all pacts conform.

An unofficial spokesman (not Diamond) in talking of the status of the smaller firms who signed with the musicians union, said they still think they did the right thing because they could not afford to fight Petrillo any longer. Fighting Petrillo he said, was a luxury the average transcription or recording company could not stand.

Petrillo's week-end statement relative to fighting the case in the high court is a repetition of what he told the WLB panel during the hearing last fall.

"First Rebuff for Petrillo"

Under title of "First Rebuff for Petrillo," the New York "Herald Tribune" published a lengthy editorial on the WLB findings in its issue of Monday. The editorial in part reads as follows:

"... Now one Federal agency, a fact-finding panel of the War Labor Board, has administered the first serious check to James Caesar Petrillo's triumphant career. It has knocked the props from under the whole elaborate structure upon which he based his arrogant demands for sovereign powers and has recommended that the full War Labor Board direct the American Federation of Musicians to cease its strike against those recording companies which still hold out against paying Mr. Petrillo for the privilege of continuing in business. The majority of the panel, with the labor member dissenting, finds no serious unemployment among musicians. It has some difficulty in appraising the exact effect of mechanized music upon the performers, but points out that the union has no effective standards of admission and that two out of every three members do not depend on music for a livelihood."

Canadian Dividend

Montreal—Directors of Standard Radio, Limited, have declared regular quarterly dividend of 10 cents per share, payable April 10, to shareholders of record March 21.

# ★ ★ ★ COAST - T O - COAST ★ ★ ★

— CALIFORNIA —

LOS ANGELES—Laly Dill, wife of Field Marshall Sir John Dill, a ranking officer in the British Cross, guested on the KECA Red Cross program recently. She discussed international Red Cross and interesting comparisons between the American and English organizations. SANTA BARBARA—George Humphrey, formerly with KMA, Clovis, New Mexico, has "engaged" himself to KDB, Santa Barbara. OAKLAND—For the 8th consecutive year KROW will carry full schedule of Pacific Coast baseball league games in which the Oakland "Oaks" club plays, according to Philip G. Lasky, station manager, who has just "on the dotted line" with the ball club for exclusive broadcast rights.

— MISSOURI —

ST. LOUIS—"Jobs for Heroes" is a new 15-minute feature heard over KXOK. On this program, Miss Virginia Davis interviews two honorably discharged war veterans, reviews their qualifications, and asks their preference regarding civilian employment. Prospective employers are invited to telephone or write the station. Although program had very little advance publicity, it was huge success. During the two weeks, 18 men and one ex-WAC were interviewed. All received offers of employment, with a big majority definitely accepting jobs to their liking.

— KANSAS —

TOPEKA—New faces at KSAL are: Bob Clark is the new program director replacing Ben Greer who is now with WMC, Memphis, as special events announcer. New speller is Bob Bundy, who was just graduated from a California broadcasting school. Listeners are expressing their written approval of the station's "Children's Blue Hour" which is designed to familiarize youngsters with the Bible. Three new nation-wide shows heard on KSAL are: "First Nighter," "Human Adventure," and "Cisco Kid."

— PENNSYLVANIA —

PHILADELPHIA—Station WHAT's new program is called "1340 Club" with Joe Don as emcee. From WPEN comes word that Peter Arnell and Tommy Harmon recently conducted a sports show while attending the University of Michigan.

the show being called "In the Huddle."

PITTSBURGH—WCAE has engaged its first girl engineer—she's Helen Obsharsky. New publicity director for WCAE is Mitchell B. DeGroot, Jr., formerly with W. Earl Bothell Adv. Agency.

— SOUTH DAKOTA —

YANKTON—Good example of radio station cooperation occurred last week at WNAX, when Wynn Hubler, "Neighbor Lady," was notified of her mother's sudden death and left for Iowa at once. Edith Hansen, of KMA, Shenandoah, Iowa, who conducts a similar program, immediately volunteered to fill Neighbor Lady's 35-minute ad-lib show over WNAX by direct wire. The show went on.

— FLORIDA —

WEST PALM BEACH—Dave Webster, senior announcer, and Whitt MacDowell, chief engineer, of WJNO, went fishing the other day. Ordinary methods of fishing being too tame, the boys decided to go in for goggle-fishing... which is the reason the entire staff of the station will have a fishy this week with the eight snappers Dave and Whitt brought back. Otis Wright, who left the WJNO engineering staff last August to join KOH, Reno, has returned to replace "Tiny" Baker. Hal Barkas, on WJNO's announcer staff, is engaged to Ruth Cookerly of WFBR's program dept., Baltimore.

— MICHIGAN —

DETROIT—George Cushing, WJR news editor, has been suffering from a painful infection of his left eye. New to this station's publicity department is Dick Frederick, formerly on the Michigan OWI staff, a Detroit newspaper and news editor of WXYZ. New speller for WJR is Pat Quinn who hails from Detroit's FM station, WENA. Quinn echoes from WASK, Lafayette, Indiana, and before that with WGRC, Louisville—then WCAR, Pontiac, Mich.

— OHIO —

CLEVELAND—Newest addition to WGAR is Lillian Mast. Wallen J. "Long" Sylvester is in complete charge of local sales for station WJW. Edith Mellen, new women's director for WJW, was formerly with WHLD, Niagara Falls. She will conduct two half-hour programs five days a week: "Women's Page" and "What's Cookin'". COLUMBUS—Kenneth B. Johnson, president of WCOL, has assumed full management of the station, now that Neal A. Smith, former manager, has taken a post with Cincinnati station.

— NEW YORK —

NEW YORK—WNYC is cooperating with the New York City Board of Education to present a new daily series of programs which are written, produced and directed by the city students and faculty members of the B-E and designed to serve as an addition to the regular public school curriculum. Louise Kadison is doing publicity for WBYN. Features and featured on WBYN's "We Bring You News" program are: "Between the Lines" with Al Reid; "The Sportsman" with Dick Bell; "Behind the War

News" with John Neal; and "Hollywood News" with Barbara Benedict. Eddie Conwell, N. Y. U's 60-yard track star, guested on Sam Taub's sportspot on WMCA.

— TEXAS —

FORT WORTH—Frank Mills is being heard over KGKO and stations of the Lone Star Chain in a new series of newscasts under a sponsorship of the Bowen Motor Coach Company. Ted Graves is being heard as narrator on the Texas Electric programs over KGKO. Bill Wood Photo Company has renewed its contract for a series of daily spots over KGKO. "Melodies That Linger" is being sponsored for five minutes daily over KGKO by the Producers Creamery Company.

— MINNESOTA —

MINNEAPOLIS—WCCO and KSTP, St. Paul; WDAL, Duluth; KROC, Rochester; KWLM, Winona; KATE, Albert Lea; and KVOX, Moorhead, all collaborated in carrying the finals of the statewide second annual 4-H Club Radio Public Speaking contest held at the University Farm campus last week under the sponsorship of the extension division of the University of Minnesota and the Minnesota Jewish Council. More than 400 boys and girls from 70 counties in Minnesota participated in the contest. One thousand dollars in War Bonds and scholarships were awarded by the Minnesota Jewish Council.

— MONTANA —

MISSOULA—Socs Vratiss, commercial manager of KGVO, is now being managed by Uncle Sam. His successor has not yet been named. Studio visitors to this station last week were Mr. and Mrs. W. F. Flynn of KRJF, Miles City. Mr. Flynn spent a week in Missoula as guest lecturer in the school of Journalism at Montana State University.

— PENNSYLVANIA —

PHILADELPHIA—Marion Mason, popular songstress, is featured twice weekly with Norman Black and his string ensemble over WFL. M. Leonard Matt, newscaster for WDAS, interviewed Col. John M. Gantner recently on the work of the guard. WCAU and RKO Pictures have completed arrangements for an ambitious promotional stunt for RKO's forthcoming "Tender Comrade" starring Ginger Rogers. Marvin Crane is the new addition to the sales staff of WPEN. Robert Heckert, WIBG commentator, interviewed Paul Hagen recently. Hagen is author of "Germany After Hitler". James W. Gantz, newspaperman and former sports editor of the Philadelphia "Record," has been named news and publicity director for KYW.

— WEST VIRGINIA —

CHARLESTOWN—John MacLean, formerly of the WGKV newscast, has joined the announcer staff of WCHS. Sam Molen, sports director of WCHS and the West Virginia Network, will tour the major league baseball training camps beginning March 16. Accompanied by Odes Robinson, chief of the engineering department, Molen will visit eight of the 16

major league camps and make recordings of his interviews with the players. The record will be aired on the "Sport Page of the Air" while Molen is on vacation.

— WASHINGTON —

SEATTLE—Wishing to be of service to the largest possible number of Pacific Northwest gardeners, Cecil Solly inaugurated a three-a-week series of his "Gardening for Food" program over KIRO. Miss Alice Haley, director of Home Economics for the Celanese Corporation of America, discussed the "Do's and Don'ts for Rayon Fabrics" in a guest interview on KIRO's Housewives program recently. Jack McMullen is back at KIRO helping Jim Upthegrove in the engineering department. He was formerly with San Francisco's KSFO.

— CONNECTICUT —

HARTFORD—WTIC was congratulated by Motor Vehicle Commissioner John T. McCarthy for its excellent registration radio publicity during the month of February. "With your cooperation," said the Commissioner, "we have completed a most satisfactory registration period without the usual long lines at the offices during the past few days."

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— FLORIDA —

WEST PALM BEACH—Dave Webster, senior announcer, and Whitt MacDowell, chief engineer, of WJNO, went fishing the other day. Ordinary methods of fishing being too tame, the boys decided to go in for goggle-fishing... which is the reason the entire staff of the station will have a fish fry this week with the eight snappers Dave and Whitt brought back. Otis Wright, who left the WJNO engineering staff last August to join KOH, Reno, has returned to replace "Tiny" Baker. Hal Barkas, on WJNO's announcer staff, is engaged to Ruth Cookerly of WFBR's program dept., Baltimore.

— MICHIGAN —

DETROIT—George Cushing, WJR news editor, has been suffering from a painful infection of his left eye. New to this station's publicity department is Dick Frederick, formerly on the Michigan OWI staff, a Detroit newspaper and news editor of WXYZ. New speller for WJR is Pat Quinn who hails from Detroit's FM station, WENA. Quinn echoes from WASK, Lafayette, Indiana, and before that with WGRC, Louisville—then WCAR, Pontiac, Mich.

— OHIO —

CLEVELAND—Newest addition to WGAR is Lillian Mast. Wallen J. Long Sylvester is in complete charge of local sales for station WJW. Edith Mellen, new women's director for WJW, was formerly with WHLD, Niagara Falls. She will conduct two half-hour programs five days a week: "Women's Page" and "What's Cookin'". COLUMBUS—Kenneth B. Johnson, president of WCOL, has assumed full management of the station, now that Neal A. Smith, former manager, has taken a post with Cincinnati station.

— NEW YORK —

NEW YORK—WNYC is cooperating with the New York City Board of Education to present a new daily series of programs which are written, produced and directed by the city students and faculty members of the B-E and designed to serve as an addition to the regular public school curriculum. Louise Kadison is doing publicity for WBYN. Features and featured on WBYN's "We Bring You News" program are: "Between the Lines" with Al Reid; "The Sportsman" with Dick Bell; "Behind the War

News" with John Neal; and "Hollywood News" with Barbara Benedict. Eddie Conwell, N. Y. U's 60-yard track star, guested on Sam Taub's sportspot on WMCA.

— TEXAS —

FORT WORTH—Frank Mills is being heard over KGKO and stations of the Lone Star Chain in a new series of newscasts under a sponsorship of the Bowen Motor Coach Company. Ted Graves is being heard as narrator on the Texas Electric programs over KGKO. Bill Wood Photo Company has renewed its contract for a series of daily spots over KGKO. "Melodies That Linger" is being sponsored for five minutes daily over KGKO by the Producers Creamery Company.

— MINNESOTA —

MINNEAPOLIS—WCCO and KSTP, St. Paul; WDAL, Duluth; KROC, Rochester; KWLM, Winona; KATE, Albert Lea; and KVOX, Moorhead, all collaborated in carrying the finals of the statewide second annual 4-H Club Radio Public Speaking contest held at the University Farm campus last week under the sponsorship of the extension division of the University of Minnesota and the Minnesota Jewish Council. More than 400 boys and girls from 70 counties in Minnesota participated in the contest. One thousand dollars in War Bonds and scholarships were awarded by the Minnesota Jewish Council.

— MONTANA —

MISSOULA—Socs Vratis, commercial manager of KGVO, is now being managed by Uncle Sam. His successor has not yet been named. Studio visitors to this station last week were Mr. and Mrs. W. F. Flynn of KRJF, Miles City. Mr. Flynn spent a week in Missoula as guest lecturer in the school of Journalism at Montana State University.

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PHILADELPHIA—Marion Mason, popular songstress, is featured twice weekly with Norman Black and his string ensemble over WFIL. M. Leonard Matt, newscaster for WDAS, interviewed Col. John M. Gantner recently on the work of the guard. WCAU and RKO Pictures have completed arrangements for an ambitious promotional stunt for RKO's forthcoming "Tender Comrade" starring Ginger Rogers. Marvin Crane is the new addition to the sales staff of WPEN. Robert Heckert, WIBG commentator, interviewed Paul Hagen recently. Hagen is author of "Germany After Hitler". James W. Gantz, newspaperman and former sports editor of the Philadelphia "Record," has been named news and publicity director for KYW.

— WEST VIRGINIA —

CHARLESTOWN—John MacLean, formerly of the WGKV newstaff, has joined the announcer staff of WCHS. Sam Molen, sports director of WCHS and the West Virginia Network, will tour the major league baseball training camps beginning March 16. Accompanied by Odes Robinson, chief of the engineering department, Molen will visit eight of the 16

major league camps and make recordings of his interviews with the players. The record will be aired on the "Sport Page of the Air" while Molen is on vacation.

— WASHINGTON —

SEATTLE—Wishing to be of service to the largest possible number of Pacific Northwest gardeners, Cecil Solly inaugurated a three-a-week series of his "Gardening for Food" program over KIRO. Miss Alice Haley, director of Home Economics for the Celanese Corporation of America, discussed the "Do's and Don'ts for Rayon Fabrics" in a guest interview on KIRO's Housewives program recently. Jack McMullen is back at KIRO helping Jim Upthegrove in the engineering department. He was formerly with San Francisco's KSFO.

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The Capital paper stated that Petrillo may be checked for the duration of the war if the panel report is sustained, but there is no reason to suppose that he will not renew his demands successfully when the war ends, always assuming that the music-loving public remains indifferent or perhaps willing to foot the bill for him.

### Electronic Workers Show

Salem, Mass.—Electronic workers in the Sylvania Electric Products, Inc., plant, are producing their own program, "Sylvania Showtime" over WESX every Saturday night from the ballroom of the Hotel Hawthorne. Talent and studio audience comes from the employees at the plant.

group, beginning Thursday evening at the Engineering Societies Building in Gotham. . . . WPTZ, Philco's tele outlet in Philly, is playing around with the composite alternate-carrier system of synchronization. . . . WRBG's production and technical staffs devote an afternoon a week to a laboratory session for experimentation with lighting, make-up and other presentation devices.

### Benes On CBS Tonight For 2nd Corwin Show

President Eduard Benes of Czechoslovakia will be heard on CBS today from London, seat of his exiled government, during the second program of the new series, "Columbia Presents Corwin," broadcast from 10:00-10:30 p.m., EWT.

The broadcast, a dramatic tribute to the Czech people, is titled "The Long Name None Could Spell," and is written, directed and produced by Corwin. The production was originally presented at Carnegie Hall last May in a program arranged by the American Friends of Czechoslovakia. Today's show will be given on the fifth anniversary of the invasion of Czechoslovakia.

## Recording Industry Awaits NWLB Action

(Continued from Page 1)

decision of the National War Labor Board which received the recommendation that the musicians go back to work on the basis of July 31, 1942, the actual situation is status quo until further mandate from the NWLB.

### Decca, World Waiting

As per statement in yesterday's RADIO DAILY, the intervenors RCA and CRC contend their position is still sound. Milton Diamond, counsel for Decca Records and World Broadcasting System, said yesterday he had no comment to make at this time, since his companies were not a party to the WLB hearings. However he did say that if any deal was made by the AFM with any recording company which got a better deal than Decca-World and all the other signatories to the AFM pact, then he would naturally take advantage of the clause in the contract which promised him such relief, and make all pacts conform.

An unofficial spokesman (not Diamond) in talking of the status of the smaller firms who signed with the musicians union, said they still think they did the right thing because they could not afford to fight Petrillo any longer. Fighting Petrillo he said, was a luxury the average transcription or recording company could not stand.

Petrillo's week-end statement relative to fighting the case in the high court is a repetition of what he told the WLB panel during the hearing last fall.

### "First Rebuff for Petrillo"

Under title of "First Rebuff for Petrillo," the New York "Herald-Tribune" published a lengthy editorial on the WLB findings in its issue of Monday. The editorial in part, reads as follows:

" . . . Now one Federal agency, a fact-finding panel of the War Labor Board, has administered the first serious check to James Caesar Petrillo's triumphant career. It has knocked the props from under the whole elaborate structure upon which he based his arrogant demands for sovereign powers and has recommended that the full War Labor Board direct the American Federation of Musicians to cease its strike against those recording companies which still hold out against paying Mr. Petrillo for the privilege of continuing in business. The majority of the panel, with the labor member dissenting, finds no serious unemployment among musicians. It has some difficulty in appraising the exact effect of mechanized music upon the performers, but points out that the union has no effective standards of admission and that two out of every three members do not depend on music for a livelihood."

### Canadian Dividend

Montreal—Directors of Standard Radio, Limited, have declared regular quarterly dividend of 10 cents per share, payable April 10, to shareholders of record March 21.

★ ★ ★ COAST - T O - COAST ★ ★ ★

— CALIFORNIA —

LOS ANGELES—Laly Dill, wife of Field Marshall Sir John Dill, a ranking officer in the British Cross, guested on the KECA Red Cross program recently. She discussed international Red Cross and interesting comparisons between the American and English organizations. SANTA BARBARA—George Humphrey, formerly with K.A. Clovis, New Mexico, has "entered" himself to KDB, Santa Barbara. OAKLAND—For the 8th consecutive year KROW will carry a full schedule of Pacific Coast baseball league games in which the Oakland "Oaks" club plays, according to Philip G. Lasky, station manager, who has just "on the dotted line" with the ball club for exclusive broadcast rights.

— MISSOURI —

ST. LOUIS—"Jobs for Heroes" is a new 15-minute feature heard over KXOK. On the program, Miss Virginia Davis interviews two honorably discharged war veterans, reviews their qualifications, and asks their preference regarding civilian employment. Prospective employers are invited to telephone or write the station. Although program had very little advance publicity, it was huge success. During the first two weeks, 18 men and one ex-WAC were interviewed. All received offers of employment, with a big majority definitely accepting jobs to their liking.

— KANSAS —

TOPEKA—New faces at KSAL are: Ed Clark is the new program director replacing Ben Greer who is now with WMC, Memphis, as special events announcer. New speller is Bob Bundy, who was just graduated from a California broadcasting school. Listeners are expressing their written approval of the station's "Children's Hour" which is designed to familiarize youngsters with the Bible. Three new nation-wide shows heard on KSAL are: "First Nighter," "Man Adventure," and "Cisco Kid."

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### Electronic Workers Show

Salem, Mass.—Electronic workers in the Sylvania Electric Products, Inc., plant, are producing their own program, "Sylvania Showtime" over WESX every Saturday night from the ballroom of the Hotel Hawthorne. Talent and studio audience comes from the employees at the plant.

group, beginning Thursday evening at the Engineering Societies Building in Gotham. . . . WPTZ, Philco's tele outlet in Philly, is playing around with the composite alternate-carrier system of synchronization. . . . WRBG's production and technical staffs devote an afternoon a week to a laboratory session for experimentation with lighting, make-up and other presentation devices.

### Benes On CBS Tonight For 2nd Corwin Show

President Eduard Benes of Czechoslovakia will be heard on CBS today from London, seat of his exiled government, during the second program of the new series, "Columbia Presents Corwin," broadcast from 10:00-10:30 p.m., EWT.

The broadcast, a dramatic tribute to the Czech people, is titled "The Long Name None Could Spell," and is written, directed and produced by Corwin. The production was originally presented at Carnegie Hall last May in a program arranged by the American Friends of Czechoslovakia. Today's show will be given on the fifth anniversary of the invasion of Czechoslovakia.

## Recording Industry Awaits NWLB Action

(Continued from Page 1)

decision of the National War Labor Board which received the recommendation that the musicians go back to work on the basis of July 31, 1942, the actual situation is status quo until further mandate from the NWLB.

### Decca, World Waiting

As per statement in yesterday's RADIO DAILY, the intervenors RCA and CRC contend their position is sound. Milton Diamond, counsel Decca Records and World Broadcasting System, said yesterday he had comment to make at this time, since his companies were not a party to the WLB hearings. However he did say that if any deal was made by the AFM with any recording company which got a better deal than Decca-Wor and all the other signatories to the AFM pact, then he would naturally take advantage of the clause in the contract which promised him sue relief, and make all pacts conform.

An unofficial spokesman (not Diamond) in talking of the status of the smaller firms who signed with the musicians union, said they still think they did the right thing because they could not afford to fight Petrillo any longer. Fighting Petrillo he said, was a luxury the average transcription or recording company could not stand.

Petrillo's week-end statement relative to fighting the case in the high court is a repetition of what he told the WLB panel during the hearing last fall.

### "First Rebuff for Petrillo"

Under title of "First Rebuff for Petrillo," the New York "Herald Tribune" published a lengthy editorial on the WLB findings in its issue of Monday. The editorial in part reads as follows:

" . . . Now one Federal agency, a fact-finding panel of the War Labor Board, has administered the first serious check to James Caesar Petrillo's triumphant career. It has knocked the props from under the whole elaborate structure upon which he based his arrogant demands for sovereign powers and has recommended that the full War Labor Board direct the American Federation of Musicians to cease its strike against those recording companies which still hold out against paying Mr. Petrillo for the privilege of continuing in business. The majority of the panel, with the labor member dissenting, finds no serious unemployment among musicians. It has some difficulty in appraising the exact effect of mechanized music upon the performers, but points out that the union has no effective standards of admission and that two out of every three members do not depend on music for a livelihood."

### Canadian Dividend

Montreal—Directors of Standard Radio, Limited, have declared regular quarterly dividend of 10 cents per share, payable April 10, to shareholders of record March 21.

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

— CALIFORNIA —

**LOS ANGELES**—Laly Dill, wife of Field Marshall Sir John Dill, a fifth ranking officer in the British Red Cross, guested on the KECA Red Cross program recently. She discussed international Red Cross and made interesting comparisons between the American and English organizations. . . . **SANTA BARBARA**—George Humphrey, formerly with KCA, Clovis, New Mexico, has "engineered" himself to KDB, Santa Barbara. . . . **OAKLAND**—For the 8th consecutive year KROW will carry a full schedule of Pacific Coast baseball league games in which the Oakland "Oaks" club plays, according to Philip G. Lasky, station manager, who has just "on the dotted line" with a ball club for exclusive broadcast rights.

— MISSOURI —

**ST. LOUIS**—"Jobs for Heroes" is a new minute feature heard over KXOK. On this program, Miss Virginia Davis interviews two honorably discharged war veterans, reviews their qualifications, and discusses their preference regarding civilian employment. Prospective employers are invited to telephone or write the station. Although program had very little advance publicity, it was huge success. During the first two weeks, 18 men and one ex-WAC were interviewed. All received offers of employment, with a big majority definitely accepting jobs to their liking.

— KANSAS —

**SALINA**—New faces at KSAL are: Herb Clark is the new program director, replacing Ben Greer who is now with WMC, Memphis, as special events announcer. New speller is Bob Bundy, who was just graduated from a California broadcasting school. . . . Listeners are expressing their written approval of the station's "Children's Story Hour" which is designed to familiarize youngsters with the Bible. Three new nation-wide shows heard on KSAL are: "First Nighter," "Human Adventure," and "Cisco Kid."

— PENNSYLVANIA —

**PHILADELPHIA**—Station WHAT's new program is called "1340 Club" with Joe Brown as emcee. . . . From WPEN comes word that Peter Arnell and Tommy Harmon once conducted a sports show while attending the University of Michigan.



March 14

Hayle H. Cavanor Mark Brenneman  
Harvey Hays Madeleine Pierce  
G. Bennett Larson Ed Pancoast

the show being called "In the Huddle."

**PITTSBURGH**—WCAE has engaged its first girl engineer—she's Helen Obsharsky. . . . New publicity director for WCAE is Mitchell B. DeGroot, Jr., formerly with W. Earl Bothell Adv. Agency.

— SOUTH DAKOTA —

**YANKTON**—Good example of radio station cooperation occurred last week at WNAX, when Wynn Hubler, "Neighbor Lady," was notified of her mother's sudden death and left for Iowa at once. Edith Hansen, of KMA, Shenandoah, Iowa, who conducts a similar program, immediately volunteered to fill Neighbor Lady's 35-minute ad-lib show over WNAX by direct wire. The show went on.

— FLORIDA —

**WEST PALM BEACH**—Dave Webster, senior announcer, and Whitt MacDowell, chief engineer, of WJNO, went fishing the other day. Ordinary methods of fishing being too tame, the boys decided to go in for goggle-fishing. . . . which is the reason the entire staff of the station will have a fish fry this week with the eight snappers Dave and Whitt brought back. . . . Otis Wright, who left the WJNO engineering staff last August to join KOH, Reno, has returned to replace "Tiny" Baker. . . . Hal Barkas, on WJNO's announcer staff, is engaged to Ruth Cookerly of WFBR's program dept., Baltimore.

— MICHIGAN —

**DETROIT**—George Cushing, WJR news editor, has been suffering from a painful infection of his left eye. . . . New to this station's publicity department is Dick Frederick, formerly on the Michigan OWI staff, a Detroit newspaper and news editor of WXYZ. . . . New speller for WJR is Pat Quinn who hails from Detroit's FM station, WENA. Quinn echoes from WASK, Lafayette, Indiana, and before that with WGRC, Louisville—then WCAR, Pontiac, Mich.

— OHIO —

**CLEVELAND**—Newest addition to WGAR is Lillian Mast. . . . Wallen J. "Long" Sylvester is in complete charge of local sales for station WJW. . . . Edith Mellen, new women's director for WJW, was formerly with WHLD, Niagara Falls. She will conduct two half-hour programs five days a week: "Women's Page" and "What's Cookin'". . . . **COLUMBUS**—Kenneth B. Johnson, president of WCOL, has assumed full management of the station, now that Neal A. Smith, former manager, has taken a post with Cincinnati station.

— NEW YORK —

**NEW YORK**—WNYC is cooperating with the New York City Board of Education to present a new daily series of programs which are written, produced and directed by the city students and faculty members of the B-E and designed to serve as an addition to the regular public school curriculum. . . . Louise Kadison is doing publicity for WBYN. . . . Features and featured on WBYN's "We Bring You News" program are: "Between the Lines" with Al Reid; "The Sportsman" with Dick Bell; "Behind the War

News" with John Neal; and "Hollywood News" with Barbara Benedict. . . . Eddie Conwell, N. Y. U's 60-yard track star, guested on Sam Taub's sportspot on WMCA.

— TEXAS —

**FORT WORTH**—Frank Mills is being heard over KGKO and stations of the Lone Star Chain in a new series of newscasts under a sponsorship of the Bowen Motor Coach Company. . . . Ted Graves is being heard as narrator on the Texas Electric programs over KGKO. . . . Bill Wood Photo Company has renewed its contract for a series of daily spots over KGKO. . . . "Melodies That Linger" is being sponsored for five minutes daily over KGKO by the Producers Creamery Company.

— MINNESOTA —

**MINNEAPOLIS**—WCCO and KSTP, St. Paul; WDAL, Duluth; KROC, Rochester; KWLM, Winona; KATE, Albert Lea; and KVOX, Moorhead, all collaborated in carrying the finals of the statewide second annual 4-H Club Radio Public Speaking contest held at the University Farm campus last week under the sponsorship of the extension division of the University of Minnesota and the Minnesota Jewish Council. . . . More than 400 boys and girls from 70 counties in Minnesota participated in the contest. . . . One thousand dollars in War Bonds and scholarships were awarded by the Minnesota Jewish Council.

— MONTANA —

**MISSOULA**—Socs Vratiss, commercial manager of KGVO, is now being managed by Uncle Sam. His successor has not yet been named. . . . Studio visitors to this station last week were Mr. and Mrs. W. F. Flynn of KRJE, Miles City. Mr. Flynn spent a week in Missoula as guest lecturer in the school of Journalism at Montana State University.

— PENNSYLVANIA —

**PHILADELPHIA**—Marion Mason, popular songstress, is featured twice weekly with Norman Black and his string ensemble over WFIL. . . . M. Leonard Matt, newscaster for WDAZ, interviewed Col. John M. Gantner recently on the work of the guard. . . . WCAU and RKO Pictures have completed arrangements for an ambitious promotional stunt for RKO's forthcoming "Tender Comrade" starring Ginger Rogers. . . . Marvin Crane is the new addition to the sales staff of WPEN. . . . Robert Heckert, WIBG commentator, interviewed Paul Hagen recently. Hagen is author of "Germany After Hitler". . . . James W. Gantz, newspaperman and former sports editor of the Philadelphia "Record," has been named news and publicity director for KYW.

— WEST VIRGINIA —

**CHARLESTOWN**—John MacLean, formerly of the WGKV newstaff, has joined the announcer staff of WCHS. . . . Sam Molen, sports director of WCHS and the West Virginia Network, will tour the major league baseball training camps beginning March 16. Accompanied by Odes Robinson, chief of the engineering department, Molen will visit eight of the 16

major league camps and make recordings of his interviews with the players. The record will be aired on the "Sport Page of the Air" while Molen is on vacation.

— WASHINGTON —

**SEATTLE**—Wishing to be of service to the largest possible number of Pacific Northwest gardeners, Cecil Solly inaugurated a three-a-week series of his "Gardening for Food" program over KIRO. . . . Miss Alice Haley, director of Home Economics for the Celanese Corporation of America, discussed the "Do's and Don'ts for Rayon Fabrics" in a guest interview on KIRO's Housewives program recently. . . . Jack McMullen is back at KIRO helping Jim Upthegrove in the engineering department. He was formerly with San Francisco's KSFO.

— CONNECTICUT —

**HARTFORD**—WTIC was congratulated by Motor Vehicle Commissioner John T. McCarthy for its excellent registration radio publicity during the month of February. "With your cooperation," said the Commissioner, "we have completed a most satisfactory registration period without the usual long lines at the offices during the past few days."

— MASSACHUSETTS —

**BOSTON**—Alton Hall Blackington, photographer, author and lecturer, whose Yankee Yarns are featured weekly over WBZ and WBZA, is presenting his popular motion pictures, "Yankee Newsreel," as part of the Westinghouse historical radio exhibit taking place in Filene's Boston department store. . . . Arthur Feldman, former WBZ special events man, was heard recently in an exclusive BBC program over WBZ and WBZA. Feldman, now a Blue Network war correspondent, spoke from London and described changes in the British capital during his 18 months overseas.

## "Soldiers With Wings" To Premiere On Blue

(Continued from Page 1)

series of broadcasts on another network.

Arrangements for the show to go nationwide on the Blue were completed at a luncheon last week attended by Don E. Gilman, vice-president in charge of the network's Western Division; Leo Tyson, the Blue's Coast Program Manager, Major Eddie Dunstedter, the program's musical director, and Captains Fred Brisson and Ted Steele from the Santa Ana Air Base.

In addition to the orchestra, a chorus of 16 voices, and a quintet of singers called the Aircrew, guest stars will be featured on each broadcast.

Future bookings of Hollywood talent include Paul Muni and Martha Scott for the second Blue Network broadcast on March 22; Merle Oberon and another screen personality yet to be selected for March 29, and Charles Laughton and another star for the April 5 airing.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

26, NO. 52

NEW YORK, N. Y., WEDNESDAY, MARCH 15, 1944

TEN CENTS

## Tele Outlook Promising

### NCA Defends Policy in Replying To NAB

Strongly resenting the NAB intrusion in its decision to sell time as it provides free facilities for discussion of "controversial issues," NCA through its president Nathan Straus yesterday wrote to J. Harold Parsons as NAB head explaining that the new policy of the outlet does not nullify or abridge rights enjoyed by any organization or individual under the NAB Code. Straus pointed out that this move is an effort to remove the burden of the very front door of the radio situation of a non-NAB

(Continued on Page 7)

### Network Officials To Confer In New York

Meeting of department heads of the radio network has been called for Saturday, 10 a.m. in the Jantzen Suite of the Waldorf-Astoria Hotel where representatives of officials from New York and Chicago will take part in a general discussion of mutual problems. This is the first management meeting since the network was purchased by Edward J. Noble and subsequently

(Continued on Page 2)

### Midwest Farm Specialists Form Radio-Press Group

Arthur C. Page, WLS farm production director has been elected vice president of the Midwest Radio Farm Reporters Association. The RFD is a new organization formed at a meeting recently at the Morrison Hotel, Chicago, under the auspices of the Federal Bureau of Investigation. Mem-

(Continued on Page 2)

### Variety Vets

Two veterans of two-a-day vaudeville will revive memories of Alvin Karpis, the Trained Seals, Fink's Rules, and afterpieces, when Fred Allen has Ted Lewis as his guest on CBS. Sunday from 9:30 to 10 p.m. Allen as the "juggling joker" and Lewis as the "high hatted comedian of jazz" played them all the old vaudeville days from coast to coast.

### Tele Backfire?

A couple of unprogrammed bits during a stage demonstration of video commercials brought the house down yesterday at the "Television Day" luncheon of the Sales Executives Club in Gotham. An advertised brand of rip-proof overalls tore apart easily in a tug-of-war, and a well-known grade of shock-resistant, flexible plate glass shattered under the persuasive tap of a hammer.

### Will Name Counsel To Replace Garey

Washington Bureau, RADIO DAILY  
Washington—Naming of counsel to replace Eugene L. Garey as head of the staff of the Lea committee can be looked for this week, Chairman Clarence F. Lea said yesterday. The committee met yesterday afternoon in executive session—with all five members present—to consider the qualifications of two prominent attorneys

(Continued on Page 7)

### Draft Depletes Ranks Of Radio In Chicago

Chicago—Drain on manpower in midwest area continues with reclassification of many important personalities in radio.

Guy Wallace, WBBM announcer and emcee of WBBM's "Victory Matinee," takes over Cliff Johnson's duties on the Monday through Saturday

(Continued on Page 2)

### T. F. Joyce Envisions Post-War Boom And Predicts Television Production Will Hypo Industry's Employment

### Small Signatories Hail WLB Decision

Although signed up with the AFM under a direct fee payment plan to the union, the sympathies of the transcription and record companies are with RCA Victor and Columbia Record Corp. according to spokesman for the signatories to the new AFM pact. As stated in yesterday's RADIO DAILY, the position of the smaller

(Continued on Page 7)

### Revised W-W Measure Now Being Considered

Washington Bureau, RADIO DAILY  
Washington—Faced with a new draft for a radio bill drawn up by Senate Interstate Commerce Committee Chairman, Burton K. Wheeler, members of the NAB legislative committee this week submitted compromise

(Continued on Page 2)

### Wamboldt Leaves Blue For 'Hall Of Fame' Post

M. P. Wamboldt, Blue commercial program supervisor, has been granted a leave of absence in order to represent Philco and its agency, Sayre M.

(Continued on Page 2)

Television received a potent trade hypo yesterday when a turnaway crowd of more than 1,000 sales managers, broadcasters, ad-agency officials, motion-picture men and equipment-company representatives attended a special "Television Day" luncheon of the Sales Executives Club in the main ballroom of the Roosevelt Hotel, New York. The S.R.O. gathering heard Thomas F. Joyce, manager of RCA-Victor Division's radio, phonograph and tele department, speak on "Television and Post-War Jobs."

Increased employment and purchases

(Continued on Page 6)

### Each Party In Canada To Get Network Time

Montreal—The revised policy of CBC on political broadcasting will allow each leader of a recognized political party, or his nominee, one-half hour a month on a network, it was learned yesterday. Announcement of the new arrangement will be made within a few days.

Heretofore network broadcasts of

(Continued on Page 6)

### Radio Prepares Cover Of Gripsholm Arrival

Ben Grauer for NBC; Dave Driscoll for Mutual, Johnny Johnstone for Blue and Paul White for CBS, will be on hand at Jersey City this morning

(Continued on Page 2)

## N. Y. Outlets Of Major Webs Reach Agreement With AFM

### King Succeeds Whiteside As WOR Production Head

Gene King, production supervisor of WOR, has been named production manager of the station replacing Arthur Whiteside, who resigned to become a field engineer with Western Electric Company. Other staff changes include Barney Boyle's promotion from supervisor of the master control

(Continued on Page 7)

Four key outlets of the major networks in New York have reached an agreement with Local 802 of the AFM, the pact to run for three years and more or less an extension of the contract which expired between the stations and the musicians union on Feb. 1, 1944. Major difference between the new and old contract is that the scale may be slightly higher in some cases. Mechanically, the pact is held to be the same. Stations concerned in

(Continued on Page 6)

### 'Salute to Freedom'

The Vocational Opportunity Campaign of the National Urban League, seeking equal opportunity for the Negro in the war effort, will be observed in a special broadcast, "Salute To Freedom," which will be heard over NBC on Saturday, Mar. 18, from 3-3:30 p.m. Fredric March, H. V. Kaltenborn and Lloyd K. Garrison, prominent lawyer, will participate.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Tuesday, March 14)

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: Nak Union Radio.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(March 15, 1924)

Colorful in its presentation by W.E.A.F., New York, was last night's special concert by Paul Whiteman and his celebrated orchestra in a repeat of the program given recently by the maestro at Aeolian Hall. . . . WJZ will air a special Saturday luncheon direct from the National Democratic Club today, at which Senator Royal S. Copeland will be guest speaker.

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



Revised W-W Measure Now Being Considered

(Continued from Page 1) mise proposals to the Montana Senator. Although these proposals were somewhat along the line of the earlier NAB proposals, submitted in January, they represented a backing down on the part of the industry in some respects.

The committee was recently shown a draft for new radio legislation prepared by Wheeler. This draft is far more comprehensive than the original S 814, sponsored by Wheeler and Senator Wallace H. White, Jr., acting minority leader of the Senate. To the NAB group it appeared to be far less satisfactory than the original. It differs from S 814 on several vital points—points of difference which Wheeler indicated on numerous occasions during his questioning of witnesses while the hearings were in progress late last year.

Senators Confer

Wheeler and Senator D. Worth Clark, Idaho Democrat, and Ed. Craney, a close adviser of the Montanan, were locked in conference yesterday afternoon, and it is believed that the radio bill was the subject of at least part of the discussion.

Included in the group which called upon Wheeler Monday—and which has been meeting intermittently here for several weeks—were Clair McCullough, Nathan Lord, J. Harold Ryan, new NAB president; Robert J. Bartley, NAB legislative officer; James Shouse, James Woodruff, Jr., Don Elias, committee chairman; G. Leonard Reinsch, Richard Shafto, Joseph Ream, CBS, and Frank M. Russell, NBC.

Blue Network Officials To Confer In New York

(Continued from Page 1) sequent sale of interests to Time, Inc.; Chester J. LaRoche, Mark Woods and Edgar Kobak.

Among problems to be discussed by the 47 department heads will be that of programming, engineering, sales, station relations and other phases of network broadcasting in wartime. Purpose of the gathering, also, is to mull common problems that beset all departments and exchange ideas, and at the same time, give each an opportunity to obtain a broader view of the network's operations.

Draft Depletes Ranks Of Radio In Chicago

(Continued from Page 1) day "Do You Know the Answer?" show (WBBM 8:15 to 8:30 a.m., CWT) when Cliff, who has been sworn into the Navy, reports to Great Lakes Naval Training Station around March 18.

Dick Faulkner, WBBM announcer for the past five years, leaves Chicago April 3 to join the U. S. Maritime service as an apprentice seaman. He reports to Sheepshead Bay, Brooklyn, N. Y., for boot training.

Nelson Olmsted, NBC story teller, has passed his Army physical. He is married and the father of two children. Jimmie James, WLS National Barn Dance star, has been okayed by Army doctors and expects to report for duty the first of April.

Midwest Farm Specialists Form Radio-Press Group

(Continued from Page 1) bership includes farm paper editors and radio farm program directors. A twin association has been formed on the coast and one is in the making in the East. Representatives of 30 stations are included in the membership of the Midwest RFD. Another meeting will be held in May when the association will be organized into a national group.

Wamboldt Leaves Blue For 'Hall Of Fame' Post

(Continued from Page 1) Ramsdell Associates, Inc., in handling, the "Radio Hall of Fame" show heard Sundays on the Blue web. With this shift the executive committee on the program will consist of Wamboldt, Phillips Carlin, program director of the Blue; William Murray, radio director of the William Morris agency, and Abel Green of Variety. George Brengel, assistant to Wamboldt, will be the acting commercial supervisor during Wamboldt's absence.

Radio Prepares Cover Of Gripsholm Arrival

(Continued from Page 1) ing to handle radio interviews with passengers arriving on the diplomatic liner, Gripsholm. Schedule for the radio pickups from the pier were uncertain last night.

COMING and GOING

CHARLES M. ROBERTSON, JR., president of the Ralph H. Jones agency and WILLIAM LIAMSON, account executive, are in New York this week for conferences at their New York office and to attend the National Association of Chain Drug Stores convention at the dorf-Astoria.

IVOR KENWAY, special assistant to Kobak, executive vice-president of the Network, is in Poughkeepsie today to attend the Rotary Club of that city.

BILL HENRY, chief CBS correspondent and with offices at WTOP, Columbia's station in Washington, D. C., is in New York this week. His Johns-Manville news coverage originates here through Friday.

ALLEN LACY, JR., commercial manager and advertising director of WJDX, Jackson, Miss., arrived from Mississippi for conferences with New York representatives of the station.

WILLIAM WYSE, president of KWBW, Winson, Kans., is in Chicago at the moment plans to be in New York on Thursday.

E. E. HILL, director of WTAG, CBS affiliate in Worcester, Mass., is spending several days in New York.

FULTON LEWIS, JR., Mutual's commercial manager on national affairs now on combined lecture news gathering tour, will speak tonight in Yakima, Wash.

EARL CARROLL is in Detroit, where he will rehearse a new "Vanities" show scheduled to open there on April 9.

JONES EVANS, commercial manager of W Mutual network outlet in Wilkes-Barre, Pa., is in New York. He paid a call yesterday at the offices of the station's local representatives.

JOHN F. O'BRIEN, assistant sales manager of RCA Victor's Photophone section, is at the home offices following visits in Pittsburgh, Buffalo and New York.

CAROLE LANDIS and EDDIE CANTOR are on their way to Riverside, Cal., today. The comedienne's "Time to Smile" program will be broadcast tonight from nearby March Field.

ROBERT MAGEE, sales manager of W Reading, Pa., here on station business. He is to remain until the latter part of the week.

When Payrolls Shrink in '44

There's bound to be some tapering off in the need for certain war materials. But Baltimore is sitting pretty. 2/3 of the war workers now employed will be needed all out in 1944! Reach them through the sales-producing, low-cost station W-I-T-H.



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.

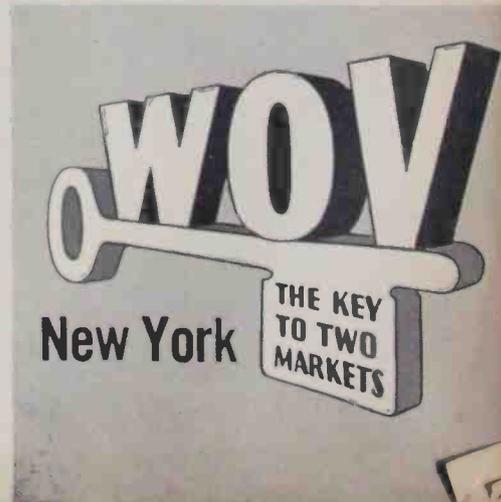




## TWO GOOD GRIPS on the NEW YORK MARKET

WOV's firm hold on two great and responsive audiences gives this important station a continuous, impressive, around-the-clock audience that results in satisfied sponsors anytime of the day or night • In the daytime, according to January Pulse, WOV dominates metropolitan New York's Italian-speaking audience, reaching as many as 76% of the 520,000 Italian radio homes • And 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 New York Independent station.

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH MERSMEY McGILLVRA, NAT'L REP.



# TRI-PENN MARKET

**WKBO**  
HARRISBURG

**WORK**  
YORK

**WGAL**  
LANCASTER

The **PLUS** Buy  
in the Heart of  
**PENNSYLVANIA**

**NBC**  
**MUTUAL**

**PAUL H. RAYMER**

Sales Representative:

# MAIN STREET



## Notes From a Ringside Seat. . . !

● ● ● We have, on numerous occasions in the past, paid tribute to George (NBCaster) Putnam as a news reporter whose talents ranks him high in his profession. . . . but now we wish to pay tribute to George Putnam, the man. . . . the young, ambitious and fighting-mad American, whose voice on and off the air contained the scorn he holds for our enemies, has answered the call, as have millions of his buddies. . . . he worked until 4:30 a.m. Tuesday at Fox Movietone News and then at 8:30 a.m. reported to his local draft board for the trip to Camp Upton. . . . we were happy to lay aside all other tasks to be with George and a group of his co-workers of NBC and Blue Network, who tendered the handsome "soldier" a going-away-party at Hurley's. . . . Putnam will not have to look at the watch, presented to him on behalf of his friends by good old Pat Kelly, in order to remember that the "gang" is rooting for him and his new buddies. . . . the affection and esteem which George earned and which was voiced by Ad Schneider, Ben Grauer, Charlie McCarthy, Doctor Lee Miles, Joe Meyers, Bob Brown, Marshall Smith, Bill Kapp, Roy Porteous, Ed Herlihy, Arthur Gary, Jim Waldrop, Bill Wyatt, Bob Denton, Bob Sherry, Malcolm Furman, Fred B. Cole, Kelvin Keech, George Ansbro, Douglas Browning, Roy Sharp, Jack Hilton, Howard Scheffler, Percy Baldwin, Joe Daly, Jesse Mass, Jack Meyers, Dorian St. George, Preston Rittenhouse, Allin Robinson, Jim Rieder, Dave Maloney, Charles Berry, Ray Diaz, Roger Krupp, Lyle Van (who succeeds Putnam on the 11 O'clock newscast via WEAf) and Roger Bowman, will prove of inestimable comfort to George in the days to come. . . . we echo the words of his pals and the thoughts of his listeners, which blend the phrase, "Godspeed and hurry home."



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*"... in Recognition of  
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Shown in the photograph above, left to right: Dr. Francis P. Gaines, President of Washington and Lee University and member of the DuPont Award Committee; Mrs. Alfred I. DuPont; Mark Woods, President of The Blue Network; Raymond Gram Swing.

# TRI-PENN MARKET

**WKBO**  
HARRISBURG

**WORK**  
YORK

**WGAL**  
LANCASTER

The PLUS Buy  
in the Heart of  
PENNSYLVANIA

**NBC  
MUTUAL**

**PAUL H. RAYMER**

Sales Representative

# MAIN STREET

WITH *Ol' Scoops Daily*

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CHARLES MICHELSON  
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# Post-War Boom In Television Field Envisioned By RCA-Victor Executive

(Continued from Page 1)  
 ing power after the war as a result of tele's boost were forecast by Joyce. "It is important for the future prosperity of our people," he said, "that large-scale television start immediately after the war." The sight-and-sound medium was envisioned as a potential source of 4,600,000 new jobs within a decade after its full commercialization, according to a statement which the RCA official obtained from Paul G. Hoffman, president of the Studebaker Company and chairman of the board of trustees of the Committee for Economic Development.

Relative importance of television over radio, FM or standard broadcasting, Joyce declared, was in the ratio of 100 to one. Proof of his deduction was offered in an actual demonstration of spoken commercials and television advertising technique. Narration of radio plugs for various products by an announcer was followed by dramatized visual presentations on two stages as preview of how sponsors might utilize television in the future.

### Advertising Value Explored

Advantages of eye-and-ear broadcasting for department-store advertising, whose present radio budget measured only five per cent of what stores spent, were elaborated by the RCA official. He drove home the point that department-store executives had found through actual experience that they had to show their goods in order to sell them. And television would do just that, he asserted.

"Because television has the power to create consumer buying of goods and services beyond anything that we have heretofore known," Joyce said, "we can count upon its helping to bring about a high level of post-war prosperity in agricultural, industrial and the distributive industries, as well as personal and professional services." He then described what was needed to start television immediately after the war:

### FCC Approval Needed

"First, a full agreement on television standards which will have the approval of the Federal Communications Commission so that manufac-

turers and broadcasting stations can intelligently plan their post-war program. If these standards are not agreed upon and approved by the Federal Communications Commission

### Attending Were . . .

Indicative of the interest in eye-and-ear entertainment was the sampling of attendance seated at the dais. Observed were: James H. Carmine, vice-president in charge of merchandising for Philco Corp.; Wilbur L. Forrest, assistant editor, New York "Herald Tribune"; O. B. Hanson, vice-president and chief engineer, NBC; Earle G. Hines, president, General Precision Equipment Corp.; J. D. McLean, sales manager of tele apparatus, General Electric Co.; Edward J. Nally, first prexy of RCA; F. P. Nelson, tele manager, Westinghouse Radio Stations, Inc.; J. R. Poppele, chief engineer and secretary, WOR, New York; Joseph Ream, vice-president, CBS; Charles Robbins, vice-president, Emerson Radio & Phonograph Corp.; Robert F. Shannon, general manager, RCA-Victor Division; George T. Shupert, Paramount Pictures; Norman D. Waters, president, American Television Society, and Edward Wood, sales manager, MBS. Allen B. Du Mont, president of Allen B. Du Mont Laboratories, Inc., introduced the speaker.

before the end of the war, obviously, television will be delayed.

"Secondly, television started in a portion of the radio spectrum, which has been proved admirably suited for television broadcasting. Just now, some people are proposing that television broadcasting be shifted to higher radio frequency channels. Before the war, we started to learn just how well we could do television broadcasting at the higher frequencies, but the war interrupted these tests. We must still do this work and then make practical field tests. This will take time, even if the results are satisfactory after the first trial. It will mean a relatively long delay;

in the opinion of a number of engineering experts, it will be five or more years."

Any substantial delay in starting television after the war, Joyce declared, would prove to be a disservice to American farmers, American labor, American industry and to all of the people. "The price that will be paid for this delay," he continued, "will be measured in terms of a reduced volume of turnover of goods, which in turn means a reduced number of jobs."

### Talent Situation Discussed

Availability of talent for tele programs was touched by the RCA official, who then switched the speaker's role to William Morris, Jr., president of the theatrical agency bearing that name, who was seated on the dais. The agency head drew a parallel in the development of television to the early periods of motion pictures and radio when performers co-operated fully by offering their services at reasonable fees. Predicting that the same would hold true for tele, Morris said: "Talent will be the key to television entertainment and whether that entertainment takes the form of live shows or film—or both, you will find a willingness on the part of the artists to make their contribution to the furtherment of this new industry. Obviously, their reward will come later as it did in the motion picture industry."

At the conclusion of Joyce's talk, a series of tele commercials originating at NBC were picked up by television home receivers installed in the foyers by Du Mont, General Electric, Philco and RCA.

### "Soldier Bonus" On M. Of T.

The subject of a soldier bonus will be debated tomorrow night on the "March of Time" program at 10:30 p.m. over NBC. Speakers will be Sen. Ernest MacFarland, Millard Rice, national service director of Disabled American Veterans, and Lt. Comm. Arthur T. Decker, U.S.N., who will give an eye-witness description of the attacks on Truk and the Mariana Islands.

## Each Party In Canada To Get Network Time

(Continued from Page 1)

a political controversial nature has been barred, except at election time, but the protests at this ban have dented the Board of Governors of CBC to devise a new procedure and the plan now is to allow each leader of a party half an hour monthly on a network.

One of the problems created by a new rule will be making decisions on the status of political parties. The 10 major parties, Liberal and Progressive-Conservative, also the CCF and Social Credit parties will be extended network facilities for half an hour a month, but it is not known how CBC proposes to deal with requests from the innumerable "leaders" of the Quebec parties.

### "Independents" Numerous

There also are the Labor-Progressives, led by Tim Buck, who is a member of Parliament, though group has two members in the House of Commons, Mrs. Doris Neilsen and Fred Rose. There are several "independents" in the House, all of whom claim to be leaders.

## N. Y. Webs' Key Stations In Agreement With AFM

(Continued from Page 1)

the pact are WABC (CBS); WEA (NBC); WJZ (Blue) and WOR (Mutual).

No important delay is expected attaching signatures by all concerned and this is expected to take place within the next two weeks, all depending on how soon attorneys from both sides are satisfied with the language of the agreement. It is reliable stated that the accord is more than 99 per cent and details remaining a minor.

### Situation Generally Favorable

Thus the over-all situation between the networks and the AFM is considered good at the present time. Chicago situation is also cleared up as these contracts which could have been signed and sealed in Chicago are en route to New York for network officials to look over, mainly for the purpose of keeping both cities uniform on certain points, regardless of importance.

★ ★ ★ ★ ★

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

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**HAPPY BIRTHDAY TO YOU**

March 15

James Allan	Macdonald Carey
Joe Higgins	Lucille Hunter
Julia Knox	Bob Mayer
Everett Mitchell	Patrick O'Malley
Charles Pease	John Gould
Gertrude Lutz	

*Denver Delivers*  
**WAR MATERIAL**

*KLZ Delivers*  
**THE DENVER MARKET**



# WMCA Defends Policy In Replying To NAB

(Continued from Page 1)

number station arguing with the... was further developed in Straus'... which found many faults in... NAB Code to the detriment of those... may be entitled to air their... but who may prove to be at... mercy of the poor judgment of... tion manager. In attacking the... attitude, Straus actually was... fault with the language of the... written him by Willard D... of the radio trade association... frequently Straus throughout his... answered Egolf's arguments... Straus' letter stated in part: "When... tion manager's judgment is in... ct with responsible organiza... over what constitutes public... interest in controversial issues, such... organizations should, in our belief... the right to obtain radio time... hough means other than gratuti... ." Taking issue with the NAB... tment that the WMCA policy can... an organization off the air if... opponent is unwilling to buy... Straus explained that fair demer... procedure requires that all... of a controversy be given equal... ng.

**Calls Argument "Speclous"**  
Straus' letter continued: "Mr... 's second premise says that the... CA policy 'places money in the... ce against the manager's judg... in deciding the weight of a con... stial issue.' This, we submit, is... ous argument. There is an im... tion in this statement which we... ly resent: namely, that our... y is intended to increase the sta... revenue by allowing improper... rworthy programs to be heard... is no substitute for alert, aggres... public-minded management and... is nothing in our new policy... e NAB Code which would pre... an irresponsible management... interested in the public welfare... ropriately concerned with the main... ance of radio standards, from... ficing principles for profits."... her premises by Egolf are taken... y Straus and attacked such as the... tment that the NAB policy does

# New Counsel For FCC Probe Will Be Appointed This Week

(Continued from Page 1)

neys whose names were suggested by... Lea.  
It was hoped earlier in the day... that a decision might be reached in... this session, but it was deferred. Lea... insisted, however, that yesterday's... meeting was harmonious, with no... sharp clashes between minority and... majority members.

The new counsel, he said, will be... a man of considerable prestige, ex... perenced in administrative law, and... totally unconnected with either the... FCC or any of the matters under... investigation. He will not be a radio... lawyer, he said.

### Fly Again Takes Stand

FCC Chairman James Lawrence... Fly returned to the stand yesterday... to resume his testimony before the... Lea committee in defense of the Com... mission. Chairman Clarence F. Lea... and Representatives Warren G. Mag... nuson and Richard B. Wigglesworth... were on hand to hear him. The ses... sion was markedly quiet, probably... largely because of the absence of... Representative Louis E. Miller, whose... tussles with Fly featured last week's... sessions.

There was little new material in... troduced during the brief session... with acting committee counsel, Harry... S. Barger again on the Pearl Harbor... subject, and questioning Fly again... about the finger prints the Commis... sion turned over to the FBI under... protest. Both subjects are already... fully covered in the record. Fly yes-

not impair "freedom to listen" and... a fourth Egolf premise to the effect... that "there is nothing in the WMCA... policy which enables a proponent of... a controversial issue to obtain broad... cast time more readily than he is able... to obtain it under the NAB Code."... This is a false premise Straus con... tends and illustrates his point.

In conclusion Straus says the... WMCA policy affords an appeal to... an organization from the judgment of... a station manager.

terday inserted also a full treatment... of the finger print matter, outlining... the Commission's procedure to check... citizenship of hams and others whose... finger prints it had and presenting the... full Commission correspondence on... the matter. Fly pointed out also that... regardless of its legal right to do so... the FBI did actually tap wires in... Hawaii prior to Pearl Harbor—both... telephone and telegraph wires. He... quoted Congressional hearings and... members of Congress to support this... statement.

### Quotes Sen. Barkley

Fly declared that "there are no re... marks which more aptly describe... those who raise the cry that Pearl... Harbor was made possible only be... cause there was no statute authoriz... ing wire-tapping than those made by... Senator Barkley." Barkley had re... marked that he has never heard of... anyone "stupid enough to think that... the debacle at Pearl Harbor was... caused by the failure of Congress to... pass wire-tapping legislation. There... may be some person stupid enough... to think that the attack on Pearl... Harbor resulted from that cause: but... I do not know him."

Fly will return to the stand this... morning.

# Small Signatories Hail WLB Decision

(Continued from Page 1)

companies is that they could not af... ford to further fight James C. Petri... llo and the musicians union. All they... could do under the circumstances was... form a "sideline cheering section."

Typical instance is also noted in a... letter sent to all stations by Standard... Radio which explains to the outlets... that "Our outright sympathy and... moral support has remained with... RCA, Columbia Recording and NBC... and we rejoice with the industry in... this first clearcut indication of ulti... mate victory... you doubtless realize... that if the War Labor Board upholds... the recommendation of the Panel, our... own present deal with the AFM will... be nullified."

"Because of the evidence tending to... strengthen the broadcasting industry... in future arguments, it is felt that a... "definite contribution" has been made... for radio's future well being.

# King Succeeds Whiteside As WOR Production Head

(Continued from Page 1)

to the post of manager of the newly... created traffic division of the program... department. George Willard takes... over King's former post as production... supervisor.



The WTAG  
Mobile Unit

BIG EVENTS IN A BIG MARKET

**WTAG**  
WORCESTER

**CHATTANOOGA**

IN THE  
HEART OF  
TVA

POWER EMPIRE

**WDOD**  
CBS

5,000 WATTS  
DAY AND NIGHT  
PAUL H. RAYMER CO.

## LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

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 *Holly... wood Headliners*.

★ ★ ★  
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.

**E**ddie Cantor  came  
to town  during the  War Loan  
and in a sun-up  to sun-up   
broadcast over  sold \$40,130,075  
in War Bonds . . . to folks as  
far north as Canada  . . . far  
east as Illinois! An all-time  
peak  for one-day, one-station  
War Bond marathons! Thanks lots,  
Eddie,  for showing again  
how KPO really reaches.

KPO's the only 50,000 watter east of  
Moscow, west of Salt Lake, north of  
Los Angeles and south of Seattle

**KPO**  
**SAN FRANCISCO**



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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



26, NO. 53

NEW YORK, N. Y., THURSDAY, MARCH 16, 1944

TEN CENTS

## Battle On For FCC Funds

### Time Chairman Nominated For CBC Board

Montreal—War Services Minister... yesterday suggested consideration of the appointment of a full-time chairman of the Board of Governors of Canadian Broadcasting Commission. Addressing a session of the National Radio Committee Gen. LaFollette said the CBC has now reached a plateau of big business and "I think it is proper to say that the head of the corporation, the Chairman of the Board of Governors might with..."  
*(Continued on Page 2)*

### Opera Sets Tour For Texaco Post-Season

A Texas Co., sponsor of the Saturday afternoon broadcasts of the Metropolitan Opera on the Blue Network, will sponsor four out-of-town broadcasts of the Metropolitan Opera following the close of the New York season. The broadcast of April 11 will originate in Boston, those of April 22 and 29, in Chicago, and the broadcast of May 6 in Cleveland. At the end of this year's opera season, the Texas Company will have..."  
*(Continued on Page 2)*

### Talks Scheduled For Marketing Luncheon

Gen. B. Du Mont, president of the National Broadcasters Association, will share the speakers' stand with Dr. McClintock, Mutual net prexy, at the next radio-in-wartime luncheon of the American Marketing Association, Thursday, March 23, at the Murray Hill Hotel, New York. Du Mont, head of tele outlet W2XWV..."  
*(Continued on Page 2)*

### 'Unkindest Cut'

From London comes word from Richard Hottel. CBS correspondent about the blitz the other night. With the missus and others, he was playing bridge when the alarm came. They dashed out to the street and later returned to clean up the debris. Next morning upon taking a bath, Hottel remembered too late that they overlooked the glass in the bathtub.

**"Fort Dix" Reel**  
One-reel movie has been made, based on Tom Slater's veteran army-camp program on Mutual. "This Is Fort Dix." Short will be released soon throughout the country, produced by Columbia Pictures and narrated by Slater. Condensed version of the regular broadcast will have a cast including some who have appeared on the show, such as Staff Sgt. Jack Leonard and Reception Center Band.

### Arrival Of Gripsholm Covered By Networks

Radio covered the arrival of the diplomatic exchange liner Gripsholm yesterday with on-the-spot coverage by three networks. The Swedish vessel, which carried more than 650 passengers released from Nazi internment camps, docked at the closely guarded Pier F. Jersey City, at 3:30 p.m., EWT. FBI men and Army and Navy intelligence officers then began a prolonged questioning of the various nationals on board. Broadcasts were launched with a..."  
*(Continued on Page 7)*

### Agencies Consider Howard As Summer Replacement

Willie Howard, now on the Coast is being considered as a summer replacement by at least two important agencies. Sample script is being submitted currently and if okayed may serve as a basis for his series. Come..."  
*(Continued on Page 2)*

## Clinic Backs Trammell Plea For Revision In Radio Laws

### Radio News Analysts Town Hall Dinner Guests

Five radio news analysts and correspondents, Henry J. Taylor, H. V. Kaltenborn, William L. Shirer, Dorothy Thompson, and Paul Manning, will be among the guests of honor at a dinner to be given by Town Hall honoring returning war correspondents to be given at the Waldorf As..."  
*(Continued on Page 2)*

## Majority Leader Barkley--Senator Mead To Aid In Restoring Extensive Cut From Proposed Budget

### Blue Completes Plans To Cover Conventions

Blue Network has completed elaborate plans for its first coverage of the national political conventions—the Republican National Convention opening in Chicago on Mon., June 26, and the Democratic National Convention, also to be held in Chicago beginning Wed., July 19. In addition to complete coverage of the sessions to..."  
*(Continued on Page 5)*

### Radio Exec Meeting Today To Have Red Cross Theme

Today's meeting of the Radio Executives Club in the Gothic Lounge of the Hotel Shelton will be Red Cross Day with Lindsay MacHarrie, recently returned from Europe as director of public relations for the R. C. as..."  
*(Continued on Page 2)*

### KMPC's Sister Stations Send Congratulatory ET

Detroit—WJR, Detroit, and WGAR, Cleveland, will participate Sunday in the dedication of new studios for their sister station KMPC in Los Angeles. Attending the ceremonies in person..."  
*(Continued on Page 6)*

Washington Bureau, RADIO DAILY  
Washington—A strong attempt to restore the FCC funds cut away by the House and the Senate Appropriations Committee is looked for this afternoon, when the Senate begins consideration of the Independent Offices Bill. Administration leaders have been discussing the matter, and Senator James Mead, (D., N. Y.), is expected to lead the fight for the Commission.

Senate majority leader Alben Barkley is believed to have promised full support to Mead. The New Yorker..."  
*(Continued on Page 5)*

## Four New Campaigns Among WABC Accounts

Four new campaigns and two renewals were signed yesterday by WABC, New York outlet for CBS, the accounts being widely diversified from the Ringling Bros.-Barnum and Bailey Combined Shows to motion pictures and ballet theater; 20th Century-Fox, for various motion pictures, will sponsor "Music for To..."  
*(Continued on Page 4)*

## Boom In Post-War Radio Forecast For Mexico

Forecasting a tremendous development of post-war radio in Mexico with inexpensive sets selling for as low as two pesos (\$2 in American...)..."  
*(Continued on Page 2)*

### Corwin Special

For the first time one of those "Norman Corwin series" will be performed before a studio audience when Corwin produces and directs "The Lonesome Train," a radio cantata based on the railway cortege of Abraham Lincoln. Special lyrics by Millard Lampell will be heard along with music by Lyn Murray. For large stage needed. CBS is giving Playhouse No. 4.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, March 15)

NEW YORK STOCK EXCHANGE table with columns for High, Low, Close, and Net Chg. for various stocks like Am. Tel. & Tel., CBS A, etc.

NEW YORK CURB EXCHANGE table with columns for Bid and Asked prices for Nat. Union Radio, WCAO, and WJR.

20 YEARS AGO TODAY

(March 16, 1924) WEAf, New York, is airing today a special benefit performance for Shriners by Samuel L. Rothafel (Roxy) and his Capitol Theater Gang direct from Providence, R. I. Large listening audience heard the recent broadcast of funeral services for A. H. Smith, former president of the New York Central direct from St. Thomas' Church. Dr. Stires and Dr. Glendenning officiated.

ANNOUNCER NEEDED Send E.T. or Call for Appointment WDRc HARTFORD WDRc-FM

Radio News Analysts Town Hall Dinner Guests

(Continued from Page 1) toria on Wed., March 29, at 7 p.m. Some of the other speakers include: Lt.-Col. Vincent Sheean; Capt. Earl Wilson, who had charge of the Marine Corps Correspondents on Tarawa; Bill Chickering of "Time" Magazine, just back from Kwajalein; Sgt. Milburn McCarty, USMC, combat correspondent at Bougainville; J. Norman Lodge, Associated Press roving war correspondent, recently returned from the South Pacific; Fillmore Calhoun, "Time" Magazine correspondent, just back from North Africa and Italy; Demaree Bess, roving war correspondent for The Saturday Evening Post; Marquis Childs, Scripps-Howard Columnist, who has just taken over the Raymond Clapper column; Anne O'Hare McCormick, of the New York "Times," who has just made a coast-to-coast survey of the home front; and Sir Willmott Lewis, Washington correspondent of the London "Times." Arthur Krock, chief of the Washington Bureau of the New York "Times," will be the toastmaster, pointing up the reports of the war correspondents in terms of recent happenings on Capitol Hill.

Met. Opera Sets Tour For Texaco Post-Season

(Continued from Page 1) sponsored 24 broadcasts of the Metropolitan Opera, compared with 20 broadcasts during the 1942-43 season. Last year also the company sponsored four additional broadcasts originating outside New York. Buchanan & Co. is the agency.

Agencies Consider Howard As Summer Replacement

(Continued from Page 1) dian is planning to come East in time for a June start or perhaps earlier, indicating that the program if it materializes, will originate in New York. Howard is filling an engagement at the Florentine Garden, Hollywood, at present.

Full-Time Chairman Asked For CBC Board

(Continued from Page 1) advantage to the business of the organization devote his full time to the affairs of the corporation." It is for serious consideration whether necessary action should not be taken to create the position of full time Chairman, the Chairman representing the Board of Governors would then be available at all times.

WTBO Full Time NBC Affiliated Cumberland, Md.

Boom In Post-War Radio Forecast For Mexico

(Continued from Page 1) money), Miller McClintock, president of Mutual Broadcasting Company, has returned from a month's stay in Mexico City. "Radio undoubtedly will be very widely used in Mexico in the post-war period," McClintock said "Mexicans are very fond of radio, especially musical programs. The availability of radios will be greatly increased due undoubtedly to the exceedingly low price of inexpensive sets. These may be as low as two pesos, if there is some government encouragement. "It must be remembered that there is wide illiteracy in the rural areas and radio has a peculiar appeal to the people who see in it one of the very few ways in which they can keep themselves entertained and informed." McClintock continued. "There is also a great deal of group listening in Mexico, where a family who owns a radio regularly invites in his friends to listen." McClintock saw no immediate prospect of the development of television in Mexico. He predicted that FM would develop faster than tele, south of the border.

Radio Exec Meeting Today To Have Red Cross Theme

(Continued from Page 1) principal speaker. MacHarrie, a former radio man, will speak of the operations of the Red Cross overseas. Arrangements have been made to broadcast his talk from the meeting at 1:45-2 p.m., EWT over facilities of WJZ. Luncheon will start at 12:30 p.m. as usual and a large attendance is expected.

There will be no solicitation of funds at the meeting, but original drawings made by Milton Caniff in his chalk-talk at the NAB-REC meeting will be auctioned off for the benefit of the Red Cross.

Tele Talks Scheduled For Marketing Luncheon

(Continued from Page 1) in Gotham, will speak on "TNT—Television Now and Tomorrow." Subject of McClintock's talk will be "The Future of Advertising in the Medium of Radio, FM and Television."

ATTENTION FLORIDA EXPERIENCED ANNOUNCER AVAILABLE Twelve years announcing, regularly employed entire period. Desires Florida location for family reasons. Salary not prime objective. All types of announcing; News; Ad-lib; Special Events and Staff work. Good commercial man. Available April 1st. Age 29; draft classification—Four-F. A-1 recommendations. Write immediately to Box 818, Radio Daily, 1501 Broadway, New York 18, N. Y.

COMING and GOING

JOHN H. NORTON, JR., station manager of the Blue Network who has been visiting affiliates in the Midwest and is expected back in town today. TOM TINSLEY, president of WJZ, and R. C. EMBRY, commercial manager of the station, are spending a few days in New York. LILY CARTHEW, whose "Lily Carthew Interviews" heard over WHDH, Boston, is well known in the Hub, is in Gotham auditing for a network sponsor. SHIRLEY WILCOX, an associate in the operation of WGRC, Louisville, is back in Kentucky following a few days in New York. CARL JAMPEL, scripter on "Truth or Consequences," leaves today for Tulsa, Okla., where he will handle a sequence which will be into the program on Saturday. UPTON CLOSE goes to Washington, D.C., for the broadcasting of his "World Parade" of March 19 and 26. ARCH SHAWD, vice-president and general manager of WTOL, Toledo, who has been in the better part of a week, left yesterday for the home offices. JOHN LIERLEY, production manager of the Hollywood plant of RCA-Victor, is back in West Coast after a three-week visit in East on company business. WILLIAM WYSE, president of KWBW, Huron, Kan., has arrived in New York on a business trip.

V. P. Wallace On WOV WOV will broadcast an address by Vice-President Henry A. Wallace, Friday, March 17, 10-10:15 p.m. Subject of his talk will be "The Small Business Man." Mr. Wallace will be a guest of honor at a banquet given that evening by the American Business Congress at the Waldorf Astor Hotel.

WATCH OUT! Much of our available time is almost gone. That gives you an idea what a big job this LOCAL station does in Baltimore. When time opens up... grab it! WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

national network originations  
make WXYZ a great station!



*Harry M. Wismer*

Originating a majority of his nightly coast-to-coast sports reviews from alma mater—WXYZ—Blue network sports director HARRY WISMER recently was acclaimed by SPORTING NEWS "Number-One Sports Announcer of 1943". His play-by-play of thirty football games last year established a new record in radio history!

# LOS ANGELES

By RALPH WILK

WHEN he wasn't busy making arrangements for the Al Pearce program on the Blue or working on his income tax forms, Dick McCaffery turned his hand to composition. His latest song, "A Date in Dallas," will be heard shortly on the Al Pearce program.

Jack Carson, star of CBS "The Jack Carson Show" is a very tired man these days. Jack's been working in a couple of pictures, making personal appearances, and trying to keep up the yard around his house in addition to his weekly, air show stint. Mrs. Carson found him sitting in the den the other night, sound asleep, with a book held upside down. Title of the tome: "How to Cure Insomnia."

Our Passing Show: Sid Strotz, Jack Benny, Kay Kyser, Edgar Bergen, Red Skelton, Jim and Marian Jordan, Eddie Cantor, Freeman F. Gosden, Charles Correll, John Elwood, Rupert Hughes, Bob Burns, Ginny Simms, Carleton E. Morse, Harold Peary, Art Baker, Louis Lochner, Alvin Wilder, John Charles Thomas, S. S. Fox, Myron Fox, Bob Crosby, Art Linkletter, Edna Skelton, Charles Hammond, Joe Ecclesine, Les Tremayne, Nate Tufts, Norman Blackburn, W. B. Ryan, Gil Paltridge, Hal Bock, Joe Alvin, Matt Barr, Spike Jones, Jack Haley, Jack Melvin, Ozzie Nelson, Harriet Hilliard, Helen Wood, Dick Heath, Sam Hayes, John Guedel, Irving Adkins, Robert Coleson, Bob Hixson, Carl Stanton, Helen Murray, Tom Luckenbill, Whila Wilson, John Weiser, H. A. Stebbins, Murray Bolen at NBC's "Parade Of Stars" dinner.

## Feldman In India

Arthur Feldman, assistant manager of the Blue Network's London news office, has arrived in New Delhi, India. Feldman was heard from his new post for the first time yesterday morning on the regular Blue broadcast, "Blue News Correspondents at Home and Abroad," at 8:30 a.m., EWT. The broadcast from New Delhi was repeated by transcription on WJZ at 10:15 a.m., EWT.

## Join MBS

Two more stations have been added to the Mutual network, with the affiliation of WDLP, Panama City, Florida; and KVRS, Rock Springs, Wyoming.

## Postpone FCC Probe

Washington—Sessions of the Lea committee investigating the FCC have been postponed until Tuesday, March 21.

Popular Name!  
"GINGER GREY"  
In MGM's "Grl Crazy" with Mickey Rooney. Also "Hay Fever" with Kay Kyser. BUT the Real "Ginger Grey" sings with "Lanny" on some of the most successful JINGLES and outstanding PROGRAMS.  
"GINGER & LANNY" GREY  
595 Fifth Ave. Lex. 2-1100

# MAIN STREET



## Brotherly Love Notes—

● ● ● Philadelphia.....Busiest man in the Quaker City yesterday was Roger Clipp, president of WFIL, major domo of the Blue's big cocktail party and the Poor Richard Club dinner, at which 800 guests honored Mark Woods.....Roger and his associates had the responsibility of arrangements for entertaining 800 at the Bellevue-Stratford cocktail party, handling reservations for the Poor Richard club dinner and taking care of the many details incident to originating four Blue Network shows there yesterday.....

★ ★ ★

● ● ● Dunninger's demonstration of mental gymnastics was the entertaining highlight of the dinner.....famed mentalist originated his Blue Network show from Philly and completely baffled everyone with his startling feats.....Other Blue artists who added radio atmosphere to WFIL's broadcasting schedule were Whispering Jack Smith and the WJZ Victory troupe; Morton Downey who originated his "Songs by Morton Downey" from the Valley Forge General Hospital.

★ ★ ★

● ● ● Among the New York crowd on hand for the Poor Richard Dinner were Edward J. Noble, chairman of the Blue's board, Edgar Kobak, Marvin Kirsch, business manager of Radio Daily; Phillips Carlin, program director of the Blue; Keith Kiggins, C. Nicholas Pricaulx, Frank Burke, editor of Radio Daily, Glen Harker of the Blue sales staff, and Harry Rauch, of the network's publicity department.

★ ★ ★

● ● ● Others in attendance included: Leslie Joy, KYW; Dr. Leon Levy, WCAU; Alexander Dannenbaum, WDAS; Douglas Hibbs, WTEL; Edward Davies, WIP; Edward Clery, WIBG; Arthur Simon, WPEN; Billie Banks, WHAT; Lee Wailes, Westinghouse Stations; Paul Harron, WIBG; Benedict Gimbel, Jr., WIP.....WFIL members included: George H. Johnson, Walter T. Grosscup, Joseph Gallagher, George D. Lewis and Alfred Blasband.....Don Rose of the Phila. Bulletin and Hal Hadley of the same paper were among newspaper crowd. Sonny Werblin of MCA and his charming wife, Leah Ray, and Lucy Monroe were there in style.....Dan Tuthill of NCAC and Ray Knight of the Blue huddled with Ted Oberfelder of WFIL.....Clarence Jordon of N. W. Ayer and Clara Zillensen, advertising director of the Philadelphia Electric Company, were among the advertising fraternity present.....John Ballantyne and James Carmine were Philco reps at the dinner while Thomas F. Joyce, vice-president, and, Charles Brown, advertising manager of RCA-Victor, came over from Camden to attend the party..... Curtis Publishing Co. was represented by Walter Fuller, Ben Hibbs and Don Van Metres.

★ ★ ★

● ● ● Poor Richard Club citation awarded to Woods by Peter L. Schauble, club president, read as follows: "In recognition of his leadership in Radio network broadcasting. The high character of the programs conceived and produced by the Blue Network under his leadership have contributed to the educational, cultural and religious welfare of the nation. They have made substantial contributions to an enlightened and effective public opinion, and have exemplified and upheld the doctrine of free speech, a priceless privilege of Americans and a basic ingredient of our liberty."

★ ★ ★

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

THE Indiana State High School Basketball Tournament will be broadcast by WIND from 8 to 9:15 m Saturday, March 18. Bert Wilson will give the play-by-play account.

Of the more than 800 young who auditioned at the NBC Chicago studios, four have been selected to enter the finals in the General Electric "Hour of Charm" search for "Undiscovered Voice of America." Winners of the Chicago primary audition, one of 30 held throughout the nation, were Anna Mae Fielder, from Hinchcliffe and Claire Winokur, of Chicago, and Jane Posey of Easton, Ill. Judges of the Chicago auditions were Dr. Roy Shield, music director of the NBC central division, Noble Cain, Chicago choral director and Josephine Antoine and Mason, operatic singers. Records from 125 contestants, representing 30 audition centers, will be judged by Phil Spitalny and his all-girl orchestra.

## Four New Campaigns Among WABC Accounts

(Continued from Page 1)

day," Monday, Wednesday and Friday, 8:15 to 8:20 a.m., EWT, effective March 27. The agency is Kay Spiro Company, Inc.

Hurok Attractions, for the B. H. Theater, will launch a short WABC campaign beginning April 1, with announcements adjacent to the 12:05 a.m. news program. Kayton-Spiro Company, Inc. handles the account.

Seeman Bros. for "Air-Wick" kitchen deodorant, will participate in the "Margaret Arlen" program, 9:00 a.m., EWT, on a Tuesday, Thursday and Saturday schedule, effective March 14. William H. Weintraub Company, Inc., placed the busk After April 3, participations will be on a Monday, Wednesday and Friday basis.

Ringling, for the Circus, will participate in the "Arthur Godfrey" program, 6:30-7:45 a.m., EWT, beginning March 29. The Caples Company is agency.

New York Telephone has renewed WABC's "The Odd Side of the New York" with Joe King, Monday through Friday, 8:20 to 8:25 a.m., EWT, effective April 3. The agency is Batten, Barton, Durstine & Osborn, Inc.

Musterole has renewed its Monday, Wednesday and Friday participations in the "Margaret Arlen" program with Erwin, Wasey & Company, Inc. handles the account.

JOHN TILLMAN

CBS Announcer

Lackawanna 4-1200



## Blue Completes Plans to Cover Conventions

(Continued from Page 1)

held at the Chicago Stadium, the Blue Network will maintain operational offices and studios at the official headquarters of both political parties throughout the conventions—Hotel Stevens in Chicago.

### Johnstone in Charge

W. (Johnny) Johnstone, Blue director of news and special features, will supervise coverage operations for Blue in Chicago. He will be assisted by George Milne, the Blue's chief engineer in charge of technical operations, Gene Rouse, the Blue's manager of news and special features, and a division (Chicago), and Bryson Rash, WMAL-Blue's director of news and special features in Washington.

Corps of announcers, technicians, traffic operators, and stenographers and messengers from the Blue's central division headquarters in Chicago will assist in the operations.

### Sullivan, Lindley Engaged

Mark Sullivan and Ernest K. Lindley, prominent Washington political writers and authors of widely syndicated columns, have been engaged by the Blue Network to give a summary of the happenings at the conventions immediately following the close of each night's sessions. Sullivan will report for the Blue on the Republican Convention and Mr. Lindley on the Democratic Convention.

William Hillman, Blue's Washington correspondent; Earl Godwin, dean of the White House correspondents and recently elected president of the Radio Correspondents Association in Washington; Baukhage, noted Washington columnist and Blue commentator; and Henry J. Taylor, author, newspaperman and economist heard regularly on the Blue, comprise a corps of political analysts to be heard frequently in broadcasts direct from Chicago Stadium while the conventions are in progress, analyzing for the listeners every trend and activity as it occurs.

### Analysts to Attend

In addition, a long list of commentators heard regularly on the Blue will originate their broadcasts from Chicago for the duration of both conventions. These will include Raymond Gram Swing, Dorothy Thompson, Leon Henderson, Drew Pearson and many others. Members of the large corps of "Time" and "Life" covering the conventions will also participate in many of the Blue programs from Chicago.

Extensive plans have been consummated to keep Blue listeners up to date on the war situation while the

## Washington Front

By ANDREW H. OLDER

THE action of the Senate Finance Committee in chopping an additional half million from the FCC appropriation was, putting it mildly, a shock to the Commission. The Senate group was expected to go along with the House, and then the full Senate to restore a good part of the better than one and a half million the House had voted off the FCC funds. . . . What will happen now is anybody's guess. Normally we could expect the President to go all the way down the line for the Commission, but in view of the late unpleasantness over the tax bill he may not go as far as he'll have to. Fly is way out on a limb as regards RID and FBIS, and it's certain that he's there with White House backing. The White House has failed to deliver in the clinches before, and may do so now. . . . The FCC matter, incidentally, may provide the first major test of the new "Dear Alben" Barkley. Ordinarily, Barkley would throw everything into a scrap to restore FCC funds. He may do so this week. If he does not, that might be a pretty fair indication that hereafter he does not intend to buck the more conservative of his colleagues on every matter that comes along.

We note that Silent John Rankin, Mississippi's most obvious gift to the Congress, thinks radio "has developed into a most dangerous instrument so far as the welfare of this country is concerned" . . . . Martin Dies, incidentally, got his nets mixed and kept blaming NBC for not giving him time to reply to Walter Winchell—Winchell, of course, being a Blue commentator. . . . After Dies, Rankin and Clare Hoffman had all come out for a law to force broadcasters to give Congressmen time to reply to their critics, Adolph Sabath, dean of the House, joined with them "in urging that that privilege not only be extended to members of Congress, but, on the other hand, to anyone outside of Congress who is unfairly assailed or attacked by any radio commentator. By the same token," he

conventions are in progress. John Madigan, in charge of the Blue's New York newsroom, will temporarily relieve Gene Rouse at Chicago while the latter is assisting Johnstone with convention broadcasts. The Blue's Chicago newsroom in the Merchandise Mart Building will become the focal point for this operation.

### Shortwave Included

Chief Engineer Milne's corps of technicians will have broadcasting equipment installed on the podium at the Stadium, in the Blue's booth overlooking the arena, and in the temporary studios at the Hotel Stevens. Blue engineers also will man portable shortwave equipment in order that commentators and announcers may circulate on the convention floor, bringing interviews with prominent delegates attending the conventions.

continued with a twinkle in his eye, "in common justice any person unfairly or unjustly assailed or attacked on the floor of the House should be given the right to answer any charge bearing on his character, reputation or veracity." Sabath declared also that instead of considering radio an "unfortunate medium of transmission, we should be thankful that we have the freedom of the air by which people may express their views to reach the public to spread truth and reveal error. Only about ten or 12 per cent of the newspapers bring home to the people all the facts and unbiased reports of the news of the day." . . . The venerable Sabath scored once more over Dies, when he declared that findings of the Dies Committee which the Texan has refused to make public "contain more complete information about the treasonable and seditious activities of the Hitler-financed organizers and publicists" than does the book "Under Cover" against which Dies has been railing.

FCC Chairman Fly last week did a good job of disproving Commission responsibility for the Pearl Harbor disaster. Referring specifically to the charge hurled by Garey that the Commission had blocked an agreement between Hawaiian standard broadcasters and the Army whereby Japanese-language programs would be taken off the air prior to Pearl Harbor, Fly produced letters from each Hawaiian broadcaster denying any knowledge that such an agreement had even been contemplated. Each said the military had never suggested that foreign language programs of any type be silenced, nor had the broadcasters themselves considered the matter. . . . In fact, Fly quoted Attorney Ben S. Fisher, who declared for a Honolulu client in October, 1941, to the effect that "FBI and military authorities. . . . expressed their opinion to the effect that foreign language programs should be continued."

## Rainey Leaves Treasury For Post With The NAM

William S. Rainey, executive producer for the U. S. Treasury Department's radio War Bond programs, has resigned to become radio director for the National Industrial Information Committee, sponsored by the National Association of Manufacturers.

Rainey, however, will continue to act as radio advisor to the Treasury on a dollar a year basis. Before the war, Rainey was for many years in charge of program production for NBC and in his new assignment will handle radio exploitation of the campaign for post-war jobs for workers and demobilized fighters which at the present time is one of the principal activities of the NAM.

## Battle For FCC Funds Gets Under Way Today

(Continued from Page 1)

was out of town yesterday, but was expected in this morning in time to lead the fight for the restoration of funds for RID and FBIS.

One and one half million was cut from these services by the House, with the Senate Appropriations Committee going the House one better by chopping off another \$300,000 from the agency's budget.

The Senate group also cut \$209,000 from the proposed budget for the normal functions of the Commission. The House had left the full \$2,209,000 asked for the latter purpose.

### Hearings On Web Records

The difficult manpower and materials situation was brought forth yesterday as the only substantial ground for objection to the FCC proposed order calling for transcription of all regional and national net shows. Philip J. Hennessy, for the King-Trendle Broadcasting Co., Detroit, appeared briefly to propose that the order either be held in suspense or dropped until recording materials and manpower become more readily available.

King-Trendle airs an average of 106 hours monthly of network shows going to six Michigan stations. In order to comply with the order, said Hennessy, the company would need two instantaneous recording machines, three full-time operators, 325 16" discs monthly and a number of filing cabinets.

Hennessy was the only one to appear for oral argument against the order, and the whole session lasted less than 10 minutes.

## Bob Keller To Burn-Smith As Representative In N. Y.

Robert S. Keller has joined the New York office of Burn-Smith Company, radio station representatives. Keller has been with NBC in New York and with AMP in charge of music licensing division and has been in radio since 1926.

## WEVD Van Loon Tribute

Fannie Hurst, H. V. Kaltenborn, Sigmund Spaeth, Grace Castagnetta, and other friends of Hendrik Willem Van Loon will participate in a special memorial broadcast to be presented by the WEVD "University of the Air" Saturday at 9 p.m., EWT. Dr. Van Loon, who died last Saturday, was the founder of and for many years a contributor to the "University of the Air" program heard over WEVD.

### AVAILABLE

Station Manager or Commercial Manager. Eight years successful experience in station management, selling, programming, writing, directing and announcing. Has been overseas, age 49, available April 1, prefer Eastern states. Write Box 819, Radio Daily, 1501 Broadway, New York 18, N. Y.

### ANNOUNCER WANTED

Experienced—Turntable Technique—40 Hour Week—Plus Overtime—Attractive Pay. Write Gerald J. Morey, WNLC, New London, Connecticut.

## PROGRAM REVIEWS

## FITCH "BANDWAGON"

WEAF-NBC, Sunday, 7:30 to 8 p.m., EWT  
F. W. Fitch Company  
L. W. Ramsey Advertising Agency  
Guest Artists: Hazel Scott and Vaughn  
Monroe orchestra

Hazel Scott climbed aboard the Fitch Bandwagon Sunday night as the guest personality of the evening and when she finished with her singing and piano playing she had romped away with nearly all the entertainment honors of the show.

Miss Scott, a cultured Negro artist, with fine radio technique was great in her distinctive vocal interpretation of "I Never Knew I Could Love Anybody," and even better in her tricky piano rendition of Gershwin's "Liza." In an interview with Tom Reddy, emcee, Hazel revealed interest in everything musical from jive to opera and paid tribute to her mother for her childhood interest in music.

Vaughn Monroe and his orchestra were the "Bandwagon" musicians for the evening. Personable Vaughn with his fine baritone voice was unable to sing because of a case of laryngitis and the musical spots accorded the orchestra were not particularly complimentary to this excellent organization. Highlight of the orchestra's numbers was Monroe's fine arrangement of "Holiday for Strings" employing muted brass effectively.

## "TOLERANCE THROUGH MUSIC"

Sustaining Series

WOV, Mon., 10-10:30 p.m., EWT

Producer and Writer: Alan Courtney

Between 10 and 10:30 p.m., EWT, every Monday night, listeners throughout the civilized world should have their radios tuned to the 1280 Club for a more than tolerably good program aired at that time. Alan Courtney conducts this ingenious "Tolerance Through Music." The question arises, how can people situated several hundred miles away from a 5000-watt station get any tolerable results? In that case, the only compromising measure this department could recommend is that stations everywhere hook their wires to WOV so that the impressionable public may listen to the programs that contribute constructively to better understanding in a chaotic world.

This program of jazz music is for adults only. And along with the sweet or hot contributed by guest artists who serve on this program without remuneration, there are many discordant but vital notes for listeners. No, the discordant notes are not struck unwittingly by professional musicmasters. They are the verbal notes aired by Mr. Courtney and a guest speaker (In this case, Columnist Albert Deutsch of "PM") to remind the world that the murky way of life is still being inspired by prejudiced people in a world too large for them. For these people this program should provide the sweetest music on earth.

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

## Hep Chat

Radio Row has been suffering from a slight case of jitters regarding St. Patrick's Day broadcasts tomorrow. Strained diplomatic relations with Eire have made artists and nets nervous of public reaction to the customary programs doing honor to the patron saint of the emerald isle. As far as music is concerned, the Irish question simmers down to a tempest in a teapot.

★ ★ ★

The current Army Hit Kit of popular tunes for all our armed forces leads off with "When Irish Eyes Are Smiling" as a St. Patrick's Day special. And, despite hated Nazi aggression, the public still listens to Wagnerian opera and Strauss waltzes. So, the point may be made that there is nothing inconsistent with patriotic spirit in the rendition of beloved Irish songs. Web programs for the big day, however, reflect this attitude only in a limited sense with a small number of Celtic-complected shows.

★ ★ ★

Charlie Spivak is the pappy of a 5½ lb. son, his second, who arrived yesterday at the Le Roy Sanitarium in Gotham... A lot of ad-agency interest is being shown in the Blue net stanzas by Connee Boswell, who has a theater date penciled in at New York's Roxy in May... Ray Heatterton, who has been at the Biltmore Hotel in the Big Town since September, goes into the Marines next month. Emil Pettit, now at the Pump Room, Chicago, replaces with an enlarged combination.

★ ★ ★

Peter "Deep Purple" De Rose has written an inspiring musical setting for Lt. Gen. George S. Patton's magazine poem, "God of Battles," which has been published by Robbins Music... Duke Ellington, who recently lectured at Boston University and Harvard, will expound on *le jazz hot* to the students of Trinity College, Hartford tomorrow.

★ ★ ★

Joan Edwards, CBS chanteuse, is reportedly attracting whistles from servicemen fans as she emerges from "Hit Parade" rehearsals attired in a skirt-and-sweater ensemble, proving that you only get out of a sweater what you put into it.

★ ★ ★

Ivan Black relays one in which Norman Reeves, the portrait painter, asked him if he had heard Stokowski conduct the NBC Symphony in George Antheil's "Fourth Symphony" the other night. Reeves, Black and Antheil had been schoolmates together in Trenton, N. J., a couple of decades ago. "Yes, I heard it," said Black, "and I thought it was swell. Now Antheil will have to get busy and compose his First, Second and Third Symphonies."

★ ★ ★

College is the strange place to get started as a bandleader, according to the records of many stick wielders of the Blue's "Spotlight Bands." Kay Kyser, Skinnay Ennis and Jan Garber made their bid for a place in the music business when they left the University of North Carolina. Les Brown and Johnny Long did the same from nearby Duke. Sammy Kaye formed his unit at the University of Ohio, while Frankie Masters recruited his outfit from fellow graduates at the University of Indiana. All of which adds up to a lot of smart rhythm—and an occasional "Mairzy Doats."

★ ★ ★

## GUEST-ING

MARY MARTHA BRINEY, operatic soprano, on "Broadway Matinee" Friday (WJZ-Blue Network, 4 p.m.)

ABBOTT AND COSTELLO, on a Kate Smith program, Friday (WABC-CBS, 8 p.m.).

SIR CEDRIC HARDWICKE, CC NEE BOSWELL and PATSY KELI at the "Stage Door Canteen," Friday (WABC-CBS, 9:30 p.m.).

DONALD DAME, tenor, on I Murray's "To Your Good Health" Friday, (WABC-CBS, 6:15 p.m.).

XAVIER CUGAT, on the EN Queen show, Saturday (WEAF-NE 7:30 p.m.).

ALEXANDER BRAILOWSKI, pianist, on the program of the Philadelphia Orchestra, Saturday (WABC-CBS, 3:30 p.m.).

LLOYD NOLAN, on "Stars of Hollywood," Saturday (WABC-CBS 12:30 p.m.).

FRANCIS LEDERER, on "T. Armstrong Theater of Today," Saturday (WABC-CBS, 12 noon).

PATRICE MUNSEL, coloratura soprano of the "Met," and ALFRED DRAKE, on "The Music America Loves Best," Saturday (WJZ-Blue Network, 7:30 p.m.).

MRS. F. WOODROFFE, assist. editor of "Better Homes and Gardens," on Billie Burke's "Fashions Rations," Saturday (WABC-CBS 11:30 a.m.).

ANN SOTHERN and JOE BROWN, on "Cavalcade of America" Monday (WABC-CBS, 8 p.m.).

KMPC's Sister Stations  
Send Congratulatory E

(Continued from Page 1)

will be Leo J. Fitzpatrick, WJR vice president and general manager; P. M. Thomas, WJR and WGAR, secretary and treasurer; Owen F. Uridge, WJZ assistant general manager; John F. Patt, WGAR vice-president and general manager and Carl George, WGAR director of operations.

A special 15-minute dedication transcription begun in Detroit and completed in Cleveland is being forwarded to Los Angeles in time for the ceremonies. The Don Large chorus of WJR sang favorite songs of G. A. (Dick) Richards, president of all three stations and congratulatory messages to Richards and Bob Reynolds, KMPC vice-president and general manager, were transcribed by WJR and WGAR executives.

KMPC is moving after 17-years in Beverly Hills, to "Radio Row" at 5939 Sunset Boulevard in Los Angeles.

Following the KMPC opening, officials of all three stations will meet several days in a business session with Richards.

# Clinic Backs Trammell Plea For Revision In Radio Laws

(Continued from Page 1)

Hotel and was an affirmation of the stand taken by Niles Trammell, president of NBC, in his appearance before the Senate Interstate Commerce Committee last December, urging all broadcasters to exert every effort to secure radio freedom. The motion men presented their thesis in the form of a resolution addressed to Trammell. The text follows:

Whereas, in his testimony before the Interstate Commerce Committee of the United States Senate, Niles Trammell, president of the National Broadcasting Company, enumerated the principles which should be incorporated in the laws pertaining to broadcasting regulations in order to preserve broadcasting as a free American institution, therefore,

Resolved, that the Third and Fifth District affiliates of NBC hereby endorse the position taken by Mr. Trammell in his testimony and earnestly urge upon all broadcasters that they exert every effort to secure the enactment of legislation which will guarantee a freedom for radio comparable with the freedom of speech and the press which are provided for in the Bill of Rights.

The principles referred to were contained in Trammell's statement to the Senate committee that future radio legislation should guarantee radio rights under the First Amendment to the Constitution; should prohibit the FCC from exercising business or program control over stations; should provide for long-term

radio station licenses; should provide that license revocation should only be for cause, and that revocation should be made only following Government suit and trial by jury; should prohibit the FCC from administering the anti-trust laws; should prohibit discrimination on the basis of occupation or business in the grant of licenses for stations.

This latter recommendation covered the sometime stand of the FCC against newspaper ownership of radio stations.

Trammell, in his appearance before the Senate committee, recommended that temporary legislative steps be taken at this time, such as an amendment to the Communications Act, which would have the effect of halting further Government encroachment "on the rights of the broadcaster and listener."

The Chicago session of the NBC War Clinic is one of a series of five such regional meetings in which top NBC personnel have been meeting with affiliated radio station executives. Previous sessions have been held in New York, Atlanta and Dallas, and the NBC group now will move on to the West Coast to meet with other station men in Los Angeles.

Problems of war time programming and station operations have been discussed. At the Chicago meeting, station representatives have been in attendance from Indiana, Michigan, Ohio, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, Pennsylvania, Wisconsin, Missouri, Montana and Illinois.

## Rousseau In New Post With McCann-Erickson

Bill Rousseau joins McCann-Erickson Monday as production assistant to Lloyd Coulter, vice-president in charge of radio, it was announced yesterday by Lawson Paynter, executive assistant to Coulter.

Over the past year, Rousseau has worked with Benton and Bowles where he was producer of the "Prudential Daily Hour" and supervisor of "Thin Air."

Previous to that, he was radio director for Trans-American where he produced "Radio Reader's Digest," "Famous Jury Trials," "Light of the World" and other script shows. Rousseau started in radio at Young & Rubicam in 1935 where he worked on variety shows as those of Fred Allen, Phil Baker and the program of Bernie.

**— SCRIPT WRITER —**  
Experienced — Competent — Imagination  
Ideas — Cooperative — Began Radio Career  
1933 — New York — Former Network Broad-  
caster for Large Accounts — Prepared to  
Move You. Box 817, Radio Daily, 1501  
Madway, New York 18, N. Y.

## Arrival Of Gripsholm Covered By Networks

(Continued from Page 1)

five-minute program from the pier over WOR-Mutual at 4:25 p.m. Dave Driscoll, director of war services and news for WOR, New York, read a message from S. Pinkney Tuck, former U. S. Charge d'Affaires at Vichy, in behalf of the passengers.

NBC aired a two-minute description of the liner's arrival by Ben Grauer from the pier at 6:02 p.m., cutting into the regular news period. Bob Trout described the landing from the Jersey City dock over CBS in a two-minute portion of "The World Today" at 6:45 p.m. Feature of later coverage by the webs and many independent outlets will be the appearance of the Gripsholm's captain and crew as contestants on Mutual's "Double or Nothing" quiz to be heard from the salon of the exchange liner, Friday, March 24, at 9:30 p.m.

News of the all-out bombing and infantry attack on Cassino on the Italian front was also heard yesterday in a CBS pickup of John Daly from Naples at 10:01 to 10:04:20 a.m., EWT. Daly also brought to the mike the lead bombardier in the first plane that began the bombardment.

# Featured Today

at the

## RADIO EXECUTIVES CLUB LUNCHEON

### LINDSAY MACHARRIE

Director of Public Relations  
for the  
American Red Cross  
In England

*His 16 months experience in England and his story of the work of the Red Cross in Europe are of vital interest. His talk will be broadcast from 1:45 to 2:00 P.M.*

### MAXINE

featured on the "Hour of Charm"  
will sing

Be on hand at 12:30  
Hotel Shelton  
Gothic Room  
(earlier—for cocktails)

**HOTEL SHELTON**  
*Lexington Avenue at 49th Street*

★ ★ ★ COAST-TO-COAST ★ ★ ★

— CONNECTICUT —

HARTFORD—Commercial Manager William F. Malo of WDRS is observing his 14th anniversary with the station this month... Program Manager Walter Haase of WDRS has been elected member of the board of directors of the Advertising Club of Hartford, and chairman of the reception committee... BRIDGEPORT — The Girl Scouts in this area will give a special broadcast over WICC for Girl Scout Week. Participants will be: Francis Jones, Denise Keller, Rosemary Sawicki, Mildred Higgins, Barbara Jean Ballou, Nancy Harlowe, Joyce Madrigan, Nancy Barlow.

— MASSACHUSETTS —

BOSTON—It is estimated that several thousand New Englanders visited the WBZ-Westinghouse historical radio exhibit held in the Filene's second floor boys' shop. WBZ and WBZA staffers participating in the broadcasts that originated from the exhibit scene were: Marjorie Mills, Carl Caruso, Bump Hadley's sportscasting, and Geoffrey Harwood. Local radio artists who made personal appearances at the exhibit were: Hum and Strum, Songstress Kay Ivers, Arthur Amadon and the Melodeers, Mildred Carlson, Elmer Newton Eddy, Carl deSuzo and Chester Gaylord.

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SAN FRANCISCO—Addressing a group of radio, newspaper and advertising execs on post-war plans for advertising, James A. Shanahan, managing director of the Chicago Art Center, proposed a world conference for advertising to take place in San Francisco in 1945. He urged consideration of advertising's relations with the government, "remembering that advertising has been fighting for its life"... Replacing Truman Thompson on the KFRC announcer-production staff is Alan Lisser, formerly of KGMB, Honolulu... OAKLAND—Ray Fournival, spieler for KROW, will be Uncle Sam's nephew shortly.

— NORTH CAROLINA —

CHARLOTTE—Bill Parker, WBT sales promotion-publicity director, and president of the Charlotte Junior Chamber of Commerce, is managing director of the Charlotte \$10,000 War Bond purse open golf tournament, sked for March 17, 18, 19... ASHEVILLE—Newest addition to the WWNC program sked is "Rhyme and Reason," conducted by Sam Gifford and features light bits and news brights with organ interludes and background. Show is aired Wednesdays and Fridays.

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DENVER—Cottrell's Men's Store, KOA advertisers since 1932, has contracted for a 4:45-5 p.m. newscast Sundays, in addition to its current sked of spot announcements. The 52-week contract was handled by the Robertson Advertising Agency, Denver... Ceremonies surrounding the inaugural flight opening up a Kansas City to Denver leg for Continental Air Lines, were aired during a special 15-minute program on KOA... Public Service Company of Colo., sponsors of regular city high school basketball airings on KMYR, has signed for the state high school tournament sked for this week. Mark Schreiber will spiel.

— NEW HAMPSHIRE —

PORTSMOUTH — WHEB's new distaff members: Mrs. Betty Marshall as receptionist, Mrs. Juanita MacLean as copy writer, Miss Thelma Lockwood as secretary, and Miss Annette Miller in the sales department... Promoting the sale of War Bonds, WHEB presents "Salute To Victory" week days and features prominent guests. Most recent guest was Lt. Edward W. Gould, twice-wounded flying fortress navigator of Amesbury. Lt. Gould is back in this country to recover from shrapnel injuries sustained during a bombing mission over Germany.

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NEWARK—"Requestfully Yours" is a program dedicated to answering requests, but the other day WAAT listeners reversed the procedure. It all began when Charlie Spivak's famous Christmas-gift trumpet was missing backstage at the Adams Theater, Newark. Appearing on the program as Paul Brenner's guest, Charlie made a fervent appeal for the return of his trumpet. And in two hours, the sweet instrument was safe in Charlie's

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ST. LOUIS—When Rush Hughes, St. Louis KWK's master of ceremonies on two daily popular record programs, arrived at work the other morning, he was approached by a strange man who asked, "Are you Rush Hughes?" The St. Louis radio personality replied that he was. "Well," said the stranger, "So'm I." ...and he was. The visiting Mr. Hughes turned out to be the director of Public School Music of Elwood, Indiana, in town for a music educators' convention.

— SOUTH DAKOTA —

YANKTON—Neighbor Lady's program over WNAX is designed for women listeners to help improve their household burdens. However, Neighbor Lady and her two secretaries received an unusual letter the other day from a farmer who is a constant listener to this program. The contents of his letter go on to describe the amount of land, livestock, and other property he possesses. In the last paragraph he gets down to business—wonders if Neighbor Lady would broadcast the fact that he is badly in need of a wife around the place. And "Neighbor Lady" plans to broadcast the farmer's appeal.

— NEW YORK —

NEW YORK—Beginning April 1, WBYN will be the only radio station in New York City that will air news summaries and results, to be furnished by Armstrong Publications. This information will be heard on the "We Bring You News" show. WLIB continues its policy of furnishing listeners in the New York area the popular classics with a blend of the modern, and news" by adding World Broadcasting System's transcribed library of music and the associated Press news reports... FALO—WBEN's new spieler, Frank Salerno of Bridgeport and Raymond MacIntosh of Niagara Falls... ITHACA—Rym Berry, successful new radio personality on WHCU, broadcasts his weekly program on WGY, Schenectady, and WSYR, Syracuse.

— VIRGINIA —

LYNCHBURG—Jimmy Scribner, star of Mutual's "Johnson Family" series, closed a week of personal appearances in Lynchburg. His coast-to-coast broadcast was led via WLVA... Newest addition to WLVA, and to radio, is Harvey E. of Brooklyn, on the announcerial end. Edward A. Cleland, Jr., recently charged from the Canadian Army, returned to WLVA as chief of the radio department.

THE ALFRED I. duPONT RADIO AWARD

FOUNDATION HONORS

WMAZ

MACON, GEORGIA

"IN RECOGNITION AND APPRECIATION OF OUTSTANDING PUBLIC SERVICE IN ENCOURAGING, PROMOTING AND DEVELOPING AMERICAN IDEALS OF FREEDOM AND FOR LOYAL, DEVOTED SERVICE TO THE NATION AND TO THE COMMUNITY IT SERVES."

5,000 W.

WMAZ

C.B.S.

MACON, GEORGIA

Dominating Middle Georgia

Represented By THE KATZ AGENCY



March 16  
Lewis MacConnach  
Tommy Donnelly Henny Youngman  
Elizabeth Lennox

ANNOUNCER . . . 2½ years all around experience. Chief announcer with 5000 watt station for last 1½ years. Want position with future. Draft deferred indefinitely. East. Box 820, Radio Daily, 1501 Broadway, New York 18, N. Y.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

26, NO. 54

NEW YORK, N. Y., FRIDAY, MARCH 17, 1944

TEN CENTS

## Red Cross Lauds Radio

### Decca Co. Recording Condensed Stage Hits

Ampire new field of home records have been opened up by the Decca Company through pressing of condensed versions of famous stage plays, it was learned yesterday. The first stage hits to be placed on double-faced records are "The Shanghai Gesture" starring Gertrude Reed and "Polly" with Mabel Taliaferro.

The new series originated by Ward Moorehouse, columnist for the New York "Sun,"

(Continued on Page 2)

### National Accounts Renew On CBS Network

National advertisers have renewed their commercials over CBS for the season, it was announced today by the network. Sponsors and agencies are: Lever Brothers Co. & Rubicam, Procter & Gamble Co. (Compton Advertising), Sales Co. (Warwick & Legler), Henley Import Corp. (William W. Traub & Co.).

second top Columbia advertiser,

(Continued on Page 6)

### FCC Approves Transfer of WPDQ, Jacksonville

Washington Bureau, RADIO DAILY  
Washington—The FCC has approved transfer of control of Jacksonville Broadcasting Corp., owner of WPDQ, Jacksonville, Fla., to Ernest D. Black, E. G. McKenzie and Margaret Curtis, to D. Baggs for 18 shares (60 per cent) at \$180,325.75.

### Wins Toss

Win of a coin in Naples Wednesday won for the Blue web an exclusive broadcast of a report by Lt. General Ira C. Eaker on the Calino bombing. G. W. Johnstone, special events director of the Blue, reported. At the time when Gordon Peter, net's correspondent, won the coin-toss he was told the speaker would be "a special airforce personality."

### One Man Feud

Philadelphia—Dunninger, radio mentalist, yesterday characterized his alleged feud with Richard Himber as a one-man affair with Himber doing all the feuding. He's not the least bit apprehensive about the expose threats hurled at him by the band leader.

### Experimental FM Station For Nation's Capital

An FM station to carry on "research to foster the development" of that type of broadcasting, will be built in the Capital area, with transmitter located at Olney, Maryland, according to Columbia University's department of public information which states that the station will be a replica of the original FM outlet in Alpine, New Jersey. Construction permit requested is in the name of the FM Development Foundation filed with

(Continued on Page 2)

### Vincent Callahan Joins Washington Adv. Agency

Washington Bureau, RADIO DAILY  
Washington—Vincent F. Callahan, until recently director of Advertising, Press and Radio of the War Finance Division of the U. S. Treasury, has been named an associate of Lewis Edwin Ryan, Washington, (D. C.) Advertising Agency, and public and business relations counsellor.

In the Ryan organization, Mr. Callahan

(Continued on Page 5)

## German-Jap Radio Backfires; Programs Entertain Veterans

### Australians Enthused Over Tele Prospects

San Francisco—Australian post-war radio plans are so advanced that it would be possible within two or three years to set up television between the major cities of Australia, which are separated by distances ranging from 400 to 1,500 miles. This prediction was made here by Sir

(Continued on Page 2)

### Norman H. Davis Praises Broadcasters For Promotional Effort In '44 Drive In Letter Read At REC Luncheon

### Sen. Mead Opens Fight To Obtain FCC Funds

Washington Bureau, RADIO DAILY  
Washington—With the two Senators from New Hampshire heckling throughout the session, Sen. James Mead, D. (N. Y.), yesterday opened his fight to restore the two million dollars tentatively cut from the Budget Bureau recommendation for the FCC. Mead, supported by Senators Barkley, Hill, Bone and Wheeler,

(Continued on Page 6)

### Dorothy Lewis' NAB Tour Through South-Midwest

Dorothy Lewis, Coordinator of Listener Activity for the NAB, left yesterday for Washington on the first leg of an extended trip through the South and Midwest. En route she will stop off in key cities in North and

(Continued on Page 2)

### Orchestra Business Is Hard Hit By Draft

Depleting ranks of "name" band leaders and musicians due to the draft has created a serious problem in the radio and dance band field, it was

(Continued on Page 6)

Radio was commended for its "outstanding contribution" to the current 1944 Red Cross War Fund in a letter from Norman H. Davis, chairman of the American Red Cross, read at yesterday's luncheon meeting of the Radio Executives Club at the Shelton Hotel in New York. Morale role of the Red Cross service clubs in the European Theater of Operations was described by Lindsay Macharrie, director of public relations for the ARC in England during the past 16 months and former producer at the Blue Network and Benton &

(Continued on Page 6)

### NBC Shortwave Plans Progressing On Coast

San Francisco—Construction is expected to start about mid-April on the huge new shortwave broadcasting plant planned by NBC here, according to announcement by KPO manager John W. Elwood. With land already obtained down the peninsula, work will be speeded to bring the transmitters, of which there will be

(Continued on Page 4)

### B. C. Duffy Of BBD&O Elected To CAB Board

Bernard C. Duffy, executive vice-president of BBD&O has been elected a member of the Board of Governors of the Cooperative Analysis of Broad-

(Continued on Page 2)

### Coming Out Party

Burlington, Vt.—WCAX, CBS affiliate, will hold an "open house" Wednesday evening, March 22 to officially open and dedicate its new studio building located adjacent to the Hotel Vermont in Burlington. Attending the festivities as guest of C. P. Hasbrook, president-station manager of WCAX, will be Gov. William H. Wills, of Vermont.

(Continued on Page 5)

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### FOUNDATION HONORS

# WMAZ

## MACON, GEORGIA

"IN RECOGNITION AND APPRECIATION OF OUTSTANDING PUBLIC SERVICE IN ENCOURAGING, PROMOTING AND DEVELOPING AMERICAN IDEALS OF FREEDOM AND FOR LOYAL, DEVOTED SERVICE TO THE NATION AND TO THE COMMUNITY IT SERVES."

5,000 W.

# WMAZ

C.B.S.

MACON, GEORGIA

### Dominating Middle Georgia

Represented By THE KATZ AGENCY

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

26, NO. 54

NEW YORK, N. Y., FRIDAY, MARCH 17, 1944

TEN CENTS

## Red Cross Lauds Radio

### Decca Co. Recording Condensed Stage Hits

Ampire new field of home records have been opened up by the Decca Company through pressing of condensed versions of famous stage plays, it was learned yesterday. The first stage hits to be placed on double-faced records are "The Shanghai Gesture" starring Gene Reed and "Polly At The Beach" with Mabel Taliaferro.

The new series originated by Howard Moorehouse, columnist for the New York "Sun,"

(Continued on Page 2)

### National Accounts Renew On CBS Network

National advertisers have renewed their commercials over CBS for another season, it was announced yesterday by the network. Sponsors and agencies are: Lever Brothers Co. & Rubicam, Procter & Gamble Co. (Compton Advertising), Sales Co. (Warwick & Legler) and Henley Import Corp. (William Straub & Co.).

second top Columbia advertiser,

(Continued on Page 6)

### FCC Approves Transfer of WPDQ, Jacksonville

Washington Bureau, RADIO DAILY  
Washington — The FCC has approved transfer of control of Jacksonville Broadcasting Corp., licensee of WPDQ, Jacksonville, Fla., to Ernest D. Black, E. G. McKenzie and Mrs. Margaret Curtis, to D. Baggs for 18 shares (60 per cent) at \$80,325.75.

### Wins Toss

A coin in Naples Wednesday won for the Blue web an exclusive broadcast of a report by Lt. General Ira C. Eaker on the Salerno bombing. G. W. Johnstone, special events director of the Blue, reported. At the time when Gordon Eaker, net's correspondent, won the coin-toss he was told the speaker would be "a special airforce personality."

### One Man Feud

Philadelphia—Dunninger, radio mentalist, yesterday characterized his alleged feud with Richard Himber as a one-man affair with Himber doing all the feuding. He's not the least bit apprehensive about the expose threats hurled at him by the band leader.

### Experimental FM Station For Nation's Capital

An FM station to carry on "research to foster the development" of that type of broadcasting, will be built in the Capital area, with transmitter located at Olney, Maryland, according to Columbia University's department of public information which states that the station will be a replica of the original FM outlet in Alpine, New Jersey. Construction permit requested is in the name of the FM Development Foundation filed with

(Continued on Page 2)

### Vincent Callahan Joins Washington Adv. Agency

Washington Bureau, RADIO DAILY  
Washington—Vincent F. Callahan, until recently director of Advertising, Press and Radio of the War Finance Division of the U. S. Treasury, has been named an associate of Lewis Edwin Ryan, Washington, (D. C.) Advertising Agency, and public and business relations counsellor.

In the Ryan organization, Mr. Callahan

(Continued on Page 5)

## German-Jap Radio Backfires; Programs Entertain Veterans

### Australians Enthused Over Tele Prospects

San Francisco—Australian post-war radio plans are so advanced that it would be possible within two or three years to set up television between the major cities of Australia, which are separated by distances ranging from 400 to 1,500 miles. This prediction was made here by Sir

(Continued on Page 2)

### Norman H. Davis Praises Broadcasters For Promotional Effort In '44 Drive In Letter Read At REC Luncheon

### Sen. Mead Opens Fight To Obtain FCC Funds

Washington Bureau, RADIO DAILY  
Washington—With the two Senators from New Hampshire heckling throughout the session, Sen. James Mead, D. (N. Y.), yesterday opened his fight to restore the two million dollars tentatively cut from the Budget Bureau recommendation for the FCC. Mead, supported by Senators Barkley, Hill, Bone and Wheeler,

(Continued on Page 6)

### Dorothy Lewis' NAB Tour Through South-Midwest

Dorothy Lewis, Coordinator of Listener Activity for the NAB, left yesterday for Washington on the first leg of an extended trip through the South and Midwest. En route she will stop off in key cities in North and

(Continued on Page 2)

### Orchestra Business Is Hard Hit By Draft

Depleting ranks of "name" band leaders and musicians due to the draft has created a serious problem in the radio and dance band field, it was

(Continued on Page 6)

Radio was commended for its "outstanding contribution" to the current 1944 Red Cross War Fund in a letter from Norman H. Davis, chairman of the American Red Cross, read at yesterday's luncheon meeting of the Radio Executives Club at the Shelton Hotel in New York. Morale role of the Red Cross service clubs in the European Theater of Operations was described by Lindsay Macharrie, director of public relations for the ARC in England during the past 16 months and former producer at the Blue Network and Benton &

(Continued on Page 6)

### NBC Shortwave Plans Progressing On Coast

San Francisco—Construction is expected to start about mid-April on the huge new shortwave broadcasting plant planned by NBC here, according to announcement by KPO manager John W. Elwood. With land already obtained down the peninsula, work will be speeded to bring the transmitters, of which there will be

(Continued on Page 4)

### B. C. Duffy Of BBD&O Elected To CAB Board

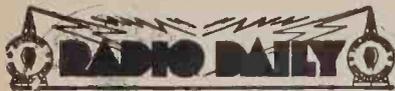
Bernard C. Duffy, executive vice-president of BBD&O has been elected a member of the Board of Governors of the Cooperative Analysis of Broad-

(Continued on Page 2)

### Coming Out Party

Burlington, Vt.—WCAX, CBS affiliate, will hold an "open house" Wednesday evening, March 22 to officially open and dedicate its new studio building located adjacent to the Hotel Vermont in Burlington. Attending the festivities as guest of C. P. Hasbrook, president-station manager of WCAX, will be Gov. William H. Wills, of Vermont.

(Continued on Page 5)



Vol. 26, No. 54 Fri., Mar. 17, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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Philco	31	30 1/2	30 1/2	- 3/8
RCA Common	10 1/4	10	10 1/8	—
RCA First Pfd.	74	74	74	—
Stewart-Warner	133 3/8	133 3/8	133 3/8	—
Westinghouse	99	98 1/2	98 7/8	- 1/8
Zenith Radio	39 1/2	38 3/4	39	- 1/4
NEW YORK CURB EXCHANGE				
Nat. Union Radio	4 1/2	4 1/2	4 1/2	—
OVER THE COUNTER				
WCAO (Baltimore)			Bid 21	Asked 23
WJR (Detroit)				32

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Midwest Regional Station seeking promotion manager, man or woman, well experienced in all types of radio promotion. Give draft status, education, experience, references and salary wanted. Write—  
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### Purposes Stated

"It is the purpose of the Foundation," continued Armstrong, "to carry out the necessary experimentation to solve any operational problems that may arise, and to do so at a location which will be alike convenient to the Jansky & Bailey laboratories that will supervise the tests, and capable of demonstrating by its service over the Capital area the full possibilities of possibilities of the Frequency Modulation system."

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South Carolina, Georgia, Tennessee, Kentucky, Ohio and Penn. At the towns in which she will speak, she will also confer with Radio Councils and various organizations, also the local officials of the Assn. of Women's Directors of the NAB.

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Other Board members are: D. P. Smelser, chairman, Procter & Gamble; Robert B. Brown, Bristol-Myers Co.; John L. Bogert, Standard Brands, Inc.; George H. Gallup, Young & Rubicam, Inc., and L. D. H. Weld, McCann-Erickson, Inc.

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IN BALTIMORE

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"This one event symbolized the kind of service New Yorkers can expect from WMCA"

**VARIETY**  
**SHOWMANAGEMENT**  
**CITATION**

*for Outstanding  
 War Theme Feature*

**"CHRISTMAS  
 OVERSEAS"**

**WMCA—NEW YORK**

**NEW WORLD  
 A'COMING**

Unique dramatization of Roi Ottley's best-seller, starring Canada Lee every Sunday 3:03—3:30 p.m.

**WAKE UP—  
 AMERICA**

Novel network quiz debates featuring well-known leaders in all fields. 5:30—6:00 p.m. Sunday.

**VERY TRULY  
 YOURS**

Norman Jay's pertinent open letters to famous people in the news Mon., Wed., Fri. evenings 9:30—9:45 p.m.

**LET'S  
 LISTEN TO  
 A STORY**

Exciting story-telling hour for children of every age. "A welcome move", said Variety. 9:03—9:30 a.m. Sunday

Nine awards in nationwide competition! WMCA singled out as New York's only independent station to receive an individual citation!

"Christmas Overseas" sounded our opening gun in an aggressive new program policy. Other outstanding features—and we introduce a few newcomers herewith—have followed in rapid sequence.

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**WAKE UP—  
 AMERICA**

Novel network  
 quiz debates fea-  
 turing well-known  
 leaders in all  
 fields, 5:30—6:00  
 p.m. Sunday.

**VERY TRULY  
 YOURS**

Norman Jay's  
 pertinent open  
 letters to famous  
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 —9:45 p.m.

**LET'S  
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# LOS ANGELES

By RALPH WILK

UPTON CLOSE will contribute his portion of "World News Parade" from Washington, D. C., for the 19th and 26th airings. Before returning to Hollywood, Close will air the first three Sunday programs of April from Chicago.

Bill Goodwin, who is heard Tuesdays on the Burns and Allen show, has been requested to make recordings of his comedy version of a one-man soap opera, with which he has been amusing the boys at the Hollywood Guild Canteen, to be sent to overseas stations of the American armed forces.

Bing is going to take a two-week breather, the typical Crosby kind. Following a gruelling picture schedule, the Groaner will be away from his "Kraft Music Hall" the Thursdays of March 16 and 23. Brother Bob will sub for him. Between hospital shows for wounded servicemen in and around San Francisco, the NBC singer will try his hand at a little golf on the famed Pebble Beach course.

The strange case of "The Return of Madame Queen" was revived by Amos 'n' Andy Broadcast, over NBC last week. Andy's old "gal friend" came back into his life, bringing romance, money and trouble—plus plenty of laughs for the radio audience.

Although Arch Oboler has written over a hundred radio plays of a supernatural nature, his adaptation of Robert Sherwood's "The Ghost Goes West" marks the first time he has combined the supernatural with humor. Ronald Colman and Anne Baxter starred in this newest Oboler venture during the Tuesday, March 14th broadcast, broadcast over NBC.

## NBC Shortwave Plans Progressing On Coast

(Continued from Page 1)

four of 50 kilowatts each, into operation within eight months. Call letters KNBI and KNBC have been allocated tentatively to two of the four transmitters, which will shortwave programs as far as Russia, New Zealand and Brazil. The plant will be built in collaboration with the OWI and Defense Plant Corporation, and will be operated for duration of the war by NBC for the Overseas branch of the OWI.

With completion of the new layout San Francisco will become one of the largest distributing centers of shortwave programs in the world. At present programs are aired on numerous beams over KGEI, the General Electric station, and KWID, operated by Associated Broadcasters, both under direction of OWI.

Elwood explained that the four transmitters eventually will be tied together as two dual transmitters, with their power stepped up to 200 kilowatts, the highest power yet used by any American shortwave facility.

# MAIN STREET



## Reporter At Large. . . !

● ● ● How that guy does get around.....a friend of ours (just one of Old Scoops' spies) down in the heart of that Lone Star State, sends us the sports section of the Fort Worth Star-Telegram.....there smack-dab across six columns is the scene of a rodeo and superimposed the photograph of the Lone Ranger, seated upon Silver.....beg pardon, Mr. Trendle, we just took a second gander at the sombreroed cowpuncher astride the gee-gee and "lasso mah laigs and frah mah hide effen 'taint my old pardner of the range, Harry Wismer, ace sportscaster of the Blue Network.....next time we bump into Wismer in Ray Diaz' cubicle on the second floor at Radio City, we're going to get 'two-gun Harry' to take us to a local dude ranch.....we want to see the "if he can ride a horse the way he can describe 'em." . . ● Stuart Buchanan has hired Jack Turner, script editor of CBS to occupy a similar post at the Blue Network. . . ● Henny Youngman's finest birthday gift yesterday, was the opportunity to make a hurried trip from Philadelphia to Gotham for a huddle with a prospective sponsor. . . ● Under the baton of Desire Defauw, the NBChicago Symphony Orchestra will launch its new series, "Festival of Symphony Favorites," Saturday, March 25 (3:00 p.m., EWT).



● ● ● How to have time to spend with your son home on furlough yet not have it interfere with your business routine, was easily solved the past two weeks by Edgar Kobak, executive vice-president of the Blue Network.....Kobak used the simple expedient of transacting his Blue net affairs at home, at the Ambassador Hotel, nearby, and at the same time being with Cpl. Edgar H. Kobak, AAFTC, now stationed at Sioux Falls.....(couldn't very well expect the Cpl. to spend his time around the network).....thus while Pa Kobak was arranging for the meeting of 47 Blue web department heads from various parts of the country, Cpl. Kobak would be studying up on broadcasting, as it were, since he also finds time to work at the Post's broadcasting center.....the furlough over, both Kobaks returned to their respective broadcasting interests. . . ● Don Hollenbeck and Lyle Van will succeed George Putnam as the newcasters on the WEAF featured 6 and 11 p.m. spots.....the former, who recently returned from Italy where he covered the Salerno landing and part of the African campaign, was formerly with the Omaha News-Bee and later with the A.P. while Van, has been an NBChamp announcer for the past twelve years. . . ● They would have us believe that the CBScrewballs featured on "It Pays To Be Ignorant," have received complaints from grammar school teachers.....to wit: (we use the word 'wit' with reservations) 'the program teaches youngsters that not only is ignorance bliss but boy how it pays off'.



● ● ● Dunninger's new number one fan is the Blue Net's own Edward J. Noble.....Wednesday nite in Philadelphia, the Mental telepathist amazed E. J. N. by telling him that he had exactly 78 cents in his left side trouser pocket.....(we'll go Dunninger one better.....he had seven packages of Life Savers in his overcoat pocket).....Howcome sponsors haven't yet "discovered" a chantoolsie named Cordova, who speaks and sings in three languages and who "looks like a million dollars" in any language?.....L. Wolfe Gilbert, ASCAP Director and one of Tin Pan Alley's most popular songwriters, just in from Hollywood, went into the Brill Building (Music Publishers' Row) for a five-minute visit at 1:30 p.m. yesterday.....the mob of admiring tunesters, finally let him get away at five o'clock.....but only when he told them he "promised his mother and dad that he'd be home for dinner."



—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

JAMES NEWELL of the Reeves Advertising Agency is over the production of the Blue Network's "Jack Armstrong" series. He succeeds Ted MacMurray, who left Chicago March 10 to become production manager of the Blue Hollywood division. James L. Billings is the newest member of the Blue's Central Division production staff.

For the last two Sundays WENR and WCFL have carried Philco's "Radio Hall of Fame" program at 5 p.m. Sunday CWT. WCFL has been the Channel outlet since the program's inception due to the fact that WENR had the Sachs Amateur hour commitment for the five or six period. Philco asked the Blue to shift the program to WENR, which was done starting March 5, after the time had been cleared by moving the Sachs hour to the 12:30 to 1:30 Sunday period. WENR, WCFL, sold on the "Hall of Fame" as an audience builder, was reluctant to relinquish the program and for the last two broadcasts has continued to carry it in conjunction with WENR. A decision is expected to be reached shortly by Blue Network execs whether to permit WENR to continue airing "Hall of Fame." Both stations also are carrying the Sachs Amateur hour from 12:30 to 1:30. Wade Advertising Agency has decided to buy time on WCFL to supplement the WENR airing new time.

Donald A. Marcotte, music supervisor for the NBC central division, has been awarded a master's degree from the Jiu-Jitsu Institute of Chicago, one of six men in the United States to achieve such an honor.

## "We Who Dream" Debuts On CBS Network Today

"We Who Dream," a new series of romantic stories, blending fact and fantasy such as "dreams are made of stardust" makes its debut on the Columbia network today, 7:15-7:30 p.m. EWT. The series stars Claire Nielsen, Milton Geiger is the author, DeWitt Engelbach directs, and orchestral interludes are written and conducted by Vladimar Selinsky.

### ATTENTION FLORIDA EXPERIENCED ANNOUNCER AVAILABLE

Twelve years announcing, regularly employed entire period. Desires Florida location for family reasons. Salary not primary objective. All types of announcing; News, Ad-lib; Special Events and Staff work. Good commercial man. Available April 15. Age 29; draft classification—Four-F. A recommendations. Write immediately to Box 818, Radio Daily, 1501 Broadway, New York 18, N. Y.

## PROGRAM REVIEWS

## "WIDE HORIZONS"

Boots Aircraft Nut Corporation  
Mutual-WOR, Sun. 4-4:30 p.m., EWT  
Cecil & Presbrey  
Producer: Thomas G. Sabin  
Writer: Gene Wang

"Wide Horizons," Eddie Dowling and sponsor Grumman Aircraft Engineering Corporation have a patriotic mission to accomplish, and judging from the second installment of this new program, it promises to be interestingly executed with dramatic stories, music compositions, and above all, a sense of humor.

This particular program featured the dramatization of the Guadalcanal campaign of October, 1942, when Commander Leroy Coard Simpler voluntarily took the island's last plane out to sea in order to obtain reinforcements for the survivors holding the island against the Japs. This story might have been the dramatic highlight it was meant to be had Gene Wang applied a more exciting pen to the situation. However, it fell flat because the pertinent situations were handled superficially. But despite this handicap, Jackson Beck, John Gibbon, James Meighan and Eddie Dowling turned in some pretty convincing personae.

Other interesting spots in this variety hour included the presence of Marjorie and Jack Mercer, better known as the comedy team of "Olive and Popeye." Marjorie sang "But in Up Your Overcoat" and "How Many Hearts Have You Broken?" in her droll "Betty Boop Girl" style.

As for the title of the program, "Wide Horizons" doesn't end there. Before each program participant leaves the mike, Dowling fittingly reaches its theme with, "What are our wide horizons?" with the answer every case reminding the listeners of their patriotic duties to winning the war. It's a most commendable application. In closing, this department finds that David Mendoza's musicraft tops, and that Eddie Dowling's talents should be utilized to greater advantage.

## "Trovatore" From Met.

"Il Trovatore," one of Verdi's best known operas, will be broadcast over the Blue tomorrow from Metropolitan Opera House.

## AVAILABLE

Nationally known romantic singer on networks and transcriptions, seeks opening in live powered radio station. Can do live shows on sponsor participation basis and handle all types of ad-lib programs. Capable of doubling as production manager on station. Draft Deferred. Write—

RADIO DAILY, Box LJ

1501 Broadway

New York 18, N. Y.

German-Jap Radio Backfires;  
Programs Entertain Veterans

(Continued from Page 1)

ally so far-fetched it made us laugh." Air force men told about the enemy programs they heard while overseas at the AAF Redistribution Station here, where they will receive new assignments.

Capt. John H. Beatty, of Kitanning, Pa., liked to come back from North African raids with music in his ears and he'd sit at the controls of his medium bomber and tune in on shortwave.

"When we were out of danger," he says, "we'd try to get U. S. jive. We could generally get a New Jersey station but sometimes we had to settle for Rome or Tunis."

## Laugh at "Haw Haw"

"Between missions I'd pick up German newscasts on an old second-hand radio I bought from a Frenchman. I still remember the day Lord Haw Haw said all the planes in Africa had been grounded because we didn't have any gasoline—all of it had been sunk by U-boats.

"We had just gotten back from a mission and were planning one for the next day."

Up in the Aleutians, Staff Sergeant John J. Markos, of Altoona, Pa., would pick up the Tokyo radio whenever he got time off from his job as administrative NCO with an advanced bomber echelon.

"We all got a kick out of the way the Japs began their propaganda programs," he says.

"They always started with the ancient theme song, 'It's a Sin to Tell a Lie.'"

"Charlie—that's what he called the Jap announcer—would tell us 10 American planes had been shot down over Kiska when only seven had gone out on the raid. Charlie was just as

Vincent Callahan Joins  
Washington Adv. Agency

(Continued from Page 1)

Callahan will direct its government liaison, public relations, publicity and radio divisions. He will divide his time between Washington and New York.

Within the next month, Mr. Callahan plans to inaugurate an information service to persons or firms interested in war surplus property.

far off the beam as that all the time."

Technical Sergeant Michael Reilly, of Cranford, N. J., had the same experience while he was serving as a radio operator-gunner in New Guinea.

"We'd hear 'Madame Tojo'—a girl who spoke English very well—claim the Japs had shot down more planes than we even had," he recalls. "It was always good for a laugh.

"When we were stationed at Mariba she called us the Mariba butchers because we hit a hotel at Rabaul where she said Geisha girls were staying. Maybe. If it's true, you can bet we got a lot of Jap officers, too."

Staff Sergeant Dewey Arcano, Stamford, Conn., aerial gunner, took time out between anti-sub patrol missions from England to hear what the Germans had to say about the news.

"The best thing," he says, "was the way the Germans tried to make it sound as though they wanted to lose all that territory in Russia.

"But there was a topper for that—the day a Nazi newscaster was talking about floods in the midwest. He said, 'All the coffee has been destroyed by a flood at Coffeyville, Kansas.'"

## AGENCIES

WALTER J. WEIR now vice-president of the Kenyon & Eckhardt, Inc., advertising agency, will join the OWI April 1, it was announced yesterday. After a brief acclimatization course, Weir will be sent overseas to work with the Forward Combat Team, a division that cooperates with the Intelligence Department which is operating at the front lines of action.

"VOICE OF EXPERIENCE" program announces the appointment of Marcel Schulhoff & Company to handle the advertising of their transcribed shows. Radio will be included among the media to be used.

HELBROS WATCH COMPANY through William H. Weintraub & Company, will add WOR to its list of stations for the "Pick and Pat" program, effective March 28.

WILLIAM J. MORRIS, formerly of Jam Handy Corporation, has joined J. Walter Thompson as a member of the motion picture department.

TODD SHIPYARDS CORPORATION has appointed Roy S. Durstine, Inc., to handle a special advertising campaign, starting in April.

PROGRAM THE  
**HEADLINERS!**  
NBC  
RECORDED  
PROGRAMS

"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.

# Davis Lauds Industry For Aid In R. C. Drive

(Continued from Page 1)  
Bowles, whose speech was carried locally over WJZ.

### Text of Letter

The text of the congratulatory message from ARC Chairman Davis to the Radio Executives Club, the first from national headquarters to the radio industry in the 1944 campaign, follows:

"May I take this opportunity to thank the members of the Radio Executives Club of New York and the entire radio industry, for the outstanding contribution you have made, through radio, in connection with our 1944 War Fund goal of \$200,000,000?"

"Although the drive has been under way for 17 days, there is much left to be done before the quota is obtained. The radio industry as a whole has given, and is giving, a graphic picture of the Red Cross in action in these troubled times.

"Please accept the deep appreciation of your American Red Cross."

### Macharrie's Comments

Following the broadcast of the Macharrie talk from the REC luncheon, the speaker declared that the Red Cross public-information organization in England received a tremendous amount of co-operation from the BBC. Once in a while, he went on, there was a laugh to be had from listening in to the Axis radio, which changed the melody and tempo of American songs. His query as to whether this was done to get away from Ascap brought a laugh from the house. Just after the invasion of Sicily, he stated, the enemy amusingly broadcast "Japanese Sandman" and "Farewell Sorrento."

When asked about the contribution of radio to the morale of our armed forces, Macharrie explained the work of the American Forces Network in Britain. Set up by the Red Cross and the Army's Special Services Division, the GI web under the aegis of the BBC used a number of low-powered transmitters for servicemen's programs every evening.

### Out-of-Town Guests

Among the out-of-town guests at the REC luncheon were: John T. Carey, of WIND, Chicago; Mr. and Mrs. Dutch Cassill, WGN, Newburgh, N. Y.; Edward Clery, WIBG, Philadelphia; Jack Gross, KEMB, San Diego; Fred G. Goddard, KXRO, Aberdeen, Wash.; Allen Lacey, WJDX, Jackson, Miss.; George Lasker, WORL, Boston; Bob Magee, WEEV, Reading, Pa.; Hal Seville, WJEE, Hagerstown, Md., and Frank Smith, WWSW-WTNT, Pittsburgh. Also present were a number of Red Cross officials.

Three drawings by cartoonist Milton Caniff were auctioned off for pledges to the Red Cross drive by Murray B. Grabhorn, national spot sales manager of the Blue and club prexy, who emceed the affair. He read a letter from the newly formed Radio Executives Club of Toronto asking for a copy of the Gotham execs' constitution as a pattern for the Cana-

# GUEST-ING

SEN. ALBEN W. BARKLEY and SEN. THEODORE GREEN, on "Information Please," Monday (WEAF-NBC, 10:30 p.m.).

CAPT. FREDERICK J. BELL, U.S.N., author of "Condition Red," on "Of Men and Books," tomorrow (WABC-CBS, 2 p.m.).

ADELAIDE KLEIN, featured on Broadway in "Uncle Harry," on the "Grand Central Station" program, tomorrow (WABC-CBS, 1 p.m.).

CAROLE LANDIS, on Groucho Marx's "Blue Ribbon Town," tomorrow (WABC-CBS, 8 p.m.).

JAY JOSTYN and RAYMOND BURR, on "The Saturday Night Bond Wagon," tomorrow (WOR-Mutual, 10:15 p.m.).

PROF. PAUL W. DEMPSEY, author of "Grow Your Own Vegetables," on the "Country Journal" show, tomorrow (WABC-CBS, 1:30 p.m.).

MAE QUESTEL, on "The Hook 'n' Ladder Follies," tomorrow (WEAF-NBC, 11 a.m.).

REV. L. H. J. HENZE, executive secretary of the Atlantic District of the Evangelical Lutheran Synod of Missouri, on Columbia's "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

RUTH HUSSEY, on the Bergen-McCarty program, Sunday (WEAF-NBC, 8 p.m.).

GINGER ROGERS, in an adaptation of "Vivacious Lady," on "The Star and the Story," Sunday (WABC-CBS, 8 p.m.).

J. R. POPPELE, chief engineer of WOR, discussing "The Radio of the Future," on Imogene Wolcott's "What's Your Idea," Wednesday, (WOR-Mutual, 11:45 a.m.).

BRIAN DONLEVY, on the "Silver Theater" program, Sunday (WABC-CBS, 6 p.m.).

ADMIRAL CHESTER W. NIMITZ, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

MAXINE SULLIVAN, vocalist, on "The Chamber Music Society of Lower Basin Street," Sunday (WJZ-Blue Network, 9:15 p.m.).

CHANNING POLLOCK, author and playwright; FULTON OURSLER, editor and commentator, and the REV. RALPH EMERSON DAVIS, on "A. L. Alexander's Mediation Board," Sunday (WOR-Mutual, 8 p.m.).

CHARLES E. MERRIAM, professor emeritus in Political Science, and MAYNARD KRUEGER, assistant professor of Economics, both of the University of Chicago, discussing "Is It True About the Bureaucrat," on the "University of Chicago Roundtable," Sunday (WEAF-NBC, 1:30 p.m.).

MIRIAM HOPKINS, FRANCHOT TONE and CHESTER MORRIS, in an adaptation of "The Hard Way," on "Lux Radio Theater," Monday (WABC-CBS, 9 p.m.).

JAMES MELTON, tenor, on the Great Artists Series of the "Telephone Hour," Monday (WEAF-NBC, 9 p.m.).

LT. JOHN M. SULLIVAN, U.S.N., on "Ed Sullivan Entertains," Monday (WABC-CBS, 7:15 p.m.).

LYNN GARDNER, vocalist, on "Broadway Matinee," Monday (WJZ-Blue Network, 4 p.m.).

CHARLES BOYER, MAUREEN O'SULLIVAN and ALEXIS SMITH, in an adaptation of "The Constant Nymph," on the program of the "Screen Guild Players," Monday (WABC-CBS, 10 p.m.).

LUCILE PETRY, director of the division of nurse education for the U. S. Public Health Service in Washington, on Alma Kitchell's "Meet Your Neighbor" program, Monday (WJZ-Blue Network, 12:15 p.m.).

## Orchestra Business Is Hard Hit By Draft

(Continued from Page 1)  
disclosed at a meeting of Music Corporation of America executives held in New York the past few days. Officials also were reported discussing the effect of limited recording of "name" bands during the past year as it relates to the orchestra leaders popularity. Among the MCA executives in attendance were Charles Miller of Hollywood; Norman Stegge of Dallas, Sonny Werblin of New York office and Maurie Lipsey of Chicago.

dian organization. Maxine, featured vocalist of Phil Spitalny's "Hour of Charm," sang the "The Star-Spangled Banner."

## Four National Accounts Renew On CBS Network

(Continued from Page 1)  
tiser last year, continues Burns and Allen for Swan soap on the full U. S. net, effective April 4. "I Love a Mystery," adventure serial, has been renewed by P & G in behalf of Ivory soap and Oxydol over 73 outlets, beginning April 3.

For Pabst beer, "Blue Ribbon Town," starring Groucho Marx, has been re-signed on 112 stations, effective March 25. Schenley's renewal begins April 12 in behalf of Cresta Blanca wine; the liquor company's "Carnival" program, featuring Mor-ton Gould's orchestra and Alec Templeton, will be carried over 71 outlets.

# Sen. Mead Opens Fight To Obtain FCC Funds

(Continued from Page 1)  
opened the struggle yesterday with an all-out defense of the Commission war activities—chiefly the RID and FBIS.

He was subjected to constant heckling by Senators H. Styl Bridges and Charles W. Tobey, New Hampshire Republicans, both whom kept bringing up the recommendation to the White House signed last year by the Chief of Staff that RID functions be handled by the military. Hardly had Mead offered his amendment and begun to discuss it than Bridges was on his feet declaring, in effect, that nothing the New Yorker could say would change his mind. He would take the word of the military chiefs, he said and that was that.

### Wheeler Praises Fly

Tobey based his arguments on the same ground and at one point got so excited that Mead was forced to plead with him for permission to reply to Tobey's pointed questions as they were made. Sen. Kenneth McKellar, who serves as appropriation committee chairman in the absence of Sen. Carter Glass, opposed Mead claiming that the appropriations committee felt the Army and the Navy were doing the RID job, and the FCC work was merely duplication. This Mead denied vehemently.

Wheeler rose to support the FCC and lauded Chairman James Lawrence Fly, with his words seconded by Hill, who described Wheeler as an authority on the FCC by virtue of his position as head of the Interstate Commerce Committee, which handles radio legislation.

Fly was attacked by Tobey, who characterized the FCC and the BWC as "one-man agencies," a charge which he had made last December during the Interstate Commerce Committee hearings on S 814. Mead defended the Texan as a man of great patriotism, doing an important war job to the best of his ability—and with great competence.

### Debate Continues Next Monday

The debate was quite inconclusive, and was finally deferred until next Monday. Mead handled himself quite well, meeting the onslaught of Tobey, Bridges and McKellar with a ready wit at all times, despite their obvious desire to get him angry. Observers here were inclined to believe, however, that he was waging a losing battle, although a strong minority is convinced that the major part of the FCC funds will eventually be restored.

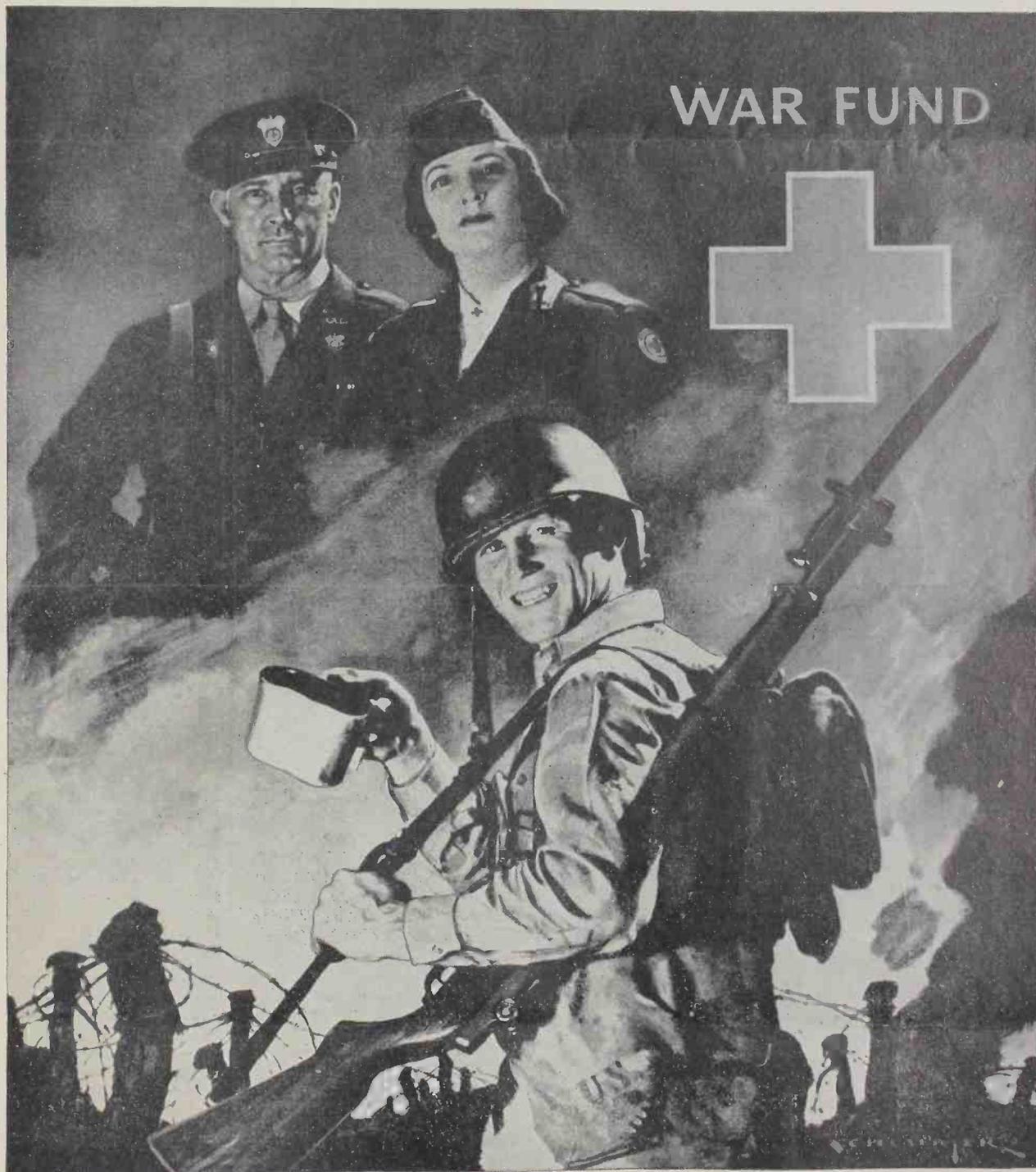
### Dies Again Attacks Winchell

Washington—Intimating that his attempts to enlist the aid of the Blue Network in curbing Walter Winchell have been rebuffed, Rep. Martin Dies yesterday told the House during an attack on Winchell, that the Blue is apparently "in league with the commentator." Dies made a blistering attack on Winchell, bringing the network in only incidentally.

41A

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Your **RED CROSS** is at his side



Give . . . **RED CROSS** 1944 War Fund

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★ ★ ★ COAST - TO - COAST ★ ★ ★

PICTURE OF THE WEEK

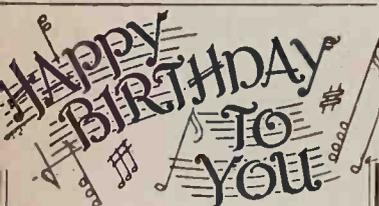


Convincing signs of spring are the days when the webs' baseball sportscasters don heavy underwear and start for the wartime spring training camps. Here's Barbara Luddy, star of Mutual's "First Nighter," giving Orval Grove, White Sox pitching ace, a "warm up" lesson at the Windy City's training grounds.

**CALIFORNIA**  
**LOS ANGELES**—The public service feature, "This Is My Country" is dedicated to the Red Cross campaign for funds, when aired over KECA... When Erskine Johnson switched his "Hollywood Spotlight" to Sylvan Simon, prominent M-G-M director, recently Simon aired some close-up accounts of a director's headaches and activities... Ted Bentley is the commentator for the "Free Men Are Fighting" program miked over KECA...  
**OAKLAND**—KROW was inspired by its own propaganda! After airing numerous announcements urging public cooperation in the waste paper drive, the station took its own advice and cleaned out a ten years' accumulation of scripts and old news.

**FLORIDA**  
**MIAMI**—An Irwin S. Cobb Memorial program was held recently over WIOD. John Harvey Fritsch, director of religious activities, in charge of the program, read the 23rd Psalm. A brief biography of the author's life was narrated by Bob Caffey, staff announcer...  
**ST. AUGUSTINE**—Another sales record was broken at WFOY for the month of February. Billing showed a 69 per cent increase over same period last year, according to J. Allen Brown, general manager.

**CONNECTICUT**  
**HARTFORD**—Lieut. Col. Norman Adams, consulting engineer for WDRC, has been awarded the Legion of Merit by the War Department. Col. Adams is associate professor of physics at Yale U... WDRC has contracted with Douglas Fellows, garden editor of the Hartford Courant, to project a 15-minute weekly show entitled, "Your Garden and You"...  
**BRIDGEPORT**—Ken Rapiett is WICC's most recent possibility to become Uncle Sam's actuality... Titania Fedory Dixon, former secretary to Jud La Haye, paid a visit to the studios recently.



- March 17  
 Winn Bettinson Astor B. Cooper  
 Jimmy Grier Frank McDonnell  
 Syd Lelpzig Edwin M. Whitney  
 Lisa Sergio Mercedes McCambridge
- March 18  
 Phil Alexander Fred Berrens  
 Al Charles Edward Everett Horton  
 Helen Hall William B. Maillefert  
 Jack Mitchell Judith Rutherford  
 Richard Marvin George Olsen
- Joe Whelan  
 March 19  
 Frank Chapman Wayne Cody  
 G. A. Richards John Shepard III  
 Sally Warren

**MINNESOTA**  
**MINNEAPOLIS**—Max Karl, WCCO educational director, will instruct a six weeks' course on the "Bases of Public Opinion" at the Hennepin Avenue Church beginning March 19... In a 15-minute show recently, WCCO saluted station KSTP on its new location in Radio City, Minneapolis. Alvin B. Sheehan, assistant general manager, extended congrats on behalf of the WCCO company.

**MASSACHUSETTS**  
**BOSTON**—WCOP's Gertrude Richmond, publicity director, announces the presentation of a new program entitled "World Wisdom Institute," which will feature prominent figures in Boston civic and cultural life... Ann Kalafatas is the newswriter at WNAC... Vernon T. Williams, is

WNAC's spieler... Ben Hadfield, dean of Yankee network announcers, embarked upon his 18th year of uninterrupted service with WNAC last Sunday. Two more years and his job becomes permanent, he said...  
**WORCESTER**—Mildred Bailey, women's features editor of WTAG, will participate in a Worcester Country Consumer Cost-of-Living conference March 25.

**PENNSYLVANIA**  
**PHILADELPHIA**—Bob Knox and Earl Carlisle take alternate ten-minute shots at the full-hour news broadcast aired every night over WIBG... John Early is the recent addition to the WCAU engineering staff... Dawn Frederick is the new femme vocalist with Johnny Warrington's WCAU studio orchestra...  
**PITTSBURGH**

—KDKA's Les Hoyt reports soon to begin Navy "Boot" training... Cliff Thurman, new to KDKA's news room station helps to ease East Pittsburgh's manpower shortage by occupying a rewrite desk at the Pittsburgh "Post Gazette"... J. Schaughency's newscasts, sponsored by Grove Laboratories, have been renewed for 52 weeks.

**TENNESSEE**  
**MEMPHIS**—J. Goldsmith and Son department store, has signed for three-a-week news comment program on a long contract basis...  
**NASHVILLE**—Don Kemper & Associates have placed an order with WLA for 15-minute programs aired six days the week. The Rhythm Ranger and five minutes of news will make up the format of the show... Consolidated Drug has purchased a half hour spot to plug "Kolor Bak" and "Peruna" with transcriptions by the Morgan Family and Patsy Montana furnishing the entertainment.

**TEXAS**  
**DALLAS**—Ralph Nimmons, program director for WFAA-KGKO, has been appointed exec program director in charge of regional and local sales, thus taking over the duties of Alex Keese, former station manager. Keese has resigned from the Dallas situation to join the Taylor Howe-Snowden group of stations at Amarillo...  
**BEAUMONT**—At the request of the special events division of the OWL station KFDM produced a transcribed program to be short-waved to Poland and other occupied countries... Despite the complete sell-out of the Gene Autry Rodeo when it visited Beaumont recently, Station Manager C. B. Locke made "arrangements" for the station crew to get in.

**UTAH**  
**SALT LAKE CITY**—John Page, news editor for KDYL, suggests the following simple formula to lick the housing shortages in war busy cities. Page literally spent months trying to find a place to hang his hat. The man's desperation came to light the other day when he calmly announced that he had purchased an entire apartment house... John Baldwin, chief engineer of KDYL, was a recent speaker at the Salt Lake Advertising Club. His subject dealt with the relation of electronics to the five human senses.

Juvenile Delinquency On WJR Round Table

Detroit—Two of the nation's foremost authorities on the subject of juvenile behavior will participate in the sustaining "in our opinion" program over station WJR, Detroit, Sunday at 12:30 p.m., EWT. They are Rt. Rev. Msgr. E. J. Flanagan of Boystown, Nebr., and Probate Judge Paul W. Alexander of Toledo, who is president of the Association of Juvenile Court Judges of America. The topic will be "juvenile delinquency."



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 26, NO. 55

NEW YORK, N. Y., MONDAY, MARCH 20, 1944

TEN CENTS

## Tele Plans Given Impetus

### ue Offers Rep. Dies Min. After Winchell

ringing to the "showdown" stage series of outbursts by Rep. Martin against Walter Winchell and Blue Network, Mark Woods, president of the web, on Friday wired the as Congressman offering him 15 minutes of network time immediately following conclusion of the Winchell broadcast.

oods also assured the legislator. heads the Committee on un- (Continued on Page 7)

### Radio Listening Level Reaches New Feb. High

Radio listening in the greater New York area in February, 1944, moved 10 per cent above February, 1943, nearly as high as the all-time high reached at the time of the Pearl Harbor disaster, "The Radio Auditor" published by the Pulse of New York discloses in their March 15th issue.

The report states: An all-time high in habitual radio listening has been reached in the beginning (Continued on Page 2)

### Thomas' Tribute To WRUI A Congressional Record

Washington Bureau, RADIO DAILY Washington—A stirring tribute to the role of international broadcasting has been inserted in the Congressional Record by Senator Elbert Thomas, erudite Democrat of Utah. Senator Thomas, who has been broadcasting in Japanese over shortwave since the Pearl Harbor, inserted a brief tribute of the World Wide Broadcast- (Continued on Page 5)

### Two Masters

The Bible tells us that no man can serve two masters. But that's the problem facing Bob Davis, able trade-press editor of WOR, New York. For he received a double-edged invitation last Friday—one to report for jury duty and the other for a pre-induction physical examination at the request of his draft board. At last report he was considering both offers.

**Dies vs. Winchell?**  
Sequel to announced scrutiny of commentators' scripts by the Dies Committee was the invitation extended late Friday to Walter Winchell and Martin Dies by George V. Denny, Jr., moderator of "America's Town Meeting of the Air" for a debate next Thursday on the Blue net program. Subject assigned to the speakers was: "What Should Be the Limits to Freedom of Speech on the Air?"

### Point Up War Effort In CBS Annual Report

Wartime operations of the network during 1943, were pointed up in the annual report of CBS submitted Friday to stockholders by Paul W. Kesten, executive vice-president who indicated that more than 12,000 individual programs supporting 60 separate war-campaigns were broadcast by the web in course of the year. "That your (Continued on Page 7)

### Annual G. E. Statement: Net Income, \$44,922,846

Fifty-second annual report of General Electric Co. for the year 1943 reveals net income of \$44,922,846 after provisions were made for Federal income and excess profits taxes, estimated post-war tax refund, and post-war adjustments and contingencies had been taken into consideration. This is slightly lower than the net (Continued on Page 4)

## ★ THE WEEK IN RADIO ★

### Disk Decision Upsets Petrillo

**By BEN KAUFMAN**  
**DEMANDS** of the American Federation of Musicians, headed by James C. Petrillo, for disk payments were rejected by the special panel of the War Labor Board. Decision against payment of direct royalty fees to the union's unemployment fund climaxed the prolonged controversy between the AFM and three recording companies—Columbia Recording Corp., RCA Victor Division and NBC Radio Recording Division. The panel report held that no great

### Statements By NBC, CBS And A. T. & T. Indicate Steadily Increasing Interest In Planning Television's Future

### U. S. Court Upholds 'Lone Ranger' Action

United States District Court for the Northern District of Illinois, Eastern Division, has handed down a final decree, permanently restraining Sunbrock Shows, Inc. and co-defendants from using in any manner whatsoever the trade name "The Lone Ranger." Decision is an outgrowth of an action started sometime ago against Larry Sunbrock, William E. (Continued on Page 6)

### Bob Hope Off Shore Tour Covers Caribbean Posts

Bob Hope and Company who have been making a strenuous off shore tour the past week visiting soldiers and sailors stationed at bases in the Caribbean, will resume their broadcast schedule from the Army Air (Continued on Page 4)

### Slaybaugh Heads Radio For Morse International

Reorganization of the radio department of Morse International, Inc., with several staff changes, was announced by Chester C. Slaybaugh last (Continued on Page 2)

Interest in television was given impetus the past week-end through statements issued by NBC, CBS and the American Telephone and Telegraph Company.

Appointment of N. Ray Kelley to take charge of technical facilities of NBC television indicates live television production planning on a large scale. Kelley who is considered an expert on scenic and similar effects important in television leaves the (Continued on Page 6)

### Lord Wins Decision On 'District Attorney'

Appellate Division of the New York Supreme Court on Friday unanimously handed down a decision in favor of Phillips H. Lord, Inc. on the action brought by Deen Alonzo Cole, radio author, involving the program, "Mr. District Attorney." Case had been at trial three different times and had once been reversed by the Appellate Division. Decision is held to settle an important precedent.

Cole claimed he had submitted a (Continued on Page 7)

### Brooklyn Station Official Charged With Conspiracy

Charged with grand larceny and conspiracy, Samuel Gellard, 49, secretary and a stockholder of WBYN, Brooklyn, was released on \$500 bail (Continued on Page 2)

### Commons' Idea

Montreal—Dr. Augustin Frigon, acting general manager of Canadian Broadcasting Corporation, on Friday said that the new policy of free time for political broadcasts was not based on either his own or the Board of Governors' suggestions but came from recommendations by an all-party Commons committee in 1930 which reached mutual agreement on the subject.

(Continued on Page 6)



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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### Slaybaugh Heads Radio For Morse International

(Continued from Page 1)

Friday. Slaybaugh, formerly time buyer of the agency, becomes manager of the radio department. Before joining Morse he was time buyer for BBDO.

G. Coleman Dawson has been named director of programs. Dawson for several years has been an independent radio producer and prior to that time was associated with CBS. Other staff changes include appointment of Eunice C. Dickson and Walter W. Simons as time buyers.

### 20 YEARS AGO TODAY

(March 20, 1924)

The fourth in a series of lectures on Practical American Politics by Schuyler C. Wallace, Supervisor of Government at Columbia University, was delivered yesterday over WEA, New York. Mr. Wallace spoke on "Choosing the President." Herman Gelhausen, concert baritone and popular radio performer, has been added to the announcing staff of WOR, Newark, for the summer's duration.

ATTENTION FLORIDA

EXPERIENCED ANNOUNCER AVAILABLE

Twelve years announcing, regularly employed entire period. Desires Florida location for family reasons. Salary not prime objective. All types of announcing; News; Ad-lib; Special Events and Staff work. Good commercial man. Available April 1st. Age 29; draft classification—Four-F. A-1 recommendations. Write immediately to Box 818, Radio Daily, 1501 Broadway, New York 18, N. Y.

### Brooklyn Station Exec. Charged With Conspiracy

(Continued from Page 1)

set by Judge Anna M. Kross of Felony Court last Friday. Gellard's case will be heard in court March 24, Dist. Atty. Frank S. Hogan announced.

In making the charge, Hogan alleged that Gellard had netted \$11,000 via a crew of telephone salesmen who contracted businessmen to pay for 1,000-pack lots of cigarettes to be distributed free overseas. Purchasers were informed that Gellard's outfit was non-profit making and had War Department sponsorship, both statements being false, Hogan added. Police raided the organization, which was called "Overseas Cigarette Service," at 226 West 42nd Street, New York City, Thursday, and made the one arrest, that of Gellard.

William Norins, general manager of WBYN, expressed regret over circumstances which linked the station's name with the arrest and issued the following statement.

#### Norins' Statement

"With reference to the publicity recently carried with respect to Samuel G. Gellard and the Overseas Cigarette Service, we beg to give you the following information.

"This program was owned and conducted by Mr. Gellard, who is an officer and stockholder of WBYN-Brooklyn, Inc.

"The time (two one-hour periods per week) was sold and billed to Mr. Gellard at below card rates, and the income to the station was approximately \$100.00 per week.

"The station had no connection whatsoever with the solicitation of advertisers nor the program, except the usual monitoring and censoring of scripts.

"The script as presented and broadcast contained commercial announcements, and included in such announcements was the statement that the sponsor had sent cigarettes for overseas shipment.

"This program was discontinued several weeks ago."

Washington Bureau, RADIO DAILY

Washington—No official notice on the WBYN raid in New York had reached Washington Friday, according to high FCC officials. The only way in which the Commission could discipline the station in the event the

### FINANCIAL

(March 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 1/2	157 3/8	157 3/8	1/8
CBS A	28 1/4	28 1/8	28 1/4	+ 1/4
Crosley Corp.	21	20 1/2	20 1/2	- 1/2
Farnsworth T. & R.	13 1/8	12 3/4	12 3/4	+ 3/8
Gen. Electric	36 3/4	36 1/2	36 3/8	+ 1/8
Philco	30 1/2	30 3/8	30 1/2	0
RCA Common	10 1/8	10	10 1/4	0
RCA First Pfd.	73 3/4	73 1/2	73 1/2	- 1/2
Stewart-Warner	13 3/4	13 1/2	13 1/2	- 1/4
Westinghouse	98 1/2	97 3/4	97 3/4	- 1 1/8
Zenith Radio	38 3/4	38 1/2	38 1/2	- 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	29 3/4	29 3/4	29 3/4	- 1/8
Nat. Union Radio	4 1/2	4 1/2	4 1/2	0

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21	23
WJR (Detroit)	32	32

### Radio Listening Level Reaches New Feb. High

(Continued from Page 1)

gining of 1944. The high mark set in December 1941, at the outbreak of the war, is almost equalled by the listening figures of February 1944. Listening in this month was only less than half of one per cent below the Pearl Harbor high.

"However, the new heights of audience levels are achieved on the basis of a continuous trend and by a regular listening habit, while the high of Pearl Harbor had been caused by a unique incentive, without influencing the trend, and quickly gave way to a sharp decline in the following period until the normal level of the trend was reached again. The figures prove that today's climbing listening figures express a sound, steadily growing trend which had started late in 1942, and which is still moving toward its summit.

"Exactly as in the preceding year of 1943, February 1944 listening figures were 6.9 per cent over the January level. (In 1942, when dropping from the abnormal Pearl Harbor high, they had fallen 3.1 per cent during the same period).

"Radio listening in February 1944 moved 12.3 per cent above February 1943, and 14.9 per cent above February 1942. As compared with the all-year average of 1943, February 1944 audiences were 18.9 per cent higher.

"While the seasonal peak of radio listening usually arrives in February and March, to give way to seasonal losses during the following months, the trend of increased habitual radio listening still suggests the possibility of continued high listening for the coming period."

charges against it are substantiated would be by revoking the license. Even though the station management itself might not be an actual party to the fraud alleged to have taken place, it could be held responsible if the Commission is convinced that it had knowledge of what was going on or was negligent in not being aware of what was going on.

### 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!



### COMING and GOING

J. FRED CASE, vice-president and manager of KWON, Bartlesville, Okla., was Friday in the vanguard of the 29 representatives of Mutual affiliates who converged on New York over the week-end for the network meetings which will be held today, tomorrow and Wednesday.

A. D. WILLARD, JR., station manager of WBT, CBS-owned outlet in Charlotte, N. C., who was conferring at network headquarters here late last week, has returned to the office.

CAPT. E. P. H. JAMES, formerly director of advertising and promotion for the Blue Network, visiting Friday at Rockefeller Center.

H. A. WOODMAN, traffic manager for the West Coast, where he was conferring at the NBC "War Clinic" party for the final day session in Los Angeles.

DON S. ELIAS, executive director of WJLA, has returned to Asheville following a stay in Washington, D. C.

C. T. "SWANEE" HAGMAN, general manager of WTCN, Minneapolis, left for home following a few days in New York.

LEONARD ASCH, of WBCA, Schenectady, here on station and network business.

HERMAN PINCUS, of the business staff of Radio Daily, is resting up this week in A. City.

### Herrick Succeeds Allen In Domestic Bureau

Washington Bureau, RADIO DAILY

Washington—John Herrick, assistant to Elmer Davis, director of the OWI, has been named assistant director of the Domestic Branch, succeeding James Allen, who has joined Warner Bros. as aide to S. Charles Einfeld, vice-president in charge of advertising and publicity. Allen will leave for the West Coast in about two weeks.

They're GLAD we remembered them!

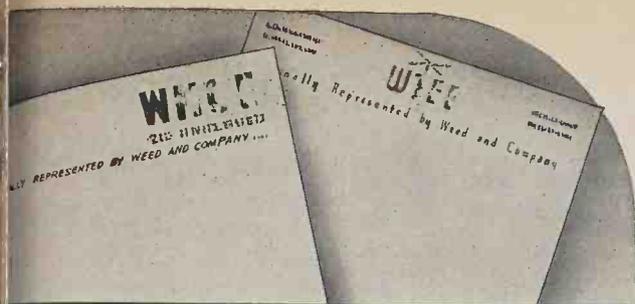
They thought they were radio orphans... that big chunk of Baltimore's wartime population that plays while others sleep. They wanted good radio entertainment. Then W-I-T-H gave them the "Night Owl Club." Contests, prizes, club membership, news, music, live entertainment. Loyal? You bet they're loyal.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



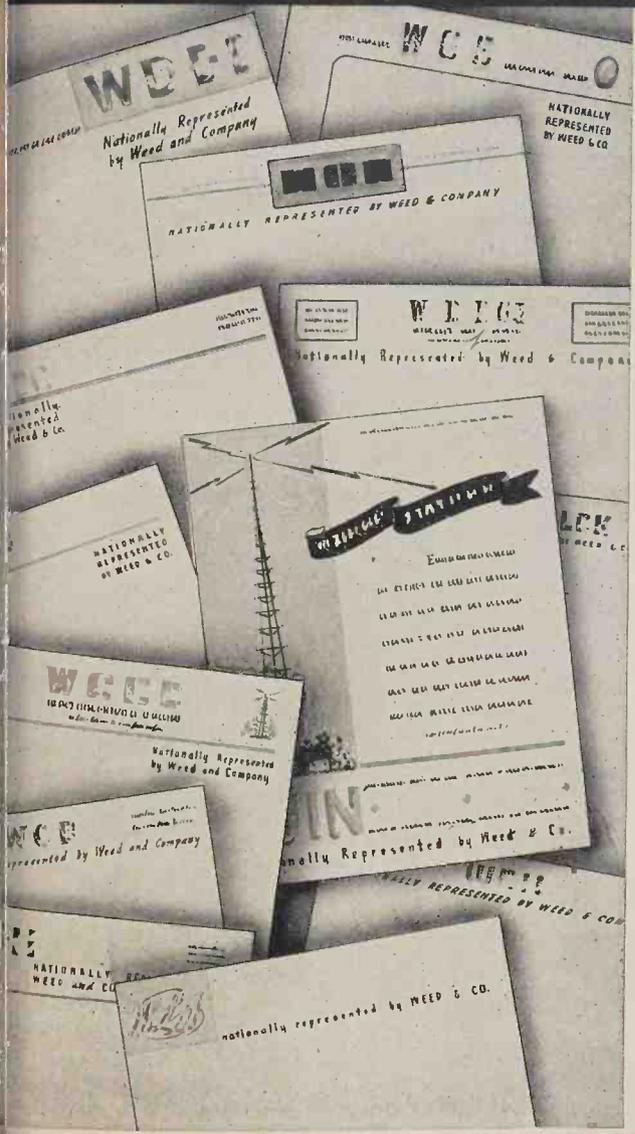
WITH IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



# "Nationally Represented by Weed and Company"



Stations whose letterheads and advertisements carry this line know that every word in it counts . . . Coast-to-coast offices . . . Continuous, regular visits to advertisers and their agencies . . . The years of production experience the Weeds themselves have had . . . And able, ample staffs at each office . . . These make "Nationally Represented by Weed and Company" mean more sales for sales-able stations.

*Slogan for stations: "Weed 'em and reap!"*

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

# LOS ANGELES

By RALPH WILK

**A**NNOUNCER Tim Leimert is kept pretty busy these days. Outside of his regular KNX duties, Tim is doing two shows for the War Department—the all-colored show "Jubilee," and Anita Ellis' "Personal Album."

KNX-CBS Newscaster Bob Greene is breathing a sigh of relief, for his house-hunting days are over. He has just purchased actor Bob Montgomery's former home in Beverly Hills.

Bill Goodwin, who announces and takes part in the Burns and Allen CBS show, has been requested to make a series of shortwave broadcasts based on doings in Hollywood, for the entertainment of service men overseas.

His love of the U.S.A. once cost Murray Bolen, producer of the Amos 'n' Andy show, a good job, but he's never regretted it. When Bolen was in Australia in 1934, working in radio, he received an offer which held fine promise for the future. But Bolen decided he was so homesick he couldn't take it—and he hopped the next boat for America.

More than 1,000 service men have written to Cass Daley, film and radio comedienne, during the past month asking that she send them copies of the novelty song: "I'm Getting Corns for My Country at the Stage Door Canteen." Cass, who presented the number three times in recent weeks, reports that it has a soldier-appeal never surpassed by any other of her songs.

Mickey Rooney, who says he never misses the program, has offered his services for an appearance on "Suspense" (CBS). Producer Bill Spire is scouting for a suitable story.

## Annual G. E. Statement: Net Income, \$44,922,846

(Continued from Page 1)

income for 1942. However the surplus at the beginning of 1943 was \$191,251,329 as compared with \$181,561,337 in 1942.

Orders received in 1943 totaled \$1,360,643,350 and net sales billed was approximately \$3,000,000 under this figure. Current assets of the company are placed at \$63,192,298 as against \$51,044,762 in 1942.

In the annual report submitted for the Board of Directors by Owen D. Young, chairman and Gerard Swope, president, post-war planning is well in hand. No specific subject is mentioned, but full assurance is given that such efforts were intensified during 1943. Reserves for such planning and adjustments and contingencies is now \$21,053,137, which sum has been set aside over a two year period.

## To Talk On Tele

C. L. Menser, NBC vice-president in charge of programs will address the Drama Workshop of the New School for Social Research April 6 on "Television is Here."

# MAIN STREET

WITH *Ol' Scoops Daily*

## Unscrambled Wattnotes !!

● ● ● Dr. Alfred N. Goldsmith, radio and television consulting engineer and vice-chairman of the Radio Technical Planning Board, will be the guest of honor and principal speaker at the next session of the radio Executives Club, at the Hotel Shelton, (N. Y.) Thursday, March 30..... Dr. Goldsmith will deliver a comprehensive paper on the current status of television.....which reminds us to remind Will Baltin, of Television Broadcasters Assn. Inc., that his first News Letter on Tele issued to TBA members is a nice job, but we somewhat resent the line stating that trade papers are taking increased interest in tele.....in so far as R.D. is concerned, it has kept abreast of all developments and has run a consistent lineage of tele news since its inception.....as instance, take the Feb. 11, 1937 issue of R.D. when it was three days old.....and we quote (as the newscaster sez) "While television shows will be more expensive for broadcasters than radio offerings, television will give advertisers advantages in reaching a desired audience that radio does not provide.....Television shows will be more costly because in every instance where performers appear, sponsors will have to provide settings, lights and backgrounds.....by recording a television show on film, sponsors will be able to offer it nationally and reach a desired audience, say at 9 p.m....." Anyway, that's our story and we're stuck with it in the bound copies of our file, along with a host of other tele yarns.

★ ★ ★

● ● ● Morton Downey, the Coca-Cola kid on the Blue threw the boys a nice St. Patrick's Day party at Toots Shor's Fridee..... and drew quite a sizeable crowd of who's who in radio and the agencies. . . ● Harry McNaughton, one of the four zanies in "It Pays to be Ignorant," now on CBS for Philip Morris, is celebrating his 25th year as a professional actor.....Harry incidentally, who is Scotch by birth, was in World War I, going through several campaigns until taken prisoner by the Germans at San Quentin in 1918. . . ● William de Lannoy, has been added to the WOR Recording Division.....Edward Tomlinson, inter-American advisor and analyst for the Blue, has been appointed to the staff of Collier's as correspondent and editorial advisor. . . ● Mutual's assistant publicity director, Chris Cross, co-author of "My Fighting Congregation," has been selected to write a companion book about the work of Navy Chaplains.....which will be based on the experience and observation of Captain M. M. Witherspoon, Chief Chaplain of the 3rd Naval District. . . ● Month of April will bring more changes in local operating time in the CBS network cities of Ohio and probably remain in effect until next fall.....April 2, Columbus returns to Eastern War Time.....April 30, Akron, Cleveland, Youngstown and Cincinnati, also return to EWT.....Latest info indicates Dayton will remain on CWT.....and you can guide yourself accordingly on the places where certain shows will be heard an hour later than currently. . . ● Edgar Kobak, exec, vice-president of the Blue speaks before the Women's Ad Club in Washington tomorrow and the next day before the Baltimore Ad Club.

★ ★ ★

● ● ● That guy who got out a patent on putting advt. messages on the paper bands around the laundered shirts, must be doing all right.....first the movies took advantage of it, but we see that you can now retrieve the linen from the Chinaman with a band that says: Now enjoy the music of America's best Bands, with songs by Dick Gilbert on WHN etc..... Theresa Stone, of M-G-M public relations, was interviewed Saturday by Adelaide Hawley over WEAf, on "What the Motion Picture Industry Has Done in the War Effort."

★ ★ ★

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**P**AYING tribute to the tenth birthday of the Burlington's "Piedmont Zephyr," America's first diesel-powered, streamlined train, the Chicago Burlington and Quincy Railroad, Chicago, has contracted with the National Network for sponsorship of a special broadcast from Lincoln, Neb., on April 10, according to an announcement by E. K. Hartenbower, general manager of the central division. The program will be aired over the full NBC Network from 11:45 to 12:00 a.m. on EWT, and will be staged at the east side of the Burlington station in Chicago. Participating in the ceremonies will be Gov. Dwight Griswold of Nebraska; Ralph Budd, president of the Burlington; Edward G. Budd, president of the Budd Manufacturing Co., and Charles F. Kettering, vice president of General Motors, in charge of research. Reinicke-Edison Younggreen and Finn, Chicago agency handling the Burlington account.

"Who Told You?" is the new song by Don Marcotte, music supervisor of the NBC program Monday, March 15. Marcotte, an accomplished musician and composer, is the writer of numerous popular tunes, including "Tico Tico" and "Schottische at Sunrise."

Marjorie Snyder, daughter of Glenn Snyder, vice-president and general manager of station WLS, was married March 11, in the Lady Chapel of St. Luke's Church, Evanston, Ill., to Ned Maxwell, son of Mr. and Mrs. George Maxwell of Denver, Colorado.

## Bob Hope Off Shore Tour Covers Caribbean Ports

(Continued from Page 1)

Force station at Macon, Ga., on Tuesday over NBC. He will then start a middle west tour returning to Hollywood and the West Coast at the end of the month. Hope's middle west appearances include one for the Forces at Dayton, Ohio, and another for the Stage Door Canteen in his hometown, Cleveland.

## OWI Records KDKA Show

Bernie Armstrong's musical show "The New Duquesne Show," aired over Pittsburgh's KDKA, Friday, 7:30-8 p.m., EWT, will be recorded regularly by the Overseas Branch of the OWI, and transcriptions will be rushed by plane to the 16 overseas radio stations operated by the OWI located in Naples, Palermo, Bari, Algiers, London and other points near the fighting fronts, it has been disclosed.

## W. E. Dividend

At a meeting of the directors of the Western Electric Company held last week, dividend of 50 cents per share on its Common Stock was declared. The dividend is payable on March 24, 1944 to stock of record at the close of business on March 24, 1944.

# ★ AGENCY NEWSCAST ★

**AMERICAN INSTITUTE OF FOOD PRODUCTS**, long located at 75 West Street, has moved to larger quarters uptown on Madison Avenue. In addition to the daily radio program—Dr. Eddy's Food and Home Forum over WOR at 3:30, other programs are to be presented by the enlarged organization as well as spot recordings as overflow from the Food Forum. Vernon Radcliffe, for eight years with NBC, is in charge of production for the Institute, of which Dr. Walter H. Eddy, for 17 years head of Good Housekeeping Bureau, is president.

**MRS. VIRGINIA TRAVERS** joins Compton Advertising, Inc., as publicity supervisor. Mrs. Travers comes to Compton from "Pic" Magazine where she held the position of assistant editor.

**THE TAYLOR-REED CORPORATION**, of Mamaroneck, N. Y., manufacturers of Tumbo dessert puddings and Cocoa Marsh, milk booster, announces the appointment of Ruthrauff & Ryan, Inc. as its advertising agency, effective April 15th.

**N. W. AYER & SON, INC.**, announces that Douglas Wood Gibson is now a member of its radio department in Philadelphia.

**LESLIE MUNRO** and **FELIX M. SUTTON**, of the copy department of Geyer, Cornell & Newell, Inc., have been appointed associate copy directors, it has been announced by Vernon M. Welsh, vice-president and copy director of the agency. Barbara Bender and John Mason have been added to the copy department.

**ROBERT STEVENS**, formerly with the Blue Network, has joined the radio department of Kenyon & Eckhardt, Inc. The agency has also added to its radio staff Dorothy Mallinson and Ann Brae.

**DEVOE & RAYNOLDS CO., INC.**, for its Dehydray, a paint product, will inaugurate shortly an extensive Spring campaign. Through Calkins & Holden, the drive will utilize radio in chosen areas.

**CHARLES C. GREENE** has been elected vice-president of Doremus & Co., in charge of the Chicago office. He had been vice-president of Buchanan & Co.

**WILLIAM H. WEINTRAUB & CO., INC.**, has resigned the Cresta Blanca Wine account effective June 1. It will continue, however, to place the advertising for Dubonnet and Coronet brands.

## Thomas' Tribute To WRUL In Congressional Record

(Continued from Page 1)

ing Foundation, written by Eric Underwood.

Tracing the difficulties experienced by founder Walter S. Lemmon, who worked on the scheme for the Foundation for nearly 20 years before meeting with success in 1935, Underwood devoted the major part of his article to evaluating the contributions of international radio to war effort.

WRUL, the Boston international station operated by the Foundation,

## Shortwave Technicians Join IBEW At Boston

Boston—Signing of an agreement between the World-Wide Broadcasting Corporation and Local Union No. 1228, IBEW, of Boston, covering the broadcast technicians employed by the corporation at stations WRUL, WRUW, WRUS, WRUA and WRUX, was announced last week by the IBEW. All the stations are shortwave stations with transmitters at Scituate, Mass.

began fighting Hitler 16 hours a day in 24 different languages back in 1939. He said, the broadcasts were so effective that Goebbels had frequently to warn Germans against "the democratic drive" coming from "the troublemaker in Boston unjustifiably interfering with the establishment of the new Hitler order in Europe."

Aside from nuisance value to the Nazis, however, Underwood related that a WRUL broadcast to Jugoslavia, just as Prince Paul was about to make a deal with Hitler, is generally credited with a major share of credit for delaying the deal and thus throwing the Hitler time-table out of kilter. This broadcast was in great measure responsible for a highly important delay in the Nazi attack on the Soviet Union.

Another credit to WRUL, according to Underwood, is its part in keeping the Norwegian fleet from Nazi hands.

There was discussion also of the invaluable work of the station in its educational projects—deferred in large part now because of the use of WRUL facilities by OWI.

130\* + 160\*  
= AMERICA'S NO. 1 NEWS REPORTER

# FULTON LEWIS, JR.

\* 130 SPONSORS  
\* 160 STATIONS

No other news reporter has as many sponsors on as many stations. What other test of the pulling power of Lewis' broadcasts is needed to prove his ability to sell and move merchandise. A few cities are still available for sponsorship. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D.C.



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

*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  
GEN. ROEDER Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives

# LOS ANGELES

By RALPH WILK

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income for 1942. However the surplus at the beginning of 1943 was \$191,251,329 as compared with \$181,561,337 in 1942.

Orders received in 1943 totaled \$1,360,643,350 and net sales billed was approximately \$3,000,000 under this figure. Current assets of the company are placed at \$63,192,298 as against \$51,044,762 in 1942.

In the annual report submitted for the Board of Directors by Owen D. Young, chairman and Gerard Swope, president, post-war planning is well in hand. No specific subject is mentioned, but full assurance is given that such efforts were intensified during 1943. Reserves for such planning and adjustments and contingencies is now \$21,053,137, which sum has been set aside over a two year period.

## To Talk On Tele

C. L. Menser, NBC vice-president in charge of programs will address the Drama Workshop of the New School for Social Research April 6 on "Television is Here."

# MAIN STREET



## Unscrambled Wattnotes ! !

● ● ● Dr. Alfred N. Goldsmith, radio and television consulting engineer and vice-chairman of the Radio Technical Planning Board, will be the guest of honor and principal speaker at the next session of the radio Executives Club, at the Hotel Shelton, (N. Y.) Thursday, March 30..... Dr. Goldsmith will deliver a comprehensive paper on the current status of television..... which reminds us to remind Will Baltin, of Television Broadcasters Assn. Inc., that his first News Letter on Tele issued to TBA members is a nice job, but we somewhat resent the line stating that trade papers are taking increased interest in tele..... in so far as R.D. is concerned, it has kept abreast of all developments and has run a consistent lineage of tele news since its inception..... as frinstance, take the Feb. 11, 1937 issue of R.D. when it was three days old..... and we quote (as the newscaster sez) "While television shows will be more expensive for broadcasters than radio offerings, television will give advertisers advantages in reaching a desired audience that radio does not provide..... Television shows will be more costly because in every instance where performers appear, sponsors will have to provide settings, lights and backgrounds..... by recording a television show on film, sponsors will be able to offer it nationally and reach a desired audience, say at 9 p.m....." Anyway, that's our story and we're stuck with it in the bound copies of our file, along with a host of other tele yarns.



● ● ● Morton Downey, the Coca-Cola kid on the Blue threw the boys a nice St. Patrick's Day party at Toots Shor's Fridee..... and drew quite a sizeable crowd of who's who in radio and the agencies. ● Harry McNaughton, one of the four zanies in "It Pays to be Ignorant," now on CBS for Philip Morris, is celebrating his 25th year as a professional actor..... Harry incidentally, who is Scotch by birth, was in World War I, going through several campaigns until taken prisoner by the Germans at San Quentin in 1918. ● William de Lannoy, has been added to the WOR Recording Division..... Edward Tomlinson, inter-American advisor and analyst for the Blue, has been appointed to the staff of Collier's as correspondent and editorial advisor. ● Mutual's assistant publicity director, Chris Cross, co-author of "My Fighting Congregation," has been selected to write a companion book about the work of Navy Chaplains..... which will be based on the experience and observation of Captain M. M. Witherspoon, Chief Chaplain of the 3rd Naval District. ● Month of April will bring more changes in local operating time in the CBS network cities of Ohio and probably remain in effect until next fall..... April 2, Columbus returns to Eastern War Time..... April 30, Akron, Cleveland, Youngstown and Cincinnati, also return to EWT..... Latest info indicates Dayton will remain on CWT..... and you can guide yourself accordingly on the places where certain shows will be heard an hour later than currently. ● Edgar Kobak, exec, vice-president of the Blue speaks before the Women's Ad Club in Washington tomorrow and the next day before the Baltimore Ad Club.



● ● ● That guy who got out a patent on putting advt. messages on the paper bands around the laundered shirts, must be doing all right..... first the movies took advantage of it, but we see that you can now retrieve the linen from the Chinaman with a band that says: Now enjoy the music of America's best Bands, with songs by Dick Gilbert on WHN etc..... Theresa Stone, of M-G-M public relations, was interviewed Saturday by Adelaide Hawley over WEAF, on "What the Motion Picture Industry Has Done in the War Effort."



—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**P**AYING tribute to the tenth birthday of the Burlington's "Pioneer Zephyr," America's first diesel-powered, streamlined train, the Chicago Burlington and Quincy Railroad, Chicago, has contracted with the NBC Network for sponsorship of a special broadcast from Lincoln, Neb., April 10, according to an announcement by E. K. Hartenbower, general manager of the central division. The program will be aired over the full NBC Network from 11:45 to 12:00 on EWT, and will be staged at the track side of the Burlington station in Lincoln. Participating in the ceremony will be Gov. Dwight Griswold of Nebraska; Ralph Buad, president of the Burlington; Edward G. Budd, president of the Budd Manufacturing Co., and Charles F. Kettering, vice-president of General Motors, in charge of research. Reinicke-Eberhard Younggreen and Finn, Chicago agency handling the Burlington account.

"Who Told You?" is the new tune by Don Marcotte, music supervisor of the NBC program Monday, March 14. Marcotte, an accomplished musician and composer, is the writer of numerous popular tunes, including "Tico Tico" and "Schottische at Sunrise."

Marjorie Snyder, daughter of George Snyder, vice-president and general manager of station WLS, was married March 11, in the Lady Chapel of St. Luke's Church, Evanston, Ill., to Ned Maxwell, son of Mr. and Mrs. George Maxwell of Denver, Colo.

## Bob Hope Off Shore Tour Covers Caribbean Ports

(Continued from Page 1)

Force station at Macon, Ga., on Tuesday over NBC. He will then start a middle west tour returning to Hollywood and the West Coast at the end of the month. Hope's middle west appearances include one for the Forces at Dayton, Ohio, and another for the Stage Door Canteen in his hometown, Cleveland.

## OWI Records KDKA Show

Bernie Armstrong's musical show "The New Duquesne Show," aired over Pittsburgh's KDKA, Friday, 7:30-8 p.m., EWT, will be recorded regularly by the Overseas Branch of the OWI, and transcriptions will be rushed by plane to the 16 overseas radio stations operated by the OWI located in Naples, Palermo, Bari, Algiers, London and other points near the fighting fronts, it has been disclosed.

## W. E. Dividend

At a meeting of the directors of the Western Electric Company held last week, dividend of 50 cents per share on its Common Stock was declared. The dividend is payable on March 21, 1944 to stock of record at the close of business on March 24, 1944.

★ AGENCY NEWSCAST ★

**AMERICAN INSTITUTE OF FOOD PRODUCTS**, long located at 75 West Street, has moved to larger quarters uptown on Madison Avenue. In addition to the daily radio program—Dr. Eddy's Food and Home Forum over WOR at 3:30, other programs are to be presented by the enlarged organization as well as spot recordings as overflow from the Food Forum. Vernon Radcliffe, for eight years with NBC, is in charge of production for the Institute, of which Dr. Walter H. Eddy, for 17 years head of Good Housekeeping Bureau, is president.

**MRS. VIRGINIA TRAVERS** joins Compton Advertising, Inc., as publicity supervisor. Mrs. Travers comes to Compton from "Pic" Magazine where she held the position of assistant editor.

**THE TAYLOR-REED CORPORATION**, of Mamaroneck, N. Y., manufacturers of Tumbo dessert puddings and Cocoa Marsh, milk booster, announces the appointment of Ruthrauff & Ryan, Inc. as its advertising agency, effective April 15th.

**N. W. AYER & SON, INC.**, announces that Douglas Wood Gibson is now a member of its radio department in Philadelphia.

**LESLIE MUNRO** and **FELIX M. SUTTON**, of the copy department of Geyer, Cornell & Newell, Inc., have been appointed associate copy directors, it has been announced by Vernon M. Welsh, vice-president and copy director of the agency. Barbara Bender and John Mason have been added to the copy department.

**ROBERT STEVENS**, formerly with the Blue Network, has joined the radio department of Kenyon & Eckhardt, Inc. The agency has also added to its radio staff Dorothy Mallinson and Ann Brae.

**DEVOE & RAYNOLDS CO., INC.**, for its Dehydray, a paint product, will inaugurate shortly an extensive Spring campaign. Through Calkins & Holden, the drive will utilize radio in chosen areas.

**CHARLES C. GREENE** has been elected vice-president of Doremus & Co., in charge of the Chicago office. He had been vice-president of Buchanan & Co.

**WILLIAM H. WEINTRAUB & CO., INC.**, has resigned the Cresta Blanca Wine account effective June 1. It will continue, however, to place the advertising for Dubonnet and Coronet brands.

**Thomas' Tribute To WRUL In Congressional Record**

(Continued from Page 1)

ing Foundation, written by Eric Underwood.

Tracing the difficulties experienced by founder Walter S. Lemmon, who worked on the scheme for the Foundation for nearly 20 years before meeting with success in 1935, Underwood devoted the major part of his article to evaluating the contributions of international radio to war effort.

WRUL, the Boston international station operated by the Foundation,

**Shortwave Technicians Join IBEW At Boston**

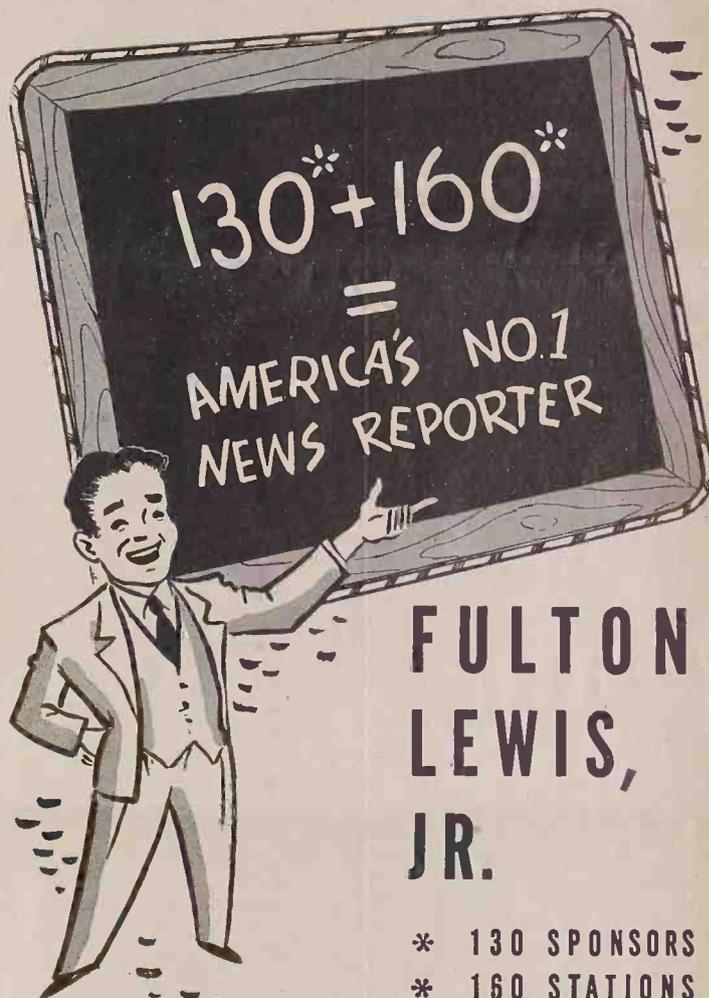
Boston—Signing of an agreement between the World-Wide Broadcasting Corporation and Local Union No. 1228, IBEW, of Boston, covering the broadcast technicians employed by the corporation at stations WRUL, WRUW, WRUS, WRUA and WRUX, was announced last week by the IBEW. All the stations are shortwave stations with transmitters at Scituate, Mass.

began fighting Hitler 16 hours a day in 24 different languages back in 1939. He said, the broadcasts were so effective that Goebbels had frequently to warn Germans against "the democratic drivel" coming from "the troublemaker in Boston unjustifiably interfering with the establishment of the new Hitler order in Europe."

Aside from nuisance value to the Nazis, however, Underwood related that a WRUL broadcast to Jugoslavia, just as Prince Paul was about to make a deal with Hitler, is generally credited with a major share of credit for delaying the deal and thus throwing the Hitler time-table out of kilter. This broadcast was in great measure responsible for a highly important delay in the Nazi attack on the Soviet Union.

Another credit to WRUL, according to Underwood, is its part in keeping the Norwegian fleet from Nazi hands.

There was discussion also of the invaluable work of the station in its educational projects—deferred in large part now because of the use of WRUL facilities by OWI.



**FULTON LEWIS, JR.**

\* 130 SPONSORS  
\* 160 STATIONS

No other news reporter has as many sponsors on as many stations. What other test of the pulling power of Lewis' broadcasts is needed to prove his ability to sell and move merchandise. A few cities are still available for sponsorship. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D.C.



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

*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

## Networks' Statements Reflect Tele Interest

(Continued from Page 1)

post of NBC eastern production manager to supervise the special live talent production angle.

### Special CBS Statement

The annual report to CBS stockholders released the past week-end carries a statement by Paul W. Kesten, executive vice-president of the web, in which he forecasts post-war tele in full and natural color with larger pictures and high fidelity. The Kesten statement on television follows:

"The impact of wartime progress (especially in very high radio frequencies) upon post-war television," the report says, "should be striking and far-reaching in its peacetime benefits. It has made almost certain television pictures of larger size and higher fidelity, richer in detail and in full natural color, although continued transmission of lower quality pictures of pre-war standard may be necessary during an interim period."

### A. T. & T.'s New Plans

Plans for a \$2,000,000 trial of short-wave radio relays for intercity television and telephone relays was made by the American Telephone and Telegraph Company. It will supplement present commercial, long distance facilities and provide network facilities for the transportation of television programs between New York, Boston and intermediate points.

Application is being made to FCC for approval to begin the project which is expected to proceed as rapidly as the war situation permits.

Principal purpose of the trial is to determine by practical operation in commercial service of the relative advantages and disadvantages of radio relay in transmission of long distance messages and television programs compared with transmission by the familiar wires and coaxial cables.

### Will Use Radio Relays

Post-war plans were recently announced for a country-wide expansion by the Bell System for about 7,000 miles of its coaxial cables, suitable for telephone service and the transmission of television programs.

The new system will be operated by radio relays of a type which were under construction at the Bell laboratories prior to the war. Directed radio beams at ultra high frequencies will be operated simultaneously in both directions and these will be relayed by stations spaced at an average of about 30 miles throughout the route. It is hoped that ultimately each radio beam will carry a large number of communications channels.

### NBC Expansion Plans

It is expected that an augmented schedule of television shows now being readied by NBC will be announced in the near future. Wynn Wright, who has been acting as assistant to C. L. Menser, NBC vice-president in charge of production, has been made a national production manager and will co-ordinate such activities of all NBC divisions.

## THE WEEK IN RADIO

Disk Decision Upsets Petrillo

(Continued from Page 1)

for revision of the union's earlier voluntary agreements with signatories, including Decca Records and World Broadcasting System. These former pacts provided for relief in the event that the union operated under more favorable conditions with any other recording firms.

On the heels of the decision came statements from all the parties to the dispute. The disk companies jointly stated that the panel report at this time was merely a recommendation to the NWLB, that they looked forward to an early termination of the question by the Board. They expressed the hope that the panel's recommendation would be accepted and the back-to-work order issued. Joseph M. Padway, AFM counsel, maintained that the Board lacked jurisdiction and indicated that the union would contest the panel edict. The union attorney also called the report a vindication, possibly referring to the panel opinion that under proper safeguards payments of fees would not be opposed to social policy. There was no comment from the FCC or NAB.

Key outlets of the four major nets in New York reached agreement with the Musicians' Union on a new three-year pact to extend the old one, which expired Feb. 1. No important delay was expected in inking the contract within the next two weeks. Only difference reportedly involved was a slightly higher scale. With the Chicago situation cleared up, the overall picture between the webs and the union was considered good.

**News Shorts:** Senate fight to restore the tentative two-million-dollar cut in the FCC budget was opened by Senator James Mead, D., N. Y. . . . Radio was commended for its "outstanding contribution" to the 1944 Red Cross War Fund campaign by Norman H. Davis, national chairman. . . . Value of time put into the war effort by the broadcasting industry was estimated at \$202,000,000 in 1943 by the NAB. . . . Television was envisioned as a potential source of 4,600,000 new jobs within a decade after its full commercialization in a speech by Thomas F. Joyce, manager of RCA Victor's radio, phonograph and tele department, at the New York Sales Executives Club.

Enactment of national legislation to secure freedom of radio was favored by executives of 32 NBC mid-western affiliates at the Chicago regional meeting of the net's third annual War Clinic, backing prexy Niles Trammell's stand before the Senate Interstate Commerce Committee last December. . . . WMCA, New York, took issue with NAB criticism of the non-

member Gotham outlet's policy of selling time as well as providing free facilities for discussion of controversial issues.

Second annual Alfred I. du Pont awards were made to Raymond Gram Swing, Blue web commentator; WMAZ, CBS affiliate in Macon, Ga., and WLW, NBC affiliate in Cincinnati. . . . Elaborate plans were completed by the Blue for its first coverage of the national political conventions to be held in Chicago this Summer. . . . Commentators' scripts were expected to be subpoenaed by the Dies Committee. . . . Construction permit for an experimental FM outlet in Washington, D. C., was sought in the names of the FM Development Foundation, Maj. Edwin H. Armstrong, C. M. Jansky, Jr., and Stuart L. Bailey.

**Personalities:** Mark Woods, Blue net prexy, was honored for "his high contribution to radio" by the Poor Richard Club of Philadelphia, with a sizeable New York delegation attending. . . . Bernard C. Duffy, executive vice-president of BBD&O, was elected to the Board of Governors of the Co-operative Analysis of Broadcasting. . . . Vincent F. Callahan, until recently ad, press and radio chief of the Treasury's War Finance Division, joined the Washington ad-agency and public-relations firm of Lewis Edwin Ryan.

Frank R. Deakins, former executive vice-president of RCA Victor Co. Ltd. in Canada and for the last ten years with the parent company in the United States, was named president of the Canadian company effective April 1. . . . Gene King, production supervisor of WOR, New York, was appointed production manager of the outlet, replacing Arthur Whiteside, who resigned to become a field engineer with Western Electric Co. . . . M. P. Wamboldt, Blue commercial program supervisor, was granted a leave of absence in order to represent Philco and its agency, Sayre M. Ramsdell Associates, in handling the "Radio Hall of Fame" show heard over the Blue web.

Bill Rousseau, former producer with Benton & Bowles, joined McCann-Erickson as production assistant to Lloyd Coulter, vice-president in charge of radio. . . . Al Hollender, chief of the radio outpost division of the OWI in New York, went to London for the war-information agency to work under William S. Paley, CBS prexy on leave to the OWI. Robert Newman, script writer, took over Hollender's vacated post.

*Suggestion: Clip and mail this news digest to a radio friend now in the armed forces.*

### Can. Marconi Dividend

Montreal—Directors of Canadian Marconi Company, Ltd., have declared a dividend of four cents a share, payable June 1 to shareholders of record April 15. A similar payment was made at the same time last year.

### Joins Thompson Agency

Oscar H. Romaguera, formerly in charge of public relations for the International Division of the NBC, has joined the J. Walter Thompson Company to head up the radio section of the Latin American department.

## U. S. Court Upholds 'Lone Ranger' Actio

(Continued from Page 1)

Baker, Slim Allen and others who have used the name in connection with traveling outdoor and indoor spectacle shows and exhibitions.

### Sets Title Precedent

Decree, signed by U. S. District Judge William E. Campbell, of the Northern District of Illinois, is complete in its restraining order and prohibits the defendants also from any way using advertising in the press or on the radio any announcements which use the name "The Lone Ranger" or "The Original Lone Ranger," "The Lone Ranger Impersonated," in fact any adaptation of the name or title which may simulate the trade name.

Apart from injunction against use of the trade name or any characterization simulating it, the court prohibits the use of "the distinctive call or calls to the horse of the hero of the plaintiff's program. This in effect also places a restraining order on the use of "Hi Yo Silver" call.

### Lone Ranger Gets Damages

Damages awarded the owners of "The Lone Ranger" from the defendants Larry Sunbrock, Sunbrock Shows, Inc. and John Daros, is the sum of \$10,000. An additional \$25,000 must be paid by the defendants to Arthur Friedlund as custodian. Friedlund was appointed custodian by the court last February, pending final outcome of the case. At that time preliminary injunction against the defendants resulted in their posting a \$10,000 bond.

### Another Court Victory

Decision in favor of the owners of "The Lone Ranger" is another of a series heretofore awarded by the Federal courts. These are against circuses and outdoor shows, of the lessee type, also against individuals. "The Lone Ranger" is the property of The Lone Ranger, Inc. which is a subsidiary of the King-Trendle Corp. and the Michigan Network. They have been producing the program on networks with live talent and also via transcription. "Ranger" has also appeared in pictures under the King-Trendle aegis.

According to Raymond J. Meurer, general counsel for The Lone Ranger Inc., this is the first time that damages have been awarded for the unauthorized use of a radio program title.

### Town Hall Engagement

Engagement of George V. Denny, Jr., of New York City, president of Town Hall, and Miss Jeanne Sarasy of Janesville, Wisconsin has been announced. Mr. Denny is moderator on "America's Town Meeting of the Air," the radio forum program which he founded. After graduation from Stephens College, Columbia, Mo., where she majored in radio and dramatics, Miss Sarasy took the post of production assistant on the Forum. The couple plan an April wedding.

## Blue Offers Rep. Dies 15 Min. After Winchell

(Continued from Page 1)

American Activities, that an announcement would be made during the Winchell broadcast informing the listeners of the fact that Dies would appear on the program immediately following.

Text of Woods' wire follows:

In response to your request by wire today that the Blue Network allot the Winchell period to you on some agreeable date so that you may use the same facilities and reach the same audience as Winchell, the Andrew Jergens Company has advised me that it is pleased to offer you its time from 9:15 to 9:30 p.m. over the entire Blue Network this Sunday, March 19, or the Sunday of the following week, whichever may be most convenient for you. That period will give you the benefit of the entire Winchell audience, since it follows immediately after this regular broadcast. An announcement will be made during Winchell's period that you will speak immediately following him.

Please advise us at the earliest convenience which Sunday you prefer to broadcast.

We are presently assembling scripts and recordings on past broadcasts which your committee desires and will be pleased to cooperate completely with the committee in its inquiry.

The wire in ending said "Regards, Mark Woods, president, Blue Network, New York."

Washington Bureau, RADIO DAILY

Washington—Rep. Martin Dies, chairman of the House Special Committee on un-American activities, on Friday revealed that he has issued subpoenas for the Blue Network resident, Mark Woods, and the scripts and transcriptions of the Walter Winchell broadcasts of the past two years. This action followed nearly two weeks of constant criticism of the commentator by the Texan and Reps. John Rankin and Clare Hoffman.

The scripts will be studied by the committee with a possibility of open investigatory action. Woods will most likely merely turn over the requested documents and discs to a committee representative.

## Adds New Stations

Total of 131 Blue stations now carry "Coronet Storyteller" and "Coronet Quick Quiz," according to the new contract signed by Esquire, Inc., which adds 61 stations to the previously utilized number of 70. E. K. Gartenbower, sales manager of the Blue's central division, announced. "Storyteller" is heard Monday through Friday, 9:15-10 p.m., EWT, and "Quick Quiz" Saturday, same time. Schwimmer & Scott, Chicago, is the agency.

## Wartime Operations Of CBS Pointed Up In Annual Report

(Continued from Page 1)

company prospered during 1943," said Kesten, "is a source of less pride to its management and, I feel sure, to its stockholders, than that it met and fulfilled the urgent and multiplied needs of the Armed Forces and the U. S. Government, American industry and the American people at war."

### Two Gov't Transmitters Built

Report stated that CBS erected two additional high-power transmitters for the Government at Wayne, New Jersey; a third is under construction in Brentwood, Long Island. In conjunction with the three already under operation by CBS, these will be beamed to foreign listeners and our troops abroad under wartime contracts with the OWI and the Coordinator of Inter-American Affairs. Other transmitters are planned by CBS for Southern California, to be beamed westward and also to the southward.

In course of the year, the report reveals, CBS added 15 stations; five affiliate outlets, with FCC approval, increased transmission power.

Relative to freedom of radio plea, Kesten stated: "With America approaching the time when more than 10,000,000 of her sons and daughters will be in the uniform of their country in a war for freedom, it is vital that a free radio, the essential agency of a free people, be preserved."

### New Legislation Treated

He commented on the present move to secure new radio legislation, now before a Congressional Committee, by saying: "Freedom of radio, which is native American freedom of speech amplified and multiplied through microphone and loudspeaker, lies at the core of the broadcasters' efforts to secure a new radio law."

Reference was made by Kesten to the AFM recordings ban which went into effect August 1, 1942 and the status outlined. However the subsidiary Columbia Recording Corp. managed to maintain good sales from limited pressings of masters on hand. The shortage of raw materials was also a factor concerning all companies but CRC did well notwithstanding this.

Mention was also made by Kesten of president Paley's services overseas with the OWI and the fact that three vice-presidents are now in service: Colonel Lawrence W. Lowman with the OSS; Commander Harry C. Butcher, aide to General Eisenhower; and Lt. Commander Mefford R. Runyon.

### Program Breakdown

During 1943, there were 31,956 CBS programs broadcast, broken down as follows: Music, 10,519 programs, 3,514 hours; drama, 8,309 programs, 2,472 hours; variety and comedy, 2,215 shows, 879 hours; news, 7,670, running into 1,454 hours; talks and discussions, 2,848, for 803 hours; religion, 226 programs totaling 110 hours and sports, 169 programs, 97 hours.

Sixty war campaigns were pre-

ented, for some 17,000 programs in course of the year, which represents 3,380 hours or approximately 36 per cent of the network's full operating time. Virtually every new account signed during 1943 pertained to the war effort, or carried wartime messages. (Television reference is contained in other columns in this issue of RADIO DAILY.)

Expanded shortwave broadcasting became increasingly important, the network's three high-powered international outlets doing yeoman work. At the turn of the year two more were placed in service and a sixth was under construction, and scheduled to go into operation this month. Transmission beamed to Europe, Africa and Asia as well as the Middle East, were in 10 languages. Shortwave listening picked up 50,000,000 words which were broadcast in various languages.

### Treasurer's Report

As recently reported in these columns, CBS' net income was \$4,535,940 compared to \$4,123,697 in 1942. Total income from all sources including sales of facilities, talent, lines and records (Columbia Recording Corp.) was \$75,166,440 which compares with \$62,211,573 in 1942.

## Lord Wins Decision On 'District Attorney'

(Continued from Page 1)

script called "Racketeer & Company" to Lord when he was employed by the Lord organization as a writer and that subsequently the program entitled, "Mr. District Attorney" was produced by Lord and became a great success. While Cole is said to have conceded that there had been no plagiarism of his script, dialogue or characters, he averred the basic idea or formula of a District Attorney smashing rackets had been taken from him by Lord and that hundreds of thousands of dollars had been received by Lord for the value of the formula of "Mr. District Attorney."

Counsel for Lord, Louis Nizer, contended that the formula of a District Attorney smashing rackets was unoriginal and could not be the basis of a property claim. Nizer also pointed out that Lord was the outstanding producer of crime radio programs, which had been produced on networks years before Cole submitted his script. These Lord productions were "G Men" and "Gang Busters," Nizer contended, and there was the same formula of public officials smashing crime.

Unless Cole is granted special permission for further appeal by the Court of Appeals, the Appellate decision will be final.

**PROGRAM THE**

# HEADLINERS!

**NBC**  
**RECORDED**  
**PROGRAMS**

*"The Name You Will Remember"*

★ William Lang's five-minute verbal sketches of the Famous... news of people-in-the-news... is a real attention-getter. Lang's punchy style gets across... packs a tremendous wallop and leaves a lasting impression. 156 five-minute shows—arranged for 3-a-week broadcast. Merchandising and publicity plan supplied. And remember the title "The Name You Will Remember" is perfect tie-in for the sponsor's name and business. Send for audition records.

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



**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

**- DISTRICT OF COLUMBIA -**

**WASHINGTON**—Fulton Lewis, Jr., whose news comments on national affairs for the Mutual net originate from WOL, is now on a combined newsgathering and lecture tour throughout the far and mid-West. Foremost on his list of matters to be investigated are the reports that some returning disabled servicemen have to date received no governmental compensation whatsoever since service pay has been cut off. Mustered out of the Armed services because of injuries received during the present war, they are unable to return to work and have no means of support. The American Legion is cooperating in locating many of these ex-servicemen who will appear on some of Lewis' broadcasts.

**- NEW YORK -**

**NEW YORK**—Dick Moeller, able WEVD producer, is getting bald trying to find some intelligible scripts for his Tuesday, 9:45-10 p.m., EWT, spot... In the true tradition of all newspapermen, Walter Grey, editor and man behind the disk on "The Daily Record" on WBYN, always wears his hat in the studio while doing his daily stint... WNYC, New York's Municipal station, presents the first in a new series of programs dealing with "Planning the Post-War World" beginning March 21... Irene Bordoni, was Shirley Eder's guest on "63 Club" Sunday, March 19... Bert West got commendable notices for his televised performance in "Wide Horizons" which stars Eddie Dowling over the Du Mont television station... ITHACA—Jack Deal, announcer and music director for WHCU, has been appointed assistant program director of the station... Bernard Morley, announcer and sportscaster at WHCU, is the station's new continuity director.

**- OHIO -**

**CINCINNATI**—WSAI is providing its listeners with the latest activities from the spring training camp of the Cincinnati Redlegs at Bloomington, Ind., by sending Dick Bray and Lou Smith, sportscasters, to the Hoosier city for first-hand observations... Miss Norma Robbins is new vocalist at WLW-WSAI... WCKY's Pat O'Brian's classification is 1-C despite the door of his apartment which reads 4-F... MARION—New talent heard over WMRN are: Miss Joy Klein, Mrs. Clay Smith, Mrs. Chester Lyons.

**- GEORGIA -**

**ATLANTA**—Gene Sample and Ted Anthony, spikers for WGST, have left that station to handle programs exclusively for Rich's Inc., department store. Sample will write and Anthony will announce the shows... Newcomers to WGST's announcer staff are: Joe Reeves, formerly with WATL; John Davis, formerly with WAGA; and James Young, who has been in radio for the past nine years.

**- ILLINOIS -**

**CHICAGO**—Helen Williams, formerly with WIZE, Springfield, Ohio, has joined the staff of Bozell and Jacobs, Inc., Chicago office, as a radio script writer... The four 17-year old Chicago boys who are writing, producing and even acting in their Junior "G" Man thriller over WJJC are: Clark Davis, Alec Pavlov, Dan Shandling and Marion Coleman.

**- MISSOURI -**

**ST. LOUIS**—William L. Edgar, new to radio, has joined the sales service department of KWK. He was formerly with the Industrial Bank and Trust Company... William Travis has joined the KMOX announcer staff. He was formerly with KSCJ, Sioux City, Iowa, and WMC, Memphis... William E. Mansfield and Robert W. Stelson begin their 14th year as engineers with KMOX... This station is sponsoring a series of five special Red Cross programs to be aired on successive Saturday matinees.

**- NEW JERSEY -**

**PATERSON**—The public's tremendous interest in radio was once more dramatically displayed recently when 300 women stormed the studios of WPAT, seeking to participate in the Helen Leighton show, "Luncheon With Helen." Invitation was miked when show's time and format were changed to include studio audience thrice weekly, with quiz and prizes. Rush had dazed station employees frantically wishing someone had invented a studio-stretcher to enable them to cram everyone in. Morale to the story: Miss Leighton is mailing admission tickets to the show only on written request.

**- PENNSYLVANIA -**

**PHILADELPHIA**—The chief is back at WIP: staff's fakation is over. Benedict Gimbel, Jr., president of the station, returned to his office this week after a long illness that had him confined to his home. To welcome him back, the staff presented him with a chocolate layer cake, which they paraded into his office behind the WIP orchestra playing "For He's A Jolly Good Fellow." Looking at the group of 50 and more persons, B. G., Jr., said, "I'm happy to be back and happy to be welcomed." After the ceremonies, he met all the latest newcomers who had joined the station during his prolonged illness.

**- NORTH CAROLINA -**

**ROANOKE RAPIDS**—WCBT's new personnel: David M. Segal, formerly of KCRJ, Jerome, Arizona, and KGGM, Albuquerque, New Mexico, has been appointed program director-

announcer. Jerry Eton, formerly of the Blue Net, New York, has also joined WCBT as spiker... HICKORY—Jimmy Simpson, program director at WMRC, Greenville, S. C., has recently resigned that position to be commercial manager at WHKY, 5,000-watt Blue, and will also head production and continuity departments.

**- COLORADO -**

**DENVER**—Station KOA's engineering department has been cited by the General Electric Company for giving the best "performance" of all the stations using G. E. equipment, including NBC and Blue M & O affiliates. Of 6,689 hours and 31 minutes of broadcasting in 1943, KOA was off the air for only 42 seconds due to technical difficulties. A championship plaque will be awarded to Robert H. Owen, chief engineer; C. A. Peregrine, control operator; Roy D. Carrier, station engineer... The Public Service Company of Colorado has renewed its program "Treasure Trails of Melody" for another 52 weeks.

**- OHIO -**

**CINCINNATI**—Ed Mason, WLW farm program director, reports that he receives many letters from teenage boys in the WLW four-state area as result of information broadcast over "From the Ground Up" program pertaining to farmers' man-power situation for coming season... DAYTON—A new series of programs is being aired over WHIO. They are 15-minute scripts prepared by the Secret Service outlining the history of the service and the roles it plays in the various governmental departments... STEUBENVILLE—The East Liverpool, Ohio Board of Education is currently presenting a series of student broadcasts over WSTV... MARION—Charles Raha is WMRN's new spiker.

**- NEW YORK -**

**ALBANY**—"America To Victory" is the National Radio Features' new half-hour program designed to solve stations' problems in airing patriotic shows to help boost sales of Bonds and Stamps, promote salvage of waste fats, scrap metal, paper, tin, and appealing for blood donations, etc. Format of the show provides for 15 minutes of World War II dramatized incidents. Other 15 minutes is devoted to interviews with persons having returned from the various fighting fronts. Under Radio News in the U. S. Treasury Department's next mag. issue, a complete item will be devoted to "America To Victory."

**- VIRGINIA -**

**RICHMOND**—WRVA's "Smokes for the Wounded" campaign is spreading like wild fire. Joe Brown is emcee for the weekly program which urges the public to send in cigarettes to the station for the boys who are stationed at the naval and military hospitals in Virginia. Every-time Joe visits the hospitals, he has loads of cartons for the boys... WRVA's new newscaster is H. B. Kenny. Kenny is a vet of both World

Wars, an engineer by profession, a author of engineering textbooks, an widely traveled observer of contemporary and pre-war affairs... LYNCHBURG—The new series on WLVA, features Cpl. Patricia Tracey who reads stories of unusual interest about personalities in the WAC.

**- WISCONSIN -**

**MILWAUKEE**—Allan Curnutt, former manager of WCLO, Janesville, has joined the sales staff of WTMJ-WFMF... SHEBOYGAN—National League game are being aired over WHBL, and sponsored by the Local Finance Corporation... January and February sales at WHBL are 30 per cent over the corresponding period for 1943... WHBL collaborates with the Sheboygan County War Finance Committee to stage a War Bond auction at the State Theater, and articles donated by merchants were sold to the tune of \$134,000 in War Bonds. One bicycle brought \$22,000.

## CBC Status Revealed Following Investigation

Montreal—Declaring that revenue for the current fiscal year would exceed expenditures by more than \$200,000, Rene Morin, N.P., Montreal, part time chairman of CBC, reported that the network covers 90.9 per cent of the total population of Canada and 96.1 per cent of the homes in the Dominion with radio sets.

Mr. Morin's statement came as a sequel to the Canadian House of Commons Radio Committee inquiring into operations of the Canadian Broadcasting Corporation. Highlights of the CBC investigation were:

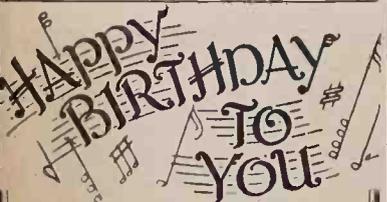
Gen. LaFleche, War Services Minister, was against setting up another board to regulate CBC and privately-owned station relations and he thought more success could be achieved by sitting around a conference table.

Gen. LaFleche also said operation of the shortwave radio transmitter, planned for Sackville, N. B. would be delayed but not as long as had been first anticipated. Certain changes in design would mean an increase in cost.

The Minister said he would take into consideration a suggestion that he might later make some recommendations on whether his relations with the CBC would be varied in any degree, but before reaching any decision on the matter he would seek advice from the board of governors.

Gen. LaFleche also said consideration was being given to the suggestion a member of the Canadian Daily Newspaper Association be appointed to the CBC board of Governors.

Morin, N.P., Montreal, part-time chairman of CBC said the governors were of the opinion that free time should be furnished to competent speakers to present "without let or hindrance, varying points of views on questions of the day."



March 20

Adelbert Burdick     Stuart Metz  
Ozzie Nelson         Bill Wigginton  
Lowell Smith         Lawson Zerbo  
                           Judith Evelyn



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 26. NO. 56

NEW YORK, N. Y., TUESDAY, MARCH 21, 1944

TEN CENTS

## Review Petrillo Ruling

### Senate Defeats Moves To Restore FCC Cuts

Washington Bureau, RADIO DAILY  
Washington—By a 38-22 vote, the senate yesterday brought the curtain most of the way down on the hopes of the FCC that it will be able to maintain its Radio Intelligence Division and its Foreign Broadcast Intelligence Service on anything like their present scale. Two amendments offered by Sen. James Mead, (D., N. Y.), restoring the Commission appropriation to the \$6,146,000 requested by the Budget Bureau were defeated. Thus chairman Fly received the most re-

(Continued on Page 6)

### KOA, Denver, Gets Award For Best Service In 1943

Honored for having the best service record of any NBC station during 1943, KOA, Denver, has been given the annual G. E. Merit Award, Robert Peare, manager of broadcasting and publicity for General Electric, announced yesterday. This station was off the air but 42 seconds out of 580½ hours of operation during the past year.

All NBC stations competed for the

(Continued on Page 2)

### Decca 1943 Earnings Reaches \$2.66 A Share

Decca Records, Inc. earned a net profit of \$1,036,361 for the year ending Dec. 31, 1943, according to a report sent to stockholders by Jack Kapp, president of the company. This is equivalent to \$2.66 per share and compares with \$2.08 per share earned

(Continued on Page 2)

### On the Beam

At Morton Downey's St. Patrick's Day party, Irishmen were daintily nibbling on various hors d'oeuvres such as smoked salmon, dried herring, crab flakes and anchovy paste when somebody said they could eat meat because of a special dispensation. This being verified, a deluge of corned beef and cabbage was ordered. Tip-off came from —Ben Gross, "News" radio ed.

### AFM Petition Filed

Washington—The AFM yesterday filed with the War Labor Board a petition for oral argument before the full board on the union's recording contracts. The panel report submitted last week was declared to be in its conclusion, "contrary to law and fact" and the recommended action beyond the jurisdiction of the board. It is unlikely that the board will refuse the union's petition.

### Stromberg-Carlson Plans Tele Station

Rochester—Active interest in the development of television by the Stromberg-Carlson Company was indicated here yesterday when William Fay, vice-president in charge of broadcasting, announced plans for a tele station and a new "Rochester Radio City" housing AM, FM and television as a post-war development.

The Stromberg-Carlson Company, already owners and operators of

(Continued on Page 7)

### Blue's Own Musical Staff Being Recruited In Chicago

Chicago—The Blue Network's central division began employing its own staff of 40 musicians on March 15, according to James L. Stirton, program manager of the Blue's central division, who pointed to it as a further step in the separation of the

(Continued on Page 2)

## Philco Seen Active In British Post-War Television Planning

### WGN Plans New Series; Dramas With Local Talent

Chicago—Announcing that "no name talent will be imported from Hollywood or New York" and that Chicago actors and actresses will be chosen for title roles, WGN will inaugurate a series of dramatic programs next month under the banner of the Chicago Theater of the Air;

(Continued on Page 2)

### Pres. Joseph Maddy Of Nat. Music Camp Testifies Before Senate ICC Group On Interlochen Incident

### CBS Defines Stand On Platter-Turners

Washington Bureau, RADIO DAILY  
Washington—CBS will not fight the shift of platter-turners from IBEW to AFM, NAB President J. Harold Ryan has been advised. Not desiring to become embroiled in an intra-AFL scrap, the network will in no way oppose the transfer of turners' memberships, even though the move will cost them a tidy sum. AFM has had jurisdiction over platter-turners

(Continued on Page 5)

### Los Angeles Tele Station Being Planned By NBC

West Coast Bureau, RADIO DAILY  
Hollywood—Niles Trammell, president of NBC, declared here yesterday that the network has filed an application with the FCC for permission to build a television station in

(Continued on Page 6)

### Trans-Atlantic Quiz Show Starts On Blue In April

First trans-Atlantic quiz show will be inaugurated over the Blue Network in cooperation with the BEC on Sat. April 15, at 1:15-1:30 p.m.

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington — President Joseph Maddy of the National Music Camp, at Interlochen, Mich., yesterday appeared before the Senate Interstate Commerce subcommittee headed by Senator D. Worth Clark, D., Idaho, to protest the ban on broadcasts by the Camp orchestra imposed by AFM President James C. Petrillo. The subcommittee had been inactive for over a year, after numerous sessions on the AFM recording ban.

Until the Petrillo ban, NBC used

(Continued on Page 6)

### Expansion In FM-Tele Planned For Blue Net

Full expansion by the Blue Network into television and FM fields was indicated over the week-end by Mark Woods, president of the web, in addressing the 47 departmental heads and other officials at the managerial meeting held at the Waldorf-Astoria Hotel. Apart from this, the Blue is working out plans to own additional key stations in various ci-

(Continued on Page 5)

### Victor Appoints Hope To 'Red Seal' Disk Post

James W. Murray, general manager of RCA Victor Record Activities, has appointed Constance Hope as director of artists relations for Red Seal

(Continued on Page 2)

### Free Speech

Freedom of speech on the air as compared with the constitutional right of a free press will be discussed by U. S. Senators James E. Murray and Burton K. Wheeler on separate programs over WMCA, New York, tonight and Thursday night, respectively. The Senators will be presented with identical questions by Richard Eaton, WMCA correspondent

(Continued on Page 7)



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# FINANCIAL

(Monday, March 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/4	157 1/2	157 3/4	0
CBS A	28 1/2	28 1/4	28 3/8	+ 1/8
CBS B	28	27 3/4	28	+ 1/4
Crosley Corp.	20	20	20	0
Farnsworth T. & R.	12 1/2	12 1/2	12 3/4	0
Gen. Electric	36 3/8	36 1/8	36 1/8	- 3/8
Philco	30 1/2	30	30	- 1/2
RCA Common	10 1/8	9 7/8	10	0
RCA First Pfd.	73 1/2	73	73	- 1/2
Stewart-Warner	12 3/4	12 3/4	12 3/4	0
Westinghouse	98 3/4	98	98 1/2	+ 1/2
Zenith Radio	38 1/4	38	38	- 1/4

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21	23
WJR (Detroit)	32	

## Leaves For Navy

Ernst Noth, head of the German section, NBC's International Division, has left NBC to join the Navy. Noth was announcer, writer and producer, in addition to his administrative duties. He was with NBC for two years.

## 20 YEARS AGO TODAY

(March 21, 1924)

WJZ, New York, is today broadcasting to listeners the first French lesson ever to be aired, under the auspices of the Berlitz School of Languages... Brilliant 40th anniversary celebration of the Westinghouse Company's entrance into the electrical industry was aired recently over KDKA, Pittsburgh.

### WRITER-DIRECTOR

available—seven years' agency and freelance experience on network programs. Please write—

Box 822, RADIO DAILY

1501 BROADWAY, NEW YORK 18, N.Y.

## Trans-Atlantic Quiz Show Starts On Blue In April

(Continued from Page 1)

EWT with Alistair Cook, as emcee for both sides. First program has lined up Russell Crouse and Christopher Morley on this side and David Niven and Dennis W. Brogan on the English side of the pond. While Crouse, Morley and Niven are well known here, Brogan is being tipped as the dark horse. He has studied here at American colleges and currently teaches political science and other courses at Cambridge.

Format will be for the American quizzers to ask the English questions about America and Americans etc. and vice versa.

## Blue's Own Musical Staff Being Recruited In Chicago

(Continued from Page 1)

Blue and NBC networks in Chicago. Rex Maupin has been appointed musical director of the central division, Stirton announced, with Harry Kogen, staff conductor, as his assistant. Both will work in close cooperation with Paul Whiteman, the Blue's musical director, Stirton said.

## WGN Plans New Series; Dramas With Local Talent

(Continued from Page 1)

series will include radio adaptations of famous plays and will be produced under the direction of Sherman H. Dryer. Talent auditions are expected to start next week.

## Maj. Eliot To Address Tolerance Group Wed.

Major George Fielding Eliot, CBS military expert, will address a luncheon meeting of the Leather Trades Division of the National Conference of Christians and Jews, Wednesday, March 22nd, at the Hotel McAlpin, New York City.

## Starlets To Visit Paula Stone

Bonita Granville and Louise Allbritton, young film stars will be heard as guests this week on Paula Stone's program over WNEW. Miss Granville will appear tomorrow, while Miss Allbritton will pay her visit on Thursday. The quarter-hour is broadcast each day from 4:45-5 p.m.

## KOA, Denver, Gets Award For Best Service In 1943

(Continued from Page 1)

award. Second best record was maintained by WMAQ of Chicago, which was off the air for five minutes and 41 seconds out of 6,886 hours and 17 minutes of operation. Presentation of the award to KOA will be made in Denver by A. L. Jones, commercial vice-president of General Electric, at appropriate ceremonies to be held sometime next month.

The award was created eight years ago as a testimonial to the radio equipment and engineering skill displayed at these NBC operated stations. Past winners have been 1936—WGY, Schenectady; 1937—WEAF, New York; 1938 and 1939—WMAL, Washington, D. C.; 1940 and 1941—KGO, San Francisco; 1942—KPO, San Francisco.

## Decca 1943 Earnings Reaches \$2.66 A Share

(Continued from Page 1)

in 1942. Net sales of the company and subsidiaries in 1943 amounted to \$11,278,345, which is an increase of \$1,203,317 over 1942.

In his letter, Kapp informed the stockholders of the purchase of World Broadcasting System which he regarded as acquiring the leading firm in the transcription business and felt Decca could now contribute much to the ET field, especially radio entertainment, for which "there is a great need." Post-war plans are being made, Kapp stated and the future held great promise for the company. Reference was also made to Decca's "important role in the entertainment of the armed forces throughout the world."

## Victor Appoints Hope To 'Red Seal' Disk Post

(Continued from Page 1)

records. Miss Hope assumes these duties April 1. Miss Hope, who is well known in the publicity field, is the daughter of a musician and has handled press relations for numerous musical organizations, including the Metropolitan Opera and for prominent concert and operatic people.

Miss Hope will make her headquarters at RCA Victor's artists' reception center located in the RCA building.

## COMING and GOING

BILL HENRY, Washington reporter for C, has returned to his home office located at WTOP, Columbia's O & O station in the Nation's Capital, following a visit of a week to network headquarters in New York.

WILLIAM T. LANE, manager of WAGE, Syracuse, N. Y., is in town for conferences with the local representatives of the station.

NANCY MARTIN, of the Blue Network "Hello Sweetheart" and "Breakfast Club" broadcasts, has arrived from Chicago for a week's vacation in New York.

HUGH FELTIS, general manager of KOA, CBS affiliate in Omaha, Nebr., is spending several days in New York.

ROBERT R. FEAGIN, general manager of WPDQ, Jacksonville, is here from Florida on short business trip. Paid a call yesterday to the offices of the local station reps.

TED ZITTEL has left for Albany, where he will confer on special promotion for Ray Sinatra, CBS bandleader now heard on the Arthur Godfrey program.

LES JOHNSON, general manager of WH Rock Island, Ill., is here to attend Mutual meeting of sales and merchandising committee and the stations service committee.

NED CALMER, CBS news reporter, off on brief vacation. He will return to New York and to the air, on Saturday.

MOSS HART, author of "Winged Victory," arrived in New York yesterday following three months in Hollywood, during which time he completed the screenplay for the show, which will be produced by Fox.

TED HUSING and JIMMY DOLAN, sportscaster on CBS, are back in town from Chicago, where last Saturday they broadcast the Chicago Relay.

FRANK SINATRA goes to Palm Springs, Ca tomorrow. He will broadcast his CBS program from the Army camp at that point.

HOWARD LANE, director of the CBS station relations department, has left New York on business trip to WBBM, Columbia's O&O station in Chicago.

## Don't Close Your Eyes!

Or that spot on WITH might get away. 1,313,000 people live in the Baltimore area. 1,207,000 are within our primary area! No wonder WITH produces at the lowest-cost-per-dollar-spent.

## 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."



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



# ALL NIGHT they are listening to WBAL in 22 Eastern states

Since W B A L has been on the air all night every night, even we at the station have had some surprises.

When we began to get mail—including “cash enclosed” orders—from 22 Eastern states we realized that W B A L was really blanketing the East from midnight to dawn.

Here’s how we figure it out: There are a lot of people listening to the radio at different hours of the night—not only in the big industrial centers, but all through the country.

It happens that W B A L is one of the few stations that can be heard clearly in these “wee” hours

—and one of the few who broadcast something worth listening to! It is the ONLY 50,000 watt station on the Atlantic seaboard outside of New York on the air all night, every night. And its ALL NIGHT STAR PARADE is building a fine audience—widely scattered, but huge in the aggregate.

The 22 Eastern states covered by W B A L at night have a population of more than 75 million. You need only reach a very small percentage of that number to make your advertising at W B A L’s low midnight-to-dawn rates pay off in a big way.

Talk it over with the Petry representative.

## ALL NIGHT



ONE OF AMERICA'S  
GREAT RADIO STATIONS



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

## Networks' Statements Reflect Tele Interest

(Continued from Page 1)  
post of NBC eastern production manager to supervise the special live talent production angle.

### Special CBS Statement

The annual report to CBS stockholders released the past week-end carries a statement by Paul W. Kesten, executive vice-president of the web, in which he forecasts post-war tele in full and natural color with larger pictures and high fidelity. The Kesten statement on television follows:

"The impact of wartime progress (especially in very high radio frequencies) upon post-war television," the report says, "should be striking and far-reaching in its peacetime benefits. It has made almost certain television pictures of larger size and higher fidelity, richer in detail and in full natural color, although continued transmission of lower quality pictures of pre-war standard may be necessary during an interim period."

### A. T. & T.'s New Plans

Plans for a \$2,000,000 trial of short-wave radio relays for intercity television and telephone relays was made by the American Telephone and Telegraph Company. It will supplement present commercial, long distance facilities and provide network facilities for the transportation of television programs between New York, Boston and intermediate points.

Application is being made to FCC for approval to begin the project which is expected to proceed as rapidly as the war situation permits.

Principal purpose of the trial is to determine by practical operation in commercial service of the relative advantages and disadvantages of radio relay in transmission of long distance messages and television programs compared with transmission by the familiar wires and coaxial cables.

### Will Use Radio Relays

Post-war plans were recently announced for a country-wide expansion by the Bell System for about 7,000 miles of its coaxial cables, suitable for telephone service and the transmission of television programs.

The new system will be operated by radio relays of a type which were under construction at the Bell laboratories prior to the war. Directed radio beams at ultra high frequencies will be operated simultaneously in both directions and these will be relayed by stations spaced at an average of about 30 miles throughout the route. It is hoped that ultimately each radio beam will carry a large number of communications channels.

### NBC Expansion Plans

It is expected that an augmented schedule of television shows now being readied by NBC will be announced in the near future. Wynn Wright, who has been acting as assistant to C. L. Menser, NBC vice-president in charge of production, has been made a national production manager and will co-ordinate such activities of all NBC divisions.

## THE WEEK IN RADIO

Disk Decision Upsets Petrillo

(Continued from Page 1)

for revision of the union's earlier voluntary agreements with signatories, including Decca Records and World Broadcasting System. These former pacts provided for relief in the event that the union operated under more favorable conditions with any other recording firms.

On the heels of the decision came statements from all the parties to the dispute. The disk companies jointly stated that the panel report at this time was merely a recommendation to the NWLB, that they looked forward to an early termination of the question by the Board. They expressed the hope that the panel's recommendation would be accepted and the back-to-work order issued. Joseph M. Padway, AFM counsel, maintained that the Board lacked jurisdiction and indicated that the union would contest the panel edict. The union attorney also called the report a vindication, possibly referring to the panel opinion that under proper safeguards payments of fees would not be opposed to social policy. There was no comment from the FCC or NAB.

Key outlets of the four major nets in New York reached agreement with the Musicians' Union on a new three-year pact to extend the old one, which expired Feb. 1. No important delay was expected in inking the contract within the next two weeks. Only difference reportedly involved was a slightly higher scale. With the Chicago situation cleared up, the overall picture between the webs and the union was considered good.

**News Shorts:** Senate fight to restore the tentative two-million-dollar cut in the FCC budget was opened by Senator James Mead, D., N. Y. . . . Radio was commended for its "outstanding contribution" to the 1944 Red Cross War Fund campaign by Norman H. Davis, national chairman. . . . Value of time put into the war effort by the broadcasting industry was estimated at \$202,000,000 in 1943 by the NAB. . . . Television was envisioned as a potential source of 4,600,000 new jobs within a decade after its full commercialization in a speech by Thomas F. Joyce, manager of RCA Victor's radio, phonograph and tele department, at the New York Sales Executives Club.

Enactment of national legislation to secure freedom of radio was favored by executives of 32 NBC mid-western affiliates at the Chicago regional meeting of the net's third annual War Clinic, backing Niles Trammell's stand before the Senate Interstate Commerce Committee last December. . . . WMCA, New York, took issue with NAB criticism of the non-

member Gotham outlet's policy of selling time as well as providing free facilities for discussion of controversial issues.

Second annual Alfred I. du Pont awards were made to Raymond Gram Swing, Blue web commentator; WMAZ, CBS affiliate in Macon, Ga., and WLW, NBC affiliate in Cincinnati. . . . Elaborate plans were completed by the Blue for its first coverage of the national political conventions to be held in Chicago this Summer. . . . Commentators' scripts were expected to be subpoenaed by the Dies Committee. . . . Construction permit for an experimental FM outlet in Washington, D. C., was sought in the names of the FM Development Foundation, Maj. Edwin H. Armstrong, C. M. Jansky, Jr., and Stuart L. Bailey.

**Personalities:** Mark Woods, Blue net prexy, was honored for "his high contribution to radio" by the Poor Richard Club of Philadelphia, with a sizeable New York delegation attending. . . . Bernard C. Duffy, executive vice-president of BBD&O, was elected to the Board of Governors of the Co-operative Analysis of Broadcasting. . . . Vincent F. Callahan, until recently ad, press and radio chief of the Treasury's War Finance Division, joined the Washington ad-agency and public-relations firm of Lewis Edwin Ryan.

Frank R. Deakins, former executive vice-president of RCA Victor Co. Ltd. in Canada and for the last ten years with the parent company in the United States, was named president of the Canadian company effective April 1. . . . Gene King, production supervisor of WOR, New York, was appointed production manager of the outlet, replacing Arthur Whiteside, who resigned to become a field engineer with Western Electric Co. . . . M. P. Wamboldt, Blue commercial program supervisor, was granted a leave of absence in order to represent Philco and its agency, Sayre M. Ramsdell Associates, in handling the "Radio Hall of Fame" show heard over the Blue web.

Bill Rousseau, former producer with Benton & Bowles, joined McCann-Erickson as production assistant to Lloyd Coulter, vice-president in charge of radio. . . . Al Hollender, chief of the radio outpost division of the OWI in New York, went to London for the war-information agency to work under William S. Paley, CBS prexy on leave to the OWI. Robert Newman, script writer, took over Hollender's vacated post.

*Suggestion: Clip and mail this news digest to a radio friend now in the armed forces.*

### Can. Marconi Dividend

Montreal—Directors of Canadian Marconi Company, Ltd., have declared a dividend of four cents a share, payable June 1 to shareholders of record April 15. A similar payment was made at the same time last year.

### Joins Thompson Agency

Oscar H. Romaguera, formerly in charge of public relations for the International Division of the NBC, has joined the J. Walter Thompson Company to head up the radio section of the Latin American department.

## U. S. Court Upholds 'Lone Ranger' Action

(Continued from Page 1)

Baker, Slim Allen and others who have used the name in connection with traveling outdoor and indoor spectacle shows and exhibitions.

### Sets Title Precedent

Decree, signed by U. S. District Judge William E. Campbell, of the Northern District of Illinois, is complete in its restraining order and prohibits the defendants also from in any way using advertising in the press or on the radio any announcements which use the name "The Lone Ranger" or "The Original Lone Ranger," "The Lone Ranger Impersonated," in fact any adaptation of the name or title which may simulate the trade name.

Apart from injunction against use of the trade name or any characterization simulating it, the court prohibits the use of "the distinctive call or calls to the horse of the hero of the plaintiff's program. This in effect also places a restraining order on the use of "Hi Yo Silver" call.

### Lone Ranger Gets Damages

Damages awarded the owners of "The Lone Ranger" from the defendants Larry Sunbrock, Sunbrock Shows, Inc. and John Daros, is in the sum of \$10,000. An additional \$25,000 must be paid by the defendants to J. Arthur Friedlund as custodian. Friedlund was appointed custodian by the court last February, pending final outcome of the case. At that time a preliminary injunction against the defendants resulted in their posting a \$10,000 bond.

### Another Court Victory

Decision in favor of the owners of "The Lone Ranger" is another of a series heretofore awarded by the Federal courts. These are against circuses and outdoor shows, of the lesser type, also against individuals. "The Lone Ranger" is the property of The Lone Ranger, Inc. which is a subsidiary of the King-Trendle Corp. and the Michigan Network. They have been producing the program on networks with live talent and also via transcription. "Ranger" has also appeared in pictures under the King-Trendle aegis.

According to Raymond J. Meurer, general counsel for The Lone Ranger, Inc., this is the first time that damages have been awarded for the unauthorized use of a radio program title.

### Town Hall Engagement

Engagement of George V. Denny, Jr., of New York City, president of Town Hall, and Miss Jeanne Sarasy of Janesville, Wisconsin has been announced. Mr. Denny is moderator on "America's Town Meeting of the Air," the radio forum program which he founded. After graduation from Stephens College, Columbia, Mo., where she majored in radio and dramatics, Miss Sarasy took the post of production assistant on the Forum. The couple plan an April wedding.

## Blue Offers Rep. Dies 15 Min. After Winchell

(Continued from Page 1)

American Activities, that an announcement would be made during the Winchell broadcast informing the listeners of the fact that Dies would appear on the program immediately following.

Text of Woods' wire follows:

In response to your request by wire today that the Blue Network allot the Winchell period to you on some agreeable date so that you may use the same facilities and reach the same audience as Winchell, the Andrew Jergens Company has advised me that it is pleased to offer you its time from 9:15 to 9:30 p.m. over the entire Blue Network this Sunday, March 19, or the Sunday of the following week, whichever may be most convenient for you. That period will give you the benefit of the entire Winchell audience, since it follows immediately after this regular broadcast. An announcement will be made during Winchell's period that you will speak immediately following him.

Please advise us at the earliest convenience which Sunday you prefer to broadcast.

We are presently assembling scripts and recordings on past broadcasts which your committee desires and will be pleased to cooperate completely with the committee in its inquiry.

The wire in ending said "Regards, Mark Woods, president, Blue Network, New York."

Washington Bureau, RADIO DAILY

Washington—Rep. Martin Dies, chairman of the House Special Committee on un-American activities, on Friday revealed that he has issued subpoenas for the Blue Network resident, Mark Woods, and the scripts and transcriptions of the Walter Winchell broadcasts of the past two years. This action followed nearly two weeks of constant criticism of the commentator by the Texan and steps. John Rankin and Clare Hoffman.

The scripts will be studied by the committee with a possibility of open investigatory action. Woods will most likely merely turn over the requested documents and discs to a committee representative.

## Adds New Stations

Total of 131 Blue stations now carry "Coronet Storyteller" and "Coronet Quick Quiz," according to the new contract signed by Esquire, Inc., which adds 61 stations to the previously utilized number of 70. E. K. Gartenbower, sales manager of the Blue's central division, announced. "Storyteller" is heard Monday through Friday, 9:15-10 p.m., EWT, and "Quick Quiz" Saturday, same time. Schwimmer & Scott, Chicago, is the agency.

## Wartime Operations Of CBS Pointed Up In Annual Report

(Continued from Page 1)

company prospered during 1943," said Kesten, "is a source of less pride to its management and, I feel sure, to its stockholders, than that it met and fulfilled the urgent and multiplied needs of the Armed Forces and the U. S. Government, American industry and the American people at war."

### Two Gov't Transmitters Built

Report stated that CBS erected two additional high-power transmitters for the Government at Wayne, New Jersey; a third is under construction in Brentwood, Long Island. In conjunction with the three already under operation by CBS, these will be beamed to foreign listeners and our troops abroad under wartime contracts with the OWI and the Coordinator of Inter-American Affairs. Other transmitters are planned by CBS for Southern California, to be beamed westward and also to the southward.

In course of the year, the report reveals, CBS added 15 stations; five affiliate outlets, with FCC approval, increased transmission power.

Relative to freedom of radio plea, Kesten stated: "With America approaching the time when more than 10,000,000 of her sons and daughters will be in the uniform of their country in a war for freedom, it is vital that a free radio, the essential agency of a free people, be preserved."

### New Legislation Treated

He commented on the present move to secure new radio legislation, now before a Congressional Committee, by saying: "Freedom of radio, which is native American freedom of speech amplified and multiplied through microphone and loudspeaker, lies at the core of the broadcasters' efforts to secure a new radio law."

Reference was made by Kesten to the AFM recordings ban which went into effect August 1, 1942 and the status outlined. However the subsidiary Columbia Recording Corp. managed to maintain good sales from limited pressings of masters on hand. The shortage of raw materials was also a factor concerning all companies but CRC did well notwithstanding this.

Mention was also made by Kesten of president Paley's services overseas with the OWI and the fact that three vice-presidents are now in service: Colonel Lawrence W. Lowman with the OSS; Commander Harry C. Butcher, aide to General Eisenhower, and Lt. Commander Mefford R. Runyon.

### Program Breakdown

During 1943, there were 31,956 CBS programs broadcast, broken down as follows: Music, 10,519 programs, 3,514 hours; drama, 8,309 programs, 2,472 hours; variety and comedy, 2,215 shows, 879 hours; news 7,670, running into 1,454 hours; talks and discussions 2,848, for 803 hours; religion, 226 programs totaling 110 hours and sports, 169 programs, 97 hours.

Sixty war campaigns were pre-

sented, for some 17,000 programs in course of the year, which represents 3,380 hours or approximately 36 per cent of the network's full operating time. Virtually every new account signed during 1943 pertained to the war effort, or carried wartime messages. (Television reference is contained in other columns in this issue of RADIO DAILY.)

Expanded shortwave broadcasting became increasingly important, the network's three high-powered international outlets doing yeoman work. At the turn of the year two more were placed in service and a sixth was under construction, and scheduled to go into operation this month. Transmission beamed to Europe, Africa and Asia as well as the Middle East, were in 10 languages. Short-wave listening picked up 50,000,000 words which were broadcast in various languages.

### Treasurer's Report

As recently reported in these columns, CBS' net income was \$4,535,940 compared to \$4,123,697 in 1942. Total income from all sources including sales of facilities, talent, lines and records (Columbia Recording Corp.) was \$75,166,440 which compares with \$62,211,573 in 1942.

## Lord Wins Decision On 'District Attorney'

(Continued from Page 1)

script called "Racketeer & Company" to Lord when he was employed by the Lord organization as a writer and that subsequently the program entitled, "Mr. District Attorney" was produced by Lord and became a great success. While Cole is said to have conceded that there had been no plagiarism of his script, dialogue or characters, he averred the basic idea or formula of a District Attorney smashing rackets had been taken from him by Lord and that hundreds of thousands of dollars had been received by Lord for the value of the formula of "Mr. District Attorney."

Counsel for Lord, Louis Nizer, contended that the formula of a District Attorney smashing rackets was unoriginal and could not be the basis of a property claim. Nizer also pointed out that Lord was the outstanding producer of crime radio programs, which had been produced on networks years before Cole submitted his script. These Lord productions were "G Men" and "Gang Busters," Nizer contended, and there was the same formula of public officials smashing crime.

Unless Cole is granted special permission for further appeal by the Court of Appeals, the Appellate decision will be final.

**PROGRAM THE**

# HEADLINERS!

**NBC**  
**RECORDED**  
**PROGRAMS**

*"The Name You Will Remember"*

★ William Lang's five-minute verbal sketches of the Famous... news of people-in-the-news... is a real attention-getter. Lang's punchy style gets across... packs a tremendous wallop and leaves a lasting impression. 156 five-minute shows—arranged for 3-a-week broadcast. Merchandising and publicity plan supplied. And remember the title "The Name You Will Remember" is perfect tie-in for the sponsor's name and business. Send for audition records.

★ ★ ★  
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.

# ★ ★ ★ COAST - T O - COAST ★ ★ ★

## —DISTRICT OF COLUMBIA—

**WASHINGTON**—Fulton Lewis, Jr., whose news comments on national affairs for the Mutual net originate from WOL, is now on a combined newsgathering and lecture tour throughout the far and mid-West. Foremost on his list of matters to be investigated are the reports that some returning disabled servicemen have to date received no governmental compensation whatsoever since service pay has been cut off. Mustered out of the Armed services because of injuries received during the present war, they are unable to return to work and have no means of support. The American Legion is co-operating in locating many of these ex-servicemen who will appear on some of Lewis' broadcasts.

## —NEW YORK—

**NEW YORK**—Dick Moeller, able WEVD producer, is getting bald trying to find some intelligible scripts for his Tuesday, 9:45-10 p.m., EWT, spot. In the true tradition of all newspapersmen, Walter Grey, editor and man behind the disk on "The Daily Record" on WBYN, always wears his hat in the studio while doing his daily stint. WNYC, New York's Municipal station, presents the first in a new series of programs dealing with "Planning the Post-War World" beginning March 21. Irene Bordoni, was Shirley Eder's guest on "63 Club" Sunday, March 19. Bert West got commendable notices for his televised performance in "Wide Horizons" which stars Eddie Dowling over the Du Mont television station. **ITHACA**—Jack Deal, announcer and music director for WHCU, has been appointed assistant program director of the station. Bernard Morley, announcer and sportscaster at WHCU, is the station's new continuity director.

## —OHIO—

**CINCINNATI**—WSAI is providing its listeners with the latest activities from the spring training camp of the Cincinnati Redlegs at Bloomington, Ind., by sending Dick Bray and Lou Smith, sportscasters, to the Hoosier city for first-hand observations. Miss Norma Robbins is new vocalist at WLW-WSAI. WCKY's Pat O'Brian's classification is 1-C despite the door of his apartment which reads 4-F. **MARION**—New talent heard over WMRN are: Miss Joy Klein, Mrs. Clay Smith, Mrs. Chester Lyons.

## —GEORGIA—

**ATLANTA**—Gene Sample and Ted Anthony, spikers for WGST, have left that station to handle programs exclusively for Rich's Inc., department store. Sample will write and Anthony will announce the shows. Newcomers to WGST's announcerial staff are: Joe Reeves, formerly with WATL; John Davis, formerly with WAGA; and James Young, who has been in radio for the past nine years.

## —ILLINOIS—

**CHICAGO**—Helen Williams, formerly with WIZE, Springfield, Ohio, has joined the staff of Bozell and Jacobs, Inc., Chicago office, as a radio script writer. The four 17-year old Chicago boys who are writing, producing and even acting in their Junior "G" Man thriller over WJJC are: Clark Davis, Alec Pavlov, Dan Shandling and Marion Coleman.

## —MISSOURI—

**ST. LOUIS**—William L. Edgar, new to radio, has joined the sales service department of KWK. He was formerly with the Industrial Bank and Trust Company. William Travis has joined the KMOX announcerial staff. He was formerly with KSCJ, Sioux City, Iowa, and WMC, Memphis. William E. Mansfield and Robert W. Stetson begin their 14th year as engineers with KMOX. This station is sponsoring a series of five special Red Cross programs to be miked on successive Saturday matinees.

## —NEW JERSEY—

**PATERSON**—The public's tremendous interest in radio was once more dramatically displayed recently when 300 women stormed the studios of WPAT, seeking to participate in the Helen Leighton show, "Luncheon With Helen." Invitation was miked when show's time and format were changed to include studio audience thrice weekly, with quiz and prizes. Rush had dazed station employees frantically wishing someone had invented a studio-stretcher to enable them to cram everyone in. Morale to the story: Miss Leighton is mailing admission tickets to the show only on written request.

## —PENNSYLVANIA—

**PHILADELPHIA**—The chief is back at WIP: staff's fakation is over. Benedict Gimbel, Jr., president of the station, returned to his office this week after a long illness that had him confined to his home. To welcome him back, the staff presented him with a chocolate layer cake, which they paraded into his office behind the WIP orchestra playing "For He's A Jolly Good Fellow." Looking at the group of 50 and more persons, B. G., Jr., said, "I'm happy to be back, and happy to be welcomed." After the ceremonies, he met all the latest newcomers who had joined the station during his prolonged illness.

## —NORTH CAROLINA—

**ROANOKE RAPIDS**—WCBT's new personnel: David M. Segal, formerly of KCRJ, Jerome, Arizona, and KGGM, Albuquerque, New Mexico, has been appointed program director-

announcer. Jerry Eton, formerly of the Blue Net, New York, has also joined WCBT as spiker. **HICKORY**—Jimmy Simpson, program director at WMRC, Greenville, S. C., has recently resigned that position to be commercial manager at WHKY, 5,000-watter Blue, and will also head production and continuity departments.

## —COLORADO—

**DENVER**—Station KOA's engineering department has been cited by the General Electric Company for giving the best "performance" of all the stations using G. E. equipment, including NBC and Blue M & O affiliates. Of 6,689 hours and 31 minutes of broadcasting in 1943, KOA was off the air for only 42 seconds due to technical difficulties. A championship plaque will be awarded to Robert H. Owen, chief engineer; C. A. Peregrine, control operator; Roy D. Carrier, station engineer. The Public Service Company of Colorado has renewed its program "Treasure Trails of Melody" for another 52 weeks.

## —OHIO—

**CINCINNATI**—Ed Mason, WLW farm program director, reports that he receives many letters from teenage boys in the WLW four-state area as result of information broadcast over "From the Ground Up" program pertaining to farmers' man-power situation for coming season. **DAYTON**—A new series of programs is being aired over WHIO. They are 15-minute scripts prepared by the Secret Service outlining the history of the service and the roles it plays in the various governmental departments. **STEUBENVILLE**—The East Liverpool, Ohio Board of Education is currently presenting a series of student broadcasts over WSTV. **MARION**—Charles Raha is WMRN's new spiker.

## —NEW YORK—

**ALBANY**—"America To Victory" is the National Radio Features' new half-hour program designed to solve stations' problems in airing patriotic shows to help boost sales of Bonds and Stamps, promote salvage of waste fats, scrap metal, paper, tin, and appealing for blood donations, etc. Format of the show provides for 15 minutes of World War II dramatized incidents. Other 15 minutes is devoted to interviews with persons having returned from the various fighting fronts. Under Radio News in the U. S. Treasury Department's next mag. issue, a complete item will be devoted to "America To Victory."

## —VIRGINIA—

**RICHMOND**—WRVA's "Smokes for the Wounded" campaign is spreading like wild fire. Joe Brown is emcee for the weekly program which urges the public to send in cigarettes to the station for the boys who are stationed at the naval and military hospitals in Virginia. Every-time Joe visits the hospitals, he has loads of cartons for the boys. WRVA's new newscaster is H. B. Kenny. Kenny is a vet of both World

Wars, an engineer by profession, a author of engineering textbooks, a widely traveled observer of contemporary and pre-war affairs. **LYNCEBURG**—The new series on WLVB features Cpl. Patricia Tracey who reads stories of unusual interest about personalities in the WAC.

## —WISCONSIN—

**MILWAUKEE**—Allan Curnutt, former manager of WCLO, Janesville, has joined the sales staff of WTMJ-WMFM. **SHEBOYGAN**—National League games are being aired over WHBL and sponsored by the Local Finance Corporation. January and February sales at WHBL are 30 per cent over the corresponding period for 1943. WHBL collaborated with the Sheboygan County War Finance Committee to stage a War Bond auction at the State Theater, and articles donated by merchants were sold to the tune of \$134,000 in War Bonds. One bicycle brought \$22,000.

## CBC Status Revealed Following Investigation

Montreal—Declaring that revenue for the current fiscal year would exceed expenditures by more than \$200,000, Rene Morin, N.P., Montreal, part time chairman of CBC, reported that the network covers 90.9 per cent of the total population of Canada and 96.1 per cent of the homes in the Dominion with radio sets.

Mr. Morin's statement came as a sequel to the Canadian House of Commons Radio Committee inquiring into operations of the Canadian Broadcasting Corporation. Highlights of the CBC investigation were:

Gen. LaFleche, War Services Minister, was against setting up another board to regulate CBC and privately-owned station relations and he thought more success could be achieved by sitting around a conference table.

Gen. LaFleche also said operation of the shortwave radio transmitter, planned for Sackville, N. B. would be delayed but not as long as had been first anticipated. Certain changes in design would mean an increase in cost.

The Minister said he would take into consideration a suggestion that he might later make some recommendations on whether his relations with the CBC would be varied in any degree, but before reaching any decision on the matter he would seek advice from the board of governors.

Gen. LaFleche also said consideration was being given to the suggestion a member of the Canadian Daily Newspaper Association be appointed to the CBC board of Governors.

Morin, N.P., Montreal, part-time chairman of CBC said the governors were of the opinion that free time should be furnished to competent speakers to present "without let or hindrance, varying points of views on questions of the day."

**HAPPY BIRTHDAY TO YOU**

March 20

Adelbert Burdick      Stuart Metz  
Ozzie Nelson          Bill Wigginton  
Lowell Smith         Lawson Zerbe  
Judith Evelyn



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 26, NO. 56

NEW YORK, N. Y., TUESDAY, MARCH 21, 1944

TEN CENTS

## Review Petrillo Ruling

### Senate Defeats Moves To Restore FCC Cuts

Washington Bureau, RADIO DAILY  
Washington—By a 38-22 vote, the senate yesterday brought the curtain most of the way down on the hopes of the FCC that it will be able to maintain its Radio Intelligence Division and its Foreign Broadcast Intelligence Service on anything like their present scale. Two amendments offered by Sen. James Mead, (D., N. Y.), restoring the Commission appropriation to the \$6,146,000 requested by the Budget Bureau were defeated. Thus chairman Fly received the most re-

(Continued on Page 6)

### KOA, Denver, Gets Award For Best Service In 1943

Honored for having the best service record of any NBC station during 1943, KOA, Denver, has been given the annual G. E. Merit Award, Robert Peare, manager of broadcasting and publicity for General Electric, announced yesterday. This station was off the air but 42 seconds out of 680½ hours of operation during the past year.

All NBC stations competed for the

(Continued on Page 2)

### Decca 1943 Earnings Reaches \$2.66 A Share

Decca Records, Inc. earned a net profit of \$1,036,361 for the year ending Dec. 31, 1943, according to a report sent to stockholders by Jack Kapp, president of the company. This is equivalent to \$2.66 per share and compares with \$2.08 per share earned

(Continued on Page 2)

### On the Beam

At Morton Downey's St. Patrick's Day party, Irishmen were daintily nibbling on various hors d'oeuvres such as smoked salmon, dried herring, crab flakes and anchovy paste when somebody said they could eat meat because of a special dispensation. This being verified, a deluge of corned beef and cabbage was ordered. Tip-off came from —Ben Gross, "News" radio ed.

### AFM Petition Filed

Washington—The AFM yesterday filed with the War Labor Board a petition for oral argument before the full board on the union's recording contracts. The panel report submitted last week was declared to be in its conclusion, "contrary to law and fact" and the recommended action beyond the jurisdiction of the board. It is unlikely that the board will refuse the union's petition.

### Stromberg-Carlson Plans Tele Station

Rochester—Active interest in the development of television by the Stromberg-Carlson Company was indicated here yesterday when William Fay, vice-president in charge of broadcasting, announced plans for a tele station and a new "Rochester Radio City" housing AM, FM and television as a post-war development. The Stromberg-Carlson Company, already owners and operators of

(Continued on Page 7)

### Blue's Own Musical Staff Being Recruited In Chicago

Chicago—The Blue Network's central division began employing its own staff of 40 musicians on March 15, according to James L. Stirton, program manager of the Blue's central division, who pointed to it as a further step in the separation of the

(Continued on Page 2)

### Philco Seen Active In British Post-War Television Planning

### WGN Plans New Series; Dramas With Local Talent

Chicago—Announcing that "no name talent will be imported from Hollywood or New York" and that Chicago actors and actresses will be chosen for title roles, WGN will inaugurate a series of dramatic programs next month under the banner of the Chicago Theater of the Air;

(Continued on Page 2)

### Pres. Joseph Maddy Of Nat. Music Camp Testifies Before Senate ICC Group On Interlochen Incident

### CBS Defines Stand On Platter-Turners

Washington Bureau, RADIO DAILY  
Washington—CBS will not fight the shift of platter-turners from IBEW to AFM, NAB President J. Harold Ryan has been advised. Not desiring to become embroiled in an intra-AFL scrap, the network will in no way oppose the transfer of turners' memberships, even though the move will cost them a tidy sum. AFM has had jurisdiction over platter-turners

(Continued on Page 5)

### Los Angeles Tele Station Being Planned By NBC

West Coast Bureau, RADIO DAILY  
Hollywood—Niles Trammell, president of NBC, declared here yesterday that the network has filed an application with the FCC for permission to build a television station in

(Continued on Page 6)

### Trans-Atlantic Quiz Show Starts On Blue In April

First trans-Atlantic quiz show will be inaugurated over the Blue Network in cooperation with the BBC on Sat. April 15, at 1:15-1:30 p.m.

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington — President Joseph Maddy of the National Music Camp, at Interlochen, Mich., yesterday appeared before the Senate Interstate Commerce subcommittee headed by Senator D. Worth Clark, D., Idaho, to protest the ban on broadcasts by the Camp orchestra imposed by AFM President James C. Petrillo. The subcommittee had been inactive for over a year, after numerous sessions on the AFM recording ban.

Until the Petrillo ban, NBC used

(Continued on Page 6)

### Expansion In FM-Tele Planned For Blue Net

Full expansion by the Blue Network into television and FM fields was indicated over the week-end by Mark Woods, president of the web, in addressing the 47 departmental heads and other officials at the managerial meeting held at the Waldorf-Astoria Hotel. Apart from this, the Blue is working out plans to own additional key stations in various ci-

(Continued on Page 5)

### Victor Appoints Hope To 'Red Seal' Disk Post

James W. Murray, general manager of RCA Victor Record Activities, has appointed Constance Hope as director of artists relations for Red Seal

(Continued on Page 2)

### Free Speech

Freedom of speech on the air as compared with the constitutional right of a free press will be discussed by U. S. Senators James E. Murray and Burton K. Wheeler on separate programs over WMCA, New York, tonight and Thursday night, respectively. The Senators will be presented with identical questions by Richard Eaton, WMCA correspondent.

(Continued on Page 7)



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# FINANCIAL

(Monday, March 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/8	157 1/2	157 5/8	+
CBS A	28 1/2	28 1/4	28 3/8	+ 1/8
CBS B	28	27 7/8	28	+ 1/8
Crosley Corp.	20	20	20	
Farnsworth T. & R.	12 1/2	12 1/2	12 3/4	
Gen. Electric	36 5/8	36 1/8	36 1/8	- 3/8
Philco	30 1/2	30	30	- 3/8
RCA Common	10 1/8	9 7/8	10	
RCA First Pfd.	73 1/2	73	73	- 1/2
Stewart-Warner	12 3/4	12 3/4	12 3/4	+ 1/4
Westinghouse	98 3/8	98	98 1/8	+ 1/8
Zenith Radio	38 1/4	38	38	- 3/4

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21	23
WJR (Detroit)	32	

## Leaves For Navy

Ernst Noth, head of the German section, NBC's International Division, has left NBC to join the Navy. Noth was announcer, writer and producer, in addition to his administrative duties. He was with NBC for two years.

## 20 YEARS AGO TODAY

(March 21, 1924)

WJZ, New York, is today broadcasting to listeners the first French lesson ever to be aired, under the auspices of the Berlitz School of Languages... Brilliant 40th anniversary celebration of the Westinghouse Company's entrance into the electrical industry was aired recently over KDKA, Pittsburgh.

### WRITER-DIRECTOR

available—seven years' agency and freelance experience on network programs. Please write—

Box 822, RADIO DAILY  
1501 BROADWAY, NEW YORK 18, N.Y.

## Trans-Atlantic Quiz Show Starts On Blue In April

(Continued from Page 1)

EWT with Alistair Cook, as emcee for both sides. First program has lined up Russell Crouse and Christopher Morley on this side and David Niven and Dennis W. Brogan on the English side of the pond. While Crouse, Morley and Niven are well known here, Brogan is being tipped as the dark horse. He has studied here at American colleges and currently teaches political science and other courses at Cambridge.

Format will be for the American quizzers to ask the English questions about America and Americans etc. and vice versa.

## Blue's Own Musical Staff Being Recruited In Chicago

(Continued from Page 1)

Blue and NBC networks in Chicago. Rex Maupin has been appointed musical director of the central division. Stirton announced, with Harry Kogen, staff conductor, as his assistant. Both will work in close cooperation with Paul Whiteman, the Blue's musical director, Stirton said.

## WGN Plans New Series; Dramas With Local Talent

(Continued from Page 1)

series will include radio adaptations of famous plays and will be produced under the direction of Sherman H. Dryer. Talent auditions are expected to start next week.

## Maj. Eliot To Address Tolerance Group Wed.

Major George Fielding Eliot, CBS military expert, will address a luncheon meeting of the Leather Trades Division of the National Conference of Christians and Jews, Wednesday, March 22nd, at the Hotel McAlpin, New York City.

## Starlets To Visit Paula Stone

Bonita Granville and Louise Allbritton, young film stars will be heard as guests this week on Paula Stone's program over WNEW. Miss Granville will appear tomorrow, while Miss Allbritton will pay her visit on Thursday. The quarter-hour is broadcast each day from 4:45-5 p.m.

## KOA, Denver, Gets Award For Best Service In 1943

(Continued from Page 1)

award. Second best record was maintained by WMAQ of Chicago, which was off the air for five minutes and 41 seconds out of 6,886 hours and 17 minutes of operation. Presentation of the award to KOA will be made in Denver by A. L. Jones, commercial vice-president of General Electric, at appropriate ceremonies to be held sometime next month.

The award was created eight years ago as a testimonial to the radio equipment and engineering skill displayed at these NBC operated stations. Past winners have been 1936—WGY, Schenectady; 1937—WEAF, New York; 1938 and 1939—WMAL, Washington, D. C.; 1940 and 1941—KGO, San Francisco; 1942—KPO, San Francisco.

## Decca 1943 Earnings Reaches \$2.66 A Share

(Continued from Page 1)

in 1942. Net sales of the company and subsidiaries in 1943 amounted to \$11,278,345, which is an increase of \$1,203,317 over 1942.

In his letter, Kapp informed the stockholders of the purchase of World Broadcasting System which he regarded as acquiring the leading firm in the transcription business and felt Decca could now contribute much to the ET field, especially radio entertainment, for which "there is a great need." Post-war plans are being made, Kapp stated and the future held great promise for the company. Reference was also made to Decca's "important role in the entertainment of the armed forces throughout the world."

## Victor Appoints Hope To 'Red Seal' Disk Post

(Continued from Page 1)

records. Miss Hope assumes these duties April 1. Miss Hope, who is well known in the publicity field, is the daughter of a musician and has handled press relations for numerous musical organizations, including the Metropolitan Opera and for prominent concert and operatic people.

Miss Hope will make her headquarters at RCA Victor's artists' reception center located in the RCA building.

## COMING and GOING

BILL HENRY, Washington reporter for C has returned to his home office located at WTOP, Columbia's O & O station in the Nation's Capital, following a visit of a week network headquarters in New York.

WILLIAM T. LANE, manager of WAGE, Syracuse, N. Y., is in town for conferences with the local representatives of the station.

NANCY MARTIN, of the Blue Network "Hello Sweetheart" and "Breakfast Club" broadcasts, has arrived from Chicago for week's vacation in New York.

HUGH FELTIS, general manager of KO CBS affiliate in Omaha, Nebr., is spending several days in New York.

ROBERT R. FEAGIN, general manager WPDQ, Jacksonville, is here from Florida on short business trip. Paid a call yesterday the offices of the local station reps.

TED ZITTEL has left for Albany, where will confer on special promotion for Ray Sinatra CBS bandleader now heard on the Arthur Godfrey program.

LES JOHNSON, general manager of WHI Rock Island, Ill., is here to attend Mutual meeting of sales and merchandising committee and the stations service committee.

NED CALMER, CBS news reporter, off on brief vacation. He will return to New York and to the air, on Saturday.

MOSS HART, author of "Winged Victory," arrived in New York yesterday following three months in Hollywood, during which time completed the screenplay for the show, which will be produced by Fox.

TED HUSING and JIMMY DOLAN, sportscasters on CBS, are back in town from Chicago, where last Saturday they broadcast the Chicago Relays.

FRANK SINATRA goes to Palm Springs, Cal. tomorrow. He will broadcast his CBS program from the Army camp at that point.

HOWARD LANE, director of the CBS station relations department, has left New York on business trip to WBBM, Columbia's O&O station in Chicago.

## Don't Close Your Eyes!

Or that spot on WITH might get away. 1,313,000 people live in the Baltimore area. 1,207,000 are within our primary area! No wonder WITH produces at the lowest-cost-per-dollar-spent.

## 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."



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



# ALL NIGHT they are listening to WBAL in 22 Eastern states

Since W B A L has been on the air all night every night, even we at the station have had some surprises.

When we began to get mail—including “cash enclosed” orders—from 22 Eastern states we realized that W B A L was really blanketing the East from midnight to dawn.

Here's how we figure it out: There are a lot of people listening to the radio at different hours of the night—not only in the big industrial centers, but all through the country.

It happens that W B A L is one of the few stations that can be heard clearly in these “wee” hours

—and one of the few who broadcast something worth listening to! It is the ONLY 50,000 watt station on the Atlantic seaboard outside of New York on the air all night, every night. And its ALL NIGHT STAR PARADE is building a fine audience—widely scattered, but huge in the aggregate.

The 22 Eastern states covered by W B A L at night have a population of more than 75 million. You need only reach a very small percentage of that number to make your advertising at W B A L's low midnight-to-dawn rates pay off in a big way.

Talk it over with the Petry representative.

## ALL NIGHT



ONE OF AMERICA'S  
GREAT RADIO STATIONS



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

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All surveys agree  
WRC leads  
morning, afternoon  
and night!

**PROGRAMS**  
39 out of 50  
network Firsts  
most highly rated  
local programs.

**SALES**  
Lower rates than  
the second station  
... lowest cost  
per listener  
of all stations!

**But This is the  
Usual Story for  
WRC  
We've Been First  
Continuously Since  
1923**

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Washington



First →

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## Interlochen Executive Opposes Petrillo Ban

(Continued from Page 1)

to air the camp musicians each summer—the schedule finally reaching 12 sustaining programs.

Maddy and J. Joseph Herbert, a member of the Camp's board of directors, asked Legislative action by Congress to protect the right of amateur musicians to go on the air. Herbert suggested that some legal means might be found to bar fans on programs certified by the FCC as public service programs, proposing that moves such as Petrillo's might be made punishable by imprisonment and that courts be empowered to enjoin his action.

### Would Curb Petrillo Power

Clark remarked that he has been "groping" for some legislative means to curb Petrillo's power, and that he had even drawn up a bill. The attorney general found his bill unconstitutional, he said, but added that if a bill—"if not too broad"—could be drawn which would meet the test of constitutionality, "it could very easily be enacted."

"Congress," Clark said, "is very thoroughly out of sympathy with the conduct of Mr. Petrillo, I know I am. The question is what to do about it."

### Interlochen Incident

The ban on the Interlochen broadcasts was imposed in July of 1942, after 12 seasons on the air. Petrillo also stopped broadcasts from the Cincinnati Conservatory of Music and the Eastman School of Music.

Maddy declared that he was appearing because he believes it the duty of Congress "to see to it that private interests shall not monopolize the great new facility to the exclusion of its use for the public welfare in the field of music education."

Maddy, while indicating sympathy toward Petrillo in his recording struggle, charged that the AFM chief has long been hostile toward school music. He related that in 1928 he had brought together 300 high school musicians to form an orchestra as a demonstration feature of a Chicago convention of the Music Educators National Conference. NBC was to broadcast the concert, he said.

### Paid Standbys

"Two days before the scheduled broadcast, Mr. Petrillo phoned me that it would be necessary to employ a 50-piece union orchestra at \$12.00 per player as a 'standby' or we would not be allowed to broadcast. Parents and friends of these young musicians, in 40 states, had been notified of the broadcast and would gather at their receivers at the appointed hour to hear their children play. Rather than disappoint them I engaged the union orchestra at my own expense, but I intended to announce to the radio audience the fact that this had been necessary," Maddy declared.

"Mr. Petrillo evidently heard of this intention, and phoned me again saying: 'you better be careful what

## ★ AGENCY NEWSCAST ★

Harry C. Ommerle, vice-president and account executive of Ruthrauff & Ryan, Inc., is resigning from that organization. Ommerle is planning to re-enter the talent business although he has made no definite commitments in that direction as yet.

ARTHUR MOULTON has joined the Western advertising staff of Hillman Publications, and specifically, the Hillman Women's Group, effective immediately. Moulton will assist Sid Kalish, Western advertising manager, in covering all the western territory.

LES H. FORMAN, Kenyon & Eckhardt agency, Chicago, returning to the Windy City today after a week's looksee in New York.

WILLIAM S. KELLEY, JR., formerly of Birmingham, Castleman & Pierce, joins Compton Advertising as a newspaper buyer.

### MBS Program Committee Opens Web's 3-Day Meet

Program committee of Mutual held a meeting yesterday in the Jansen Suite at the Waldorf-Astoria Hotel as part of a three-day series that will include program, sales, merchandising and the station committees of the network. Adolph Opfinger, program director of the network, presided at the meeting, attended by more than 30 program committee members from various parts of the country.

In addition to Opfinger, talks were heard by John Whitmore, Tom Slater and Allen de Castro. Today's session will be taken up by the sales and

you say over the radio if you value your health."

"This threat didn't stop me but the officers of the conference did, by refunding the \$600.00 I had paid for the union orchestra. Their reason was that they feared an unfavorable public reaction."

### Chicago Situation Reviewed

Maddy said that for three winters he had conducted music lessons over NBC from a Chicago studio "under the domination of Mr. Petrillo. I was treated as a non-union musician in that a standby director was required. A payment of \$25.00 to the union was demanded whenever I permitted a radio pupil to play a few notes over the air as a part of the instruction program, 'Maddy Program.'" Maddy holds an AFM card.

For two years, he continued, he was in charge of an NBC sustaining called "Music and American Youth," the purpose of which was to demonstrate the achievement of School Music Groups in various sections of the country. Each program originated in a different city. When this program was scheduled to originate in Chicago, "Petrillo forbade any school instrumental musician to take part," Maddy said. Maddy traced the entire history of the ban, puncturing Petrillo's argument that the school

STATION WHOM, Jersey City, N. J., announces the appointment of Marcel Schulhoff & Company to handle their advertising.

BARRY FARIS, editor-in-chief of International News Service, will deliver the principal address at the luncheon meeting of the Advertising Club of New York which will be held Wednesday at the club house.

J. M. HICKERSON, INC., New York, has been named to handle the account of Capital Transit Company, Washington. Local radio will be utilized, among other media.

SORKIN MUSIC COMPANY announces the appointment of Marcel Schulhoff & Company to handle the advertising of their Deltone Phonograph Needles.

### Los Angeles Tele Station Being Planned By NBC

(Continued from Page 1)

Los Angeles. If the application is granted, construction will begin as soon after the war as possible.

Trammell is here for "war clinic" conferences with western stations affiliated with NBC.

merchandising committee, under the co-chairmanship of Edward Wood, Jr. Mutual sales manager and Robert Schmid, director of sales promotion and research. Tomorrow, the station service group will convene.

broadcasts cost union members money.

Maddy said he has refused to approach Petrillo despite urging from Congress, because he is not interested in a "reasonably satisfactory agreement." Clark recalled that during the hearing last year Petrillo, or AFM Counsel Joseph A. Padway, had remarked that a limited number of school broadcasts could be worked out. "I would prefer never to broadcast educational programs than to do so only with the permission of Petrillo or any other dictator," Maddy said.

### Appeals for Children

"It matters little whether we broadcast again from Interlochen. But it is of the utmost concern of every American that the use of radio, the greatest avenue of communication and culture ever devised by man, shall not be denied our children—and their children,—and their children's children."

"It is incredible, you will agree, that the Congress would ever by law deny education the use of radio for non-commercial purposes, yet that is exactly what a union dictator has done by fiat. It seems outrageous that one union boss has been permitted to do that which the Congress could not and would not do."

## Senate Defeats Move To Restore FCC Cuts

(Continued from Page 1)

sounding slap in the face from Congress in many a moon.

The vote came after Sen. Roy LaFollette, (P., Wis.), had spoken over two hours in defense of the Commission. LaFollette termed the RID and FBIS functions of vital importance to the conduct of the war, and insisted that their work is in no way duplicated by the Army and the Navy. Rejection of the RID amendments, he said, will eliminate these services, and if the Senate votes to "act like an ostrich—refuse to admit the importance of enemy propaganda and familiarity with it—vote down this amendment." To do so, he shouted, would be the height of stupidity.

### LaFollette Follows Mead

LaFollette arose after Sen. Mead had spoken briefly and effectively in his amendment, and after the appropriations committee chairman, Kenneth McKellar, (D., Tenn.), had opposed the amendment. The Wisconsin Senator was opposed by Senators Styles Bridges and Wallace H. White, Jr., Republicans, of New Hampshire and Maine, respectively, as well as by McKellar. He was supported by Majority Leader Alben Barkley, who supported the President in his rejection of the suggestion made a year ago by Admiral William Leahy that the functions of the RID be transferred to the Army and the Navy.

LaFollette made it plain from the beginning that he expected the RID amendment to be defeated, declaring that he wanted to inform the Senate of what it was about to do and to place the responsibility.

### Budget Remains Cut

Relatively few Democratic Senators were on hand for the vote, which there was a strong showing of Republicans. Numerous Administration staffs failed to show up to support the Commission.

As the FCC budget now approved is slated to go through, it will call for \$4,191,143 rather than the \$6,140,000 originally sought. The House cut \$1,654,857 from it—a million specifically from RID and half a million from FBIS—and the Senate has agreed to chop off an additional \$500,000. Of this additional cut, \$300,000 is slated to be pared from the budget for the Commission's war work at \$209,000 from its regular functions.

Only possibility of restoration lies with the conference committee on the bill, since it is not probable that the Senate will fail to vote the full bill, and chances are extremely slim that the conference committee will approve a grant of much more than the \$4,191,143 left by the Senate.

### Fly Appears Today

FCC Chairman Fly will appear this morning before the House Committee to begin testimony on the Commission activities in the foreign language broadcast field.

Discussion of the FCC's draft defeatment policy has been postponed.

## Report Philco Active In British Television

(Continued from Page 1)  
 search in the home base in the U. S. has thus acquired a potential production plant for the post-war television setup. Philco officials declare their intention to put mass produced television sets on the market immediately post-war and circles here regard very favorable the prospects of sponsored programs in the years following the close of the conflict.

**Advertising Films Foreseen**  
 Official trade moves in this section of the sponsored field have been made this week by the Radio Industry Council with the Government Council on Television. This body has advanced a scheme by which 85 per cent of British homes could be linked up to television within nine months of the end of the war and operated through 12 stations relaying a main BC programme. No system can use direct transmission, and under their plan either cable or shortwave relay stations would be essential.

Technical advances made in television in Britain over the war period indicate that the image which such stations would transmit would be as clear as those at present shown in any cinema and that advertising films would be put across at relatively small cost.

**Sponsorship a Factor**  
 The factor of cost is being watched closely in this development, it being appreciated that, while a large section of the public would regard television desirable at whatever cost, to really reach any mass market and justify advertising costs, the production of a cheap mass produced set which can be sold to even the working classes is an essential.

One of the best known British publicists has taken a hand in the game with a warning that any consideration of sponsored radio might be unwise and even wasteful if the importance of sponsored television were not given full thought. His argument is that Baird, the inventor of television, has claimed notable improvements in the war years and that Baird has in the past justified his claims. To make an immense dive into sponsored radio and to find it superseded shortly thereafter by sponsored television would, he suggests, result in such loss of energy, drive and money. The position as he sees it is that we should rather go slow on a very great commitment into sponsored radio until the television field is clarified.

**Pye Tele Firm Formed**  
 If further indication were needed of the attitude of manufacturers to this whole position it might be in the news that Pye Radio Ltd. has formed a subsidiary, Pye Telecommunications Ltd., to acquire certain rights connected with telecommunications. The managing director of Pye Radio is the founder and former managing director of a big publicity company and of an Engineering Publicity Services Ltd. also closely connected with radio publicity.

# TELE TOPICS

## Image Flickers

Newspaper interest in television is mounting. Latest to apply for a commercial look-and-listen license is "The New York Times," according to a reliable though unconfirmed report. The influential metropolitan daily, this pillar also learns exclusively, has ordered a transmitter and is further planning to go in for facsimile. "The Times" seems to have scored a beat on the "New York Herald Tribune," which is still considering filing for a construction permit. ☆ ☆ ☆

Look for a tele statement soon from Westinghouse... J. Walter Thompson Co. is definitely going into duration television, though dates and outlet have not yet been set. The Gotham ad agency, which has been besieged by performers, is only looking for specialty talent at this time... Young & Rubicam, Inc., is seeking a director of tele to put on shows, which will be underwritten by clients. Harry Ackerman, associate director of radio for Y & R, will supervise eye-and-ear activities as well as radio production. John Barry, head of commercial motion picture production for Y & R and formerly 16 mm. director of Paramount Pictures, will also have tele chores. ☆ ☆ ☆

RKO's sight-and-sound plans may be stalemated, with action from the board of directors still being awaited... Don't be surprised at a tele deal in Philly between CBS and WCAU for an experimental outlet... Farnsworth's plans may be revealed when B. Ray Cummings, v.p. in charge of engineering for Farnsworth Television and Radio Corp., discusses post-war tele at next Tuesday's luncheon meeting of the Television Press Club in the Blue Ribbon Restaurant, Gotham... There may be a move in some quarters to pick up the construction permit now held by Metropolitan Television, Inc., New York, unless greater activity is evident from that organization. ☆ ☆ ☆

RCA will cross the Delaware river for experimental tele and FM stations in the City of Brotherly Love... Among the first news events to be filmed and televised the same day will be this afternoon's ceremonies of the Army-Navy "E" award to the Allen B. Du Mont Laboratories, Inc., Passaic, N. J., which the Paramount camera will record for a telecast at 9:15 p.m. over W2XWV, New York, the Du Mont outlet... Richard W. Hubbell, tele consultant, has left N. W. Ayer & Son, Inc., and is considering several agency offers while working on his forthcoming book, "Television Program Production," for Farrar & Rinehart... Tom Hutchinson, director of Television at Ruthrauff & Ryan, Inc., has also resigned, with no new connection announced just yet. James Whipple, formerly a writer-director with Grant Advertising, Inc., Chicago, takes over most of Hutchinson's duties. ☆ ☆ ☆

Expected release of materials for civilian production in June will hypo eye-and-ear enterprises... Allocation problems may be settled sooner than you think—before Spring is over, in fact—thus giving tele the green light... Live vs. film telecasts will be scrutinized at tomorrow's meeting of the Society of Motion Picture Engineers, Atlantic Coast Section, in the Pennsylvania Hotel, New York, beginning at 7:30 p.m. Willis Cooper, director of NBC's program development division, who has written a number of feature films for major Hollywood lots, will speak on "Television Production as Viewed by a Motion Picture Producer," and Worthington C. Miner, manager of CBS tele, will discuss "Television Production as Viewed by a Broadcaster." ☆ ☆ ☆

Wall Street views tele very favorably. Though the outlook of some traders is speculative, consensus of "The Street" is that the electronic prodigy shows a lot of promise. With tele's place in the news heightening public imagination and spurring trading activity, electronic stocks have spiraled upward since the turn of the year. Now that the market has broadened out with standard issues, specialties, including tele, have consolidated their positions and, though marking time for the present, are firmly poised for new developments.

## Stromberg-Carlson Plans Tele Station

(Continued from Page 1)  
 WHAM and the FM station WHFM, have plans under way to launch television on a commercial basis if their license is approved by the FCC. Commenting on the plans Mr. Fay said:

"Having watched the development of television for more than a decade, we are convinced that, due to the refinements brought about as a result of wartime research, the new art is ready to be transmitted to the home. Just as our company pioneered in sound broadcasting with its station WHAM in 1927 and with its Frequency Modulation Station WHFM in 1939, so will it offer to the area in and around Rochester the best service available for those who wish to see as well as hear broadcasts of amusement and informational features. We pledge Rochester the best television facilities procurable and a program service worthy of the most discriminating taste."

### Will Produce Sets

In response to an inquiry as to whether his company was planning to manufacture television receivers, Dr. Ray H. Manson, vice-president and general manager, pointed out that Stromberg-Carlson had been engaged in television research since the early 30's and had produced television receivers commercially in 1938 and 1939. It is already evident, said Dr. Manson, that the interest in television is growing by leaps and bounds. Rochester will have one of the first post-war television stations and Stromberg-Carlson will have available some of the first post-war television receiving sets. Production of these television instruments in the large quantities expected, coupled with the anticipated heavy increase in the demand for FM sets and for telephone equipment aided by the operating companies assure the full employment of Stromberg-Carlson workers after the war ends.

## Rep. Dies To Air Views Following W. Winchell

Announcement that Rep. Martin Dies would speak next Sunday night in the 15-minute slot following Walter Winchell over the Blue net was made during the past Sunday's broadcast of Winchell's "Jergen's Journal." Acceptance by the Texas Congressman was scheduled to bring into the open any grievances nursed by the Dies committee head. The Andrew Jergens Co., it was stated, would pay for the time.

During the Winchell broadcast, the columnist declined the invitation to take part with Dies in Thursday's "Town Meeting of the Air" because he had another date. George V. Denny, Jr., "Town Meeting" moderator, had previously extended a joint invitation to Winchell and Dies to discuss the subject, "What Should Be the Limits to Freedom of Speech on the Air?"

★ ★ ★ COAST - T O - COAST ★ ★ ★

— CALIFORNIA —

SAN FRANCISCO—During a recent three-day visit here, the entire Jack Benny troupe participated in special War Bond selling stunts, entertained at numerous hospitals and service camps, and were guests of the Advertising Club and at a cocktail party given by KPO. At the Ad Club luncheon, where Benny described his recent African tour to servicemen overseas, featured guests at the table included Sidney N. Strotz, NBC vice-president in charge of the western division; John W. Elwood, general manager KPO-NBC; Robbins Milbank, manager local office of Young & Rubicam; Don and Mrs. Wilson; "Rochester," Danny Kaye, Mary Livingstone, and Louise Landis, press manager of KPO.

— CONNECTICUT —

HARTFORD—"Connecticut Yankee At Camp Wheeler" programs aired over WTIC, have interview format for Connecticut men stationed at Camp Wheeler, Georgia. Station sends notices to the men's home addresses so relatives may hear them when they appear on the air. BRIDGEPORT—Florence Ballou Robinson, WICC assistant manager, directed the Girl Scouts Birthday Week broadcast recently. Alma Dettinger, former WICC scriptwriter, now commercially sponsored by WQXR for an 11 a.m. daily. Carl Larson bats the General Electric band aired from the Harding High School.

— INDIANA —

FORT WAYNE — WOWO-WGL's promotion department showed the Westinghouse film "On the Air" to several hundred members of the Fort Wayne Junior Chamber of Commerce recently. GARY — Edison School has been invited to devise its own show for presentation over WIND, March 25. MUNCIE—Thousands of Hoosiers now stationed with the Armed forces throughout the world will have an opportunity to hear a play by play description of the Indiana State Championship Basketball game this year, because WLBC is transcribing the event which will be short-waved by the Armed Forces Radio Services throughout the world. Donald A. Burton will announce.

— MASSACHUSETTS —

BOSTON—Sessions for class IV of the WEEI school for announcers are sked to begin March 20. Ray Girardin, production mgr. announced. Governor John W. Bricker, of Ohio, while touring New England, visited WNAC studios to broadcast a message on "National Issues Confronting the American People". Mary Philips, actress appearing currently in the "Chicken Every Sunday" play at the Plymouth Theater, will be interviewed over Louise Morgan's next Friday's show. WORCESTER—WTAG will carry a special Red Cross program entitled "In Action With the Red Cross," shortly, which will include a London feature via short-wave.

— DISTRICT OF COLUMBIA —

WASHINGTON—Last Sunday, Arch McDonald, popular broadcaster, celebrated his 10th anniversary with WTOP. The "sportsman's sportsman" came to WTOP, Washington, March 19, 1934, and in the past decade has not only become synonymous with Washington baseball, but has been known as a familiar voice and figure the year round. In the past 10 years, he's amassed an impressive list of some of the most sought-after trophies of his profession. Twice he has been voted the most popular baseball commentator. His first award came in 1932 when he was on the air in Chattanooga. In 1942, he was named the outstanding baseball broadcaster in the country by the "Sporting News," national baseball weekly. He won the award for the year's outstanding individual baseball miking in 1937, and in 1938 was chosen to describe the All-Star game.

— PENNSYLVANIA —

PHILADELPHIA—Arthur Simon, general manager of WPEN, is doing radio publicity for the Deborah Sanitarium's forthcoming drive. Miss H. S. Elliott, secretary to WIPrexy Ben Gimbel, was "inducted" into the Philadelphia Club of Adv. Women recently. Miss Elliott served two and a half years on the diplomatic front in Washington and prior to that was with the mag THIS WEEK. Eric Wilkinson conducts the one-hour musical show entitled "Studio Party" for WIBG. Roger W. Clipp, president of WFIL, was honored at a recent City Business Club confab. Clarence Fuhrman directs "The Flavor Lingers" variety show featuring Bill Perry and Joan Waring.

— TEXAS —

SAN ANTONIO — Cpl. Ed. Platt, former radio baritone, is being heard over KMAC each Thursday in a special Air Wave recruiting program. Magnolia Petroleum Company sponsored the two special broadcasts miked over a special statewide net from Gregory Gym in Austin for the high school championship basketball games. DALLAS — Hugo Speck, noted foreign correspondent credited with having seen more of the Russian front from the German side than any other American newsman, has been signed as news editor of WFAA and KGKO.

— NEW YORK —

NEW YORK—Actress Eva Le Gallienne will guest on Kathryn Cravens' "News Through A Woman's Eyes" WNEW program, next Thursday. Paul Flynn, WOV engineer, has resigned from his post to enter the U. S. Navy. Ruth Broderick, apprentice engineer, has joined the engineering staff of WOV. Edward Choate, producer of "Decision," will guest Wednesday on Adrienne Ames' "Gloom Dodgers" show heard over WHN. Donald Ogden Stewart, noted author and playwright, was interviewed recently by Dian Dincin over WABF (FM).

— ARIZONA —

PHOENIX—Hugh Moshier, former senior engineer for KOY and in charge of transmitter maintenance, now wears Navy Blues. "An Open Letter To A Man In Service" has been rescheduled over KOY on Tuesday evenings. Elizabeth Taylor has been assigned as narrator to the program, with Marlene Ayers, soloist and Al Becker, organist. Ruth Swinney, former KOY traffic secretary, became the bride of Capt. Randolph Sorenson. Ceremony was transcribed by KOY Chief Engineer Jake Higgins and presented to the couple.

— CALIFORNIA —

SAN FRANCISCO—Graham Gladwin, formerly with the Yankee net and NBC, has joined the announcerial staff of KQW. Also new to this CBS outlet is Earl Wing, previously with KSAN. Don Mozley, in charge of the station's news bureau, has taken over the daily 6:45 a.m. news-cast, oldest news show on the sked. OAKLAND — KROW has been awarded a certificate of appreciation by the American National Red Cross for outstanding co-operation with the Red Cross Blood Donor Service in presenting the program "Blood Relative."

— SOUTH CAROLINA —

COLUMBIA—Announcers at WIS look forward each week to their regular Saturday morning Announcers' Clinic, headed by Program Director Ray A. Furr and Program Operations Manager Jack Peterson, who plan to give the region the best programming service possible. The clinic is based on the premise that every announcer has a personal stake in the reputation of the station as an effective dispenser of information, entertainment, and public service.

— IOWA —

DES MOINES—KSO, KRNT and their patriotic advertisers gave more than one thousand hours of air time to the war effort last year, Ed Linehan, program director of the two stations, announced. In July of last year, when Dan Hosmer's "Pa and Ma Smithers" bowed in over KRNT, an amusement magazine reviewer of the program said, "Talent and writing is good and network timber." With which the local Radio Council agrees—and went on record as comparing it to the two high-rating net dramas, "Lum and Abner" and Vic and Sade."

— KANSAS —

SALINA—Every piece of mail received from a listener by KSAL is acknowledged by special postcard which thanks the writer for his criticism or request. A small world: A recent outstanding listener interviewed as "King for a Day" on KSAL was a native of Lynn, Mass. Immediately after the program a woman called the station, identified herself as a former Lynn resident, and asked for the address of the soldier and his family in Salina. She wished to throw a party for him during his day's "kingship" at the Lamer Hotel.

— MASSACHUSETTS —

BOSTON—Cedric Foster, who became Mutual's first daytime newscaster on Oct 21, 1940, is now sponsored daily in 19 states on 40 stations, with program originating from WNAC. C. W. Stone, WNAC engineer, began his 19th year of continuous service last week. The New England Union Town Meeting of the originated from the Springfield Technical High School last Sat. for WBZA. Louis Segal is the originator and conductor of the "Met Dames," a new all-girl choir, heard over WCOP Sundays. "Calling Girls Club of the Air," designed to call attention to teen-age fashions announced by Tom Shirley. H. C. YOKE. WHYN recently leased facilities to the Navy for its recruiting of 60 girls in the WAC. GREENFIELD—Gordon Lewis emcees a popular wax show called "It's Time To Dance," over WHAI.

— CONNECTICUT —

HARTFORD—Jan Miner will be featured on a mid-day strip over WTN shortly which will spotlight fashions and beauty hints. New program is sponsored by Sage-Allen & Co.; agent Charles Brunelle. BRIDGEPORT—L. Dearbon, spieler for WICC, has a new Friday series he calls "Words and Music". NEW HAVEN—Ken Carter is emceeing on WELI's "The Battle of the Baritone" featuring Bing Crosby and Frank Sinatra on wax. STAMFORD—Madeline Everett, talented young soprano, is heard over WSRR in a program of the light classics. Mrs. Everett has sung on WWRL, Long Island and WBYN, Brooklyn.

HAPPY BIRTHDAY TO YOU
March 21
A. S. "Tony" Bessan Gil Jones
J. V. McConnell Garnett Marks
James Wilkinson Edna Stillwell

JOB WANTED
... the job of SELLING KANSAS for YOU - at low cost • Just hire:
Ben Ludy, GEN'L. MGR.
WIBW
The Voice of Kansas TOPEKA



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 26, NO. 57

NEW YORK, N. Y., WEDNESDAY, MARCH 22, 1944

TEN CENTS

## FCC Inquiry Is Resumed

### Westinghouse Files Three Tele Licenses

Television license applications for transmitters in Boston, Philadelphia and Pittsburgh have been filed with the FCC, it was announced yesterday, by Lee B. Wailes, general manager. Plans for the establishment of tele stations in these cities would eventuate in the construction of new studios, transmitters and other facilities in addition to the company's present broadcasting outlets in operation such as KDKA, Pittsburgh; KYW, Philadelphia, and WBZ, Boston. According to F. P. Nelson, in charge (Continued on Page 6)

### CAB Appoints G. H. Allen As Manager-Secretary

Changes in executive personnel and expansion of this branch of the Cooperative Analysis of Broadcasting, have been announced by Dr. D. P. Smelser, chairman of the board of governors, with A. W. Lehman, for 10 years manager and secretary being elevated to the office of president and George H. Allen, appointed to succeed Lehman. Allen will have full charge of the (Continued on Page 2)

### 41,000,000 Radio Tubes Needed During 1944

Washington Bureau, RADIO DAILY  
Washington—The number of tubes needed for replacement in civilian sets is estimated at more than 41,000,000 because of the backlog of demand for tubes, longer radio listening hours and the use of old or repaired radios, according to a statement released by WPB through OWI channels.

### Big House Broadcast

Milo Boulton will take the "We The People" mikes behind the stone walls of the Federal prison at Leavenworth, Kansas, next Sunday, to interview six unnamed convicts and Warden Walter A. Hunter. Among the prisoners to be heard is the one who donated the most blood, to the Red Cross, the one who bought the most War Bonds. Show is heard over CBS.

### For The Boys

Joan Davis-Jack Haley program for Sealtest just arrived in the East for Thursday night shows over NBC in New York, is holding up the tickets for studio audiences due to decision of the sponsor to have the show play Army and Navy camps around New York. Preview of the first show which was held last night may be the only chance of the fans having a peek.

### BBC-NBC Will Air Actual Sound Of War

West Coast Bureau, RADIO DAILY  
Hollywood—An agreement between NBC and BBC to pool their resources so that American and British listeners can actually hear sounds of invasion battles when assault is launched on Hitler's European fortress was announced here by Sheldon B. Hickox, manager of NBC's station relations department. News of pooling agreement was broken by Hickox at a "war clinic" session. New York executive of NBC also (Continued on Page 2)

### Four-A's Wartime Problems To Be Subject Of Meeting

Wartime problems will be considered by the closed annual meeting of the American Association of Advertising Agencies to be held Tuesday, April 11, at the Waldorf-Astoria Hotel, New York. Four-A (Continued on Page 2)

## Wartime Personnel Turnover At CBS; 8 Appointments Made

### Seven NBC Programs Going To Full Network

Seven NBC programs, sponsored by Sterling Drug Products, Inc., subsidiaries, will expand to take the full NBC network, it was announced yesterday. Expansion means an average gain of 65 outlets for each program. Afternoon programs affected by the (Continued on Page 2)

## House Committee Hears Discussion Of Commission Finances As Well As Foreign Language Programs

### Senate Less Enthused About New Radio Law

Washington Bureau, RADIO DAILY  
Washington—Prospects for new radio legislation from the Senate Committee on Interstate Commerce are dimmer today than ever before. Both chairman Burton K. Wheeler and Senate Minority Leader Wallace H. White, Jr., the leading movers for such legislation, are very close to giving up the idea at this point. Wheeler said yesterday that he (Continued on Page 7)

### WGN Announces Contest For 'Theater Of The Future'

Chicago—WGN, Inc., the Chicago Tribune station, is sponsoring a \$10,000 prize architectural competition for its "Theater of the Future" which will be the heart of the new WGN post-war building, plans for which (Continued on Page 6)

### Blue To Include "Sink" In New Experimental Show

Blue Network will give the 7-7:30 p.m., EWT spot tomorrow night to an experiment, which if it works out will become a regular Thursday (Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Latest mystery in the FCC investigation by the House Select Committee headed by Clarence F. Lea is the history of "16 bottles of seltzer water." The matter was raised by Representative Louis E. Miller, Republican, Missouri, who suddenly demanded of the FCC general counsel, "is it fair to charge 16 bottles of seltzer water as official business?" FCC Counsel Charles Denny replied that it was hypothetical question. "It's not hypothetical," Miller asserted, "it's a fact. Would the FCC (Continued on Page 7)

## Mutual Affiliates Discuss Sales Plans

Second all-day session by Mutual network affiliate groups was held yesterday at the Waldorf-Astoria Hotel, when matters of sales and merchandising were discussed before 40 out of town delegates. In the morning, Miller McClintock, MBS president, was heard and Ed Woods, sales manager of the network, spoke on (Continued on Page 6)

## Scophony Mulls Inclusion Of More Film Companies

Method whereby additional film companies may acquire an interest in Scophony Corp. of America, tele firm, will be considered at a meeting (Continued on Page 2)

## Dunking Champions

Dunking champions of the children's world will debut on Uncle Don's program over WOR, New York, today at 5 p.m., as a feature of National Donut Week. The masters of the art of dipping donuts gracefully are Roberta Ricca, aged 5½ and Peter Nevins, aged 5. Their seconds will be Billie Gould and Bert Nevins.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, March 21)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 5/8	157 1/2	157 5/8	+
CBS A	28 1/2	28	28 1/2	+ 1/8
CBS B	28 1/2	28	28 1/2	+ 1/2
Crosley Corp.	20	19 3/4	19 3/4	- 1/4
Farnsworth T. & R.	13 1/8	12 1/2	12 3/4	- 1/2
Gen. Electric	36 5/8	36 1/4	36 1/2	+ 3/8
Philco	30 3/4	30	30 1/4	+ 1/4
RCA Common	10 1/8	9 7/8	10	0
Stewart-Warner	12 7/8	12 3/4	12 3/4	0
Westinghouse	99 3/8	98 1/4	99 3/8	+ 1/4
NEW YORK CURE EXCHANGE				
Nat. Union Radio	4 3/4	4 1/2	4 5/8	0
OVER THE COUNTER				
WCAO (Baltimore)			Bid 20 1/2	Asked
WJR (Detroit)			32 1/2	

## 20 YEARS AGO TODAY

(March 22, 1924)

The Honorable Fiorello H. La Guardia, member of the House of Representatives from New York, will be heard today in an address over WJZ. . . Dinner recently given in honor of Sir Esme Howard by the Pilgrim Society in the grand ballroom of the Waldorf-Astoria Hotel was aired by local outlet



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



## Four-A's Wartime Problems To Be Subject Of Meeting

(Continued from Page 1)

members, who will travel to the confab, are urged to limit their agency representation to one, if possible.

Program committee is headed by A. D. Chiquoine, Jr., vice-president of BBD&O, Inc., New York. Members of the committee include: Leonard T. Bush, vice-president, Compton Advertising, Inc., New York; Emerson Foote, president, Foote, Cone & Belding, New York; Norman W. Geare, president, Geare-Marston, Inc., Philadelphia; Sigurd S. Larmon, president, Young & Rubicam, Inc., New York; Philip W. Lennen, president, Lennen & Mitchell, Inc., New York; Willard F. Lochridge, vice-president, J. Walter Thompson Co., Chicago; Dan B. Miner, president, Dan B. Miner Co., Los Angeles; Henry M. Stevens, vice-president, J. Walter Thompson Co., New York; Kenneth R. Sutherland, partner, Sutherland-Abbott, Boston; H. Paul Warwick, president, Warwick & Legler, Inc., New York.

## CAB Appoints G. H. Allen As Manager-Secretary

(Continued from Page 1)

day-to-day management and operation of the CAB (Crossley reports) which will include supervision of the research work, contacting and servicing members and assisting and planning further improvements in the organization. This will be in keeping with the new policy which calls for ultimate development of "true, nationwide ratings." Allen has been director of research and assistant director of sales promotion for WOR. Before entering research work, he was assistant to the president of National Theater Supply Co. He is a director of the New York Chapter of the American Marketing Assn. and chairman of the Wartime Series of Radio Luncheons.

## Seven NBC Programs Going To Full Network

(Continued from Page 1)

increased coverage are "Back Stage Wife," "Stella Dallas," "Lorenzo Jones" and "Young Widder Brown." The evening programs are "Manhattan Merry Go Round," "Album of Familiar Music" and "Waltz Time." Dancer-Fitzgerald-Sample, Inc., is the agency for the seven accounts.

## Blue To Include "Sink" In New Experimental Show

(Continued from Page 1)

day night series. Program is originated and produced by Alex Leftwich, Jr., a senior staff producer and titled, "Kelly's Courthouse." According to report, Leftwich and the writers, Lenard Finger and Elliott Whitman, have packed into the half-hour script virtually all types of proven radio shows. It will include comedy, murder mysteries, vocalizing, audience participation, a quiz angle, an orchestra and an organ.

Various factors will be presented by a cast composed of Anne Seymour, Phillip Clark, Sanford Bickett, Byrna Raeburn, John Aulicino, and others; Joseph Stopak and orchestra; Kay Arman as singer; Fred Uttal, as emcee and Henry Sylvern, swing organist.

## Scophony Mulls Inclusion Of More Film Companies

(Continued from Page 1)

of the directorate to be held today. Paramount and 20th-Fox now own stock on the company but it is reported that other motion picture organizations also are interested.

Scophony has announced a new development in carbon technique produced by National Carbon Company which is said to represent a long step forward in making color television available on full-size screens in film houses by using "supersonic" television projectors. The projectors are described as the only ones for television able to use carbon arc lamps as a light source.

## BBC-NBC Will Air Actual Sound Of War

(Continued from Page 1)

disclosed that special NBC personnel has been selected and trained to follow United Nations armies and start broadcasting from Rome, Copenhagen, Paris and Oslo when and if these capitals are liberated.

## Ascap Board Election

Max Mayer, chairman of the Ascap election committee, yesterday informed members of the society that board members elected are, writer members: Deems Taylor, Otto Harbach, Richard Rodgers and Stanley Adams. Publisher members: R. J. Murray, J. J. Robbins, J. J. Bregman and Walter Fischer. All of the above board members are being returned to the board with the exception of Stanley Adams who is new to the Ascap board as a member. There are 24 board members in all.

## Kent-Johnson Consultants

Alan Kent and Austen Johnson, well known team of jingle writers and producers, have been retained by Phillips Carlin, vice-president in charge of Blue Network programs, as program consultants. Kent-Johnson at present produce the all-night recorded show on WJZ. Kent also is under contract to Pedlar, Ryan and Lusk on the "Pepper Young" daytime serial.

## COMING and GOING

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

CONRAD NAGEL, emcee on the "Radio Reader's Digest" program heard over CBS, and DEL SHARBUTT, announcer for the show, go down to Philadelphia today to observe the presentation of the "A" award to Campbell Soup Co.

JOHN MASTERSON to New York to confer with executives of the Blue Network regarding Summer Bond tour for "Breakfast at Sar-di's."

KATE SMITH and the members of her program entourage are back in New York.

BILL O'NEILL, president of WJW, Cleveland, is spending a few weeks in California.

PHIL SPITALNY and the members of his all-girl orchestra are in Rochester, where tomorrow they open an engagement at Loew's Rochester.

DICK MOSES, publicist, is back from Washington, where he made arrangements for Lionel Hampton's WMC program, "Soldiers of Production."

## New Godfrey Show

New Arthur Godfrey show launched last Monday on WABC includes the talent of Lillian Lane, Ray Sinatra's orchestra and the Godfrey singers. Show is heard Monday, Wednesday and Friday from 6:30 to 6:45 p.m., EWT. Barbasol company is the sponsor.

## Stork News

William F. McArdell, former member of the NBC press department, and Mrs. McArdell are parents of a boy, Michael, born March 15 at Kew Gardens, L. I. Hospital. McArdell, now a private in the Signal Corps, was on leave in New York for the event.

## It's THE Baltimore Station

W-I-T-H produces sales at the lowest cost. If we again have time available . . . you'll agree, we're sure, that's a good thing to remember.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

*The Oklahoma Publishing Company Announces*

*the appointment of*

**DIXIE B. McKEY**

*as*

**TECHNICAL SUPERVISOR OF RADIO**

*Effective April 1, 1944*

### Preparations under way for postwar FM and Television

IN both the fields of publishing and broadcasting, the Oklahoma Publishing Company has been characterized by its eagerness and courage to plan for the future. Applications for FM and Television licenses for both WKY and KLZ are now on file with the FCC and similar applications are planned for station KVOR.

These stations expect to pioneer these developments in radio transmission in Oklahoma and Colorado as they did standard AM broadcasting.

Delving into the mysteries, problems, and behavior of these new radio developments is too big and important a job for part-time handling by even the topnotch engineering staffs of these stations.

That is why one of radio's most competent technical experts has been secured for this job. For thirty years, Dixie B. McKey has been exploring the frontiers of radio knowledge, advancing the horizons of technical information. He will continue exploring practical operation of FM and Television both in the plains region of Oklahoma and mountain area of Colorado.



Dixie B. McKey

When peace comes, these stations will be ready for whatever direction listeners demand that radio take.

The decision to add this acknowledged expert to its staff follows precedent. The Oklahoma Publishing Company has never spared money nor effort to serve its readers and listeners and keep abreast of technical advancement. None knows better than advertisers how well this policy pays.

### McKey is one of the industry's outstanding technical experts

DIXIE B. McKEY resigned his position as general communications engineer of the Graybar Electric Company with which he was associated since 1923 to join the staff of the Oklahoma Publishing Company.

His first 10 years of radio training began in the U. S. Navy, in 1914, graduating from the Naval Sound Radio School, Aviation School, and Radio School.

In 1923 McKey joined Graybar as a member of A. T. & T's technical staff attached to Station WEAF. Three years later he was transferred to trans-oceanic radio telephone development and was made resident engineer of the station at Lawrenceville, N. J. By 1930 he was a member of the technical staff of Bell Telephone Laboratories in charge of development and design of aircraft radio telephone systems.

In 1936 he was made sales manager of broadcasting equipment for Graybar's Atlanta branch, and later manager.

Since 1942 Dixie McKey has been general Communications engineer for Graybar, which position he leaves to join the staff of the Oklahoma Publishing Co.

*The*  
**Oklahoma Publishing Co.**

Publisher of the Oklahoman and Times and The Farmer-Stockman

Owner and Operator of

**WKY · OKLAHOMA CITY**

Operational Management of

**KVOR · COLORADO SPRINGS**

Operational Management of

**KLZ · DENVER**

REPRESENTED BY THE KATZ AGENCY



# On Target.. Bombs Away!

Behind the mission's success  
is the trained skill of the bombardier

Bomb release and bomb sight, extraordinary mechanisms of precision, all wait upon the expert hand of the skilled bombardier to bring them into perfectly coordinated action at precisely the right moment to hit the target accurately.

In a similar way, the success of Spot Radio depends upon the skill with which it is applied to each product. If time, locality, and program are perfectly coordinated to build an effective campaign...the product hits the target in listeners.

We concentrate on the study and planning of Spot Radio Advertising and the stations we represent. We believe our success in Spot Radio depends on knowing what to do...and doing it with an expert hand.



PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES  
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES





# Mutual Affiliates Discuss Sales Plans

(Continued from Page 1)

this aspect of the web. Bob Schmid, gave the research and promotion picture and Lester Gottlieb, the publicity angle. Anthony Rojas, of Radio Mil spoke on the Mexican situation. Schmid did the over-all emcee job. Later an open discussion was held on various items that had been previously up on the agenda. Allen de Castro, spoke on cooperative programs.

Among those present were: Charles Jordan of WRR, Dallas; Fred Fletcher, WRAL, Raleigh, N. C.; Garland Powell, WRUF, Gainesville, Fla.; Felix Hinkle, WHBC, Canton, Ohio; Eugene Cagle, KFJZ, Fort Worth; James E. Gordon of WNOE, New Orleans, and others.

Today Mutual will hold a Station Service Committee Meeting at which Miller McClintock will speak.

Next Monday a meeting of the program operating board of member stations will be held in New York.

# CBS Appoints Hoffman As New Script Editor

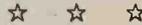
Changes in the CBS program writing division, include Elwood Hoffman being promoted from associate script editor to editor, and Mortimer Frankel, from staff writer to associate editor, according to Robert J. Landry, director of the department.

Hoffman fills the vacancy created when John C. Turner, became assistant to Stuart Buchanan, Blue Network script editor. Hoffman came to CBS as a staff writer in June 1943 from the Domestic Radio Bureau of the OWI and has since moved up to the point where he becomes script editor next week. Frankel, before joining CBS was associated with United Artists' home office in New York. He assumes his new duties with the network March 27.



## Unscrambled Wattnotes !!

● ● ● What happened Monday night when gremlins ran riot over the networks and nearly every first line commentator, newscaster and not a few good artists fluffed continuously all thru the evening?..... most jinxiest night we ever heard.....let's blame it on the unseasonable snow. . . ● Toscanini's War Bond concerts at the New York City Arts' Center, are a complete sellout, nearly a month in advance, and lines waiting to buy standing-room.....tribute both to a great conductor and the combination of music-loving people who will buy a Bond without waiting for special drives. ....'Toskies'" NBC concerts for General Motors, seem to improve with every program, despite seeming perfection at the beginning. ● DuPont's "Cavalcade of America" has purchased radio rights to "My Fighting Congregation," co-authored by Chris Cross of Mutual and will dramatize it on one of the April programs on NBC. . . ● "Look" magazine now on the stands includes an article and layout entitled, "Tommy Dorsey Gets A Visit From A Fan Club."



● ● ● Ginny Simms' first recording for Columbia, two sides of "Suddenly It's Spring" and "Irresistible You," reported as selling like the proverbial hot cakes. . . ● Charlotte Keane, young actress, has joined the cast of "The Goldbergs," in the role of Dora Mayer. . . ● The Mary Small Show on the Blue, boasts the only femme duo of gag writers extant.....Mimi Wolf and Melba Weiss, who do the script for comic Olin Landick, "the Hackensack Gossip". . . ● "My Uncle Chihuahua," is what Xavier Cugat calls that mythical uncle.....this intrigued Sander Heyman, Cresta Blanca advertising exec and she co-authored a song about "uncle"..... now in print the song will be heard tonight on Mutual. . . ● Paula Stone, Hollywood commentator for WNEW will be mistress of ceremonies at the Red Cross Rally at CCNY tomorrow night.



Remember Pearl Harbor

# WGN Announces Contest For 'Theater Of The Future'

(Continued from Page 1)

were recently announced. Details of the architectural competition will be made public within the next 60 days. The station's "Theater of the Future" will be one of the world's largest and most elaborate radio studios with a seating capacity of 2,000 and a stage capable of accommodating a 75-piece orchestra, a chorus of 40 and the principals of a musical cast. The architecture of the WGN building itself will be largely determined by the prize winning design for the theater, it was announced. The \$10,000 in prizes will be awarded by a group of WGN staff members, as follows: \$5,000 first prize; \$2,500 second; \$1,000 third, and 15 prizes of \$100 each. The new WGN building, to be erected on a site just South of Tribune Tower, overlooking Michigan Avenue and the Chicago River, will have two other theaters, each seating about 600 persons. The building will be from eight to 10 stories and will house all musical, dramatic, mechanical and business activities of WGN as well as the Chicago offices of the Mutual Broadcasting System.

In the announcement of the contest prospective entrants were re-

# 'Kate Smith Hour' Resumes Broadcasting From N. Y.

Returning to New York after a four week stay in Hollywood, Kate Smith and Ted Collins will resume broadcasts of the "Kate Smith Hour" over CBS from the Manhattan studios on Friday at 8 p.m. Akim Tamiroff, movieland character actor, will be the guest star of the broadcast. Tamiroff will be heard in a sketch titled, "The Quality of Mercy."

# Cancel Montgomery Bout

Due to the illness of Bob Montgomery, the proposed championship bout between Montgomery and Sammy Angott, has been cancelled for March 31, and instead Juan Zuarita and Beau Jack will be the card, to be broadcast over Mutual network.

minded that the "Theater of the Future" is to be a radio and later a Television theater. In this connection, reference was made to the fact that WGN has placed a post-war order with General Electric for a 40,000-watt transmitter and telecasting equipment to cost more than a quarter of a million dollars. It was also pointed out that in its new building WGN plans to take full advantage of television and FM broadcasting.

# Westinghouse Files Three Tele Licenses

(Continued from Page 1)

of the company's tele department. Westinghouse's 24 years of experience in sound broadcasting has been applied to all planning for the services. Actual building and installation of new tele facilities must be on the availability of various materials, some of which are critical, which will be determined by the nature of wartime demands, it was pointed out.

Television technique and procedures have been exhaustively studied and it is foreseen, at this time says Westinghouse, that motion pictures, along with live local presentations, and pickups of outside events such as football games, parades, etc. will comprise the principal programming activities.

## Philly Facilities

KYW, Westinghouse station in Philadelphia, has complete broadcast facilities in its seven-story location provided when the building was constructed in 1938, that include unfinished television studios. The two floors are arranged for camera lights, scenery and other equipment necessary for televising programs. Extensive ceiling height provides room for microphone booms, and to suspend sets, light racks and rigging and make possible various camera angle shots, all unhampered by close quarters.

These arrangements, planned in anticipation of television, round a complete broadcasting plant within, under one roof and considered usual among independent stations. Regular or standard broadcast frequency modulation programs of KYM-FM and television production and televising can all be handled at the same time.

## Point to Research Record

"Within a few years after Westinghouse had inaugurated broadcast in 1920," says the Westinghouse statement, "experiments in linking sound and sight were under way at Pittsburgh. The first cathode ray tube of television transmission was developed and demonstrated at Westinghouse Research Laboratories. One of the first experimental programs televised was a cartoon of simple black-and-white line technique. Today's stage of the art approximates the photography of ordinary motion pictures."

## AAF Blood Donors

When AAF soldiers stationed temporarily at the Mitchel Field Army Air Base donate blood to the American Red Cross plasma drive, their fellow soldiers on the front, Monday, March 27, at WNEW, New York, will broadcast interviews of donors' reactions and other interesting highlights pertaining to the occasion at 4:45-5 P.M. EWT. The program will be presented by the Mitchel Field Army Air Base in cooperation with the Nassau County Chapter of the ARC.

Few Stations in the Nation Can Equal KOA's Dominance:

- 68.8% DEALER PREFERENCE
- 69% LISTENER LOYALTY
- 9 OUT OF 10 TOP PROGRAMS
- 50,000 WATT POWER
- 7 STATE COVERAGE

Represented Nationally by Spot Sales

FIRST IN DENVER **KOA** 50,000 WATTS 850 K.C.

# Mont Receives 'E' Award At Colorful Ceremonies

(Continued from Page 1)

...n't expect to see a bill for a long time—if at all. Personally, he said, he would just as soon not write one. There is strong pressure on him from the military, however. He said the industry has "lit a fire" under FCC Chairman Fly, whom he personally respects to be both an honest and an able administrator but lacking in tact. He occupies, said the Montanan, one of the most difficult posts in Washington—one where the pressure from all sides is "terrific."

...e networks, Wheeler added, want legislation which will in any way govern them. What they really want, according to Wheeler, is to have authority over them lifted. That he dropped out, he said, even though he is a radio people come in and change their minds every week about what they want." He said he has been elected from a number of independent broadcasters, but that few of them have been constructive in their suggestions.

...white, who has been in disagreement with Wheeler on several points of the bill, has been unable to give sufficient time to the matter because of his heavy duties as minority leader. As he talked of the bill yesterday, he lacked the enthusiasm with which he was wont to discuss the matter.

# Mont Receives 'E' Award At Colorful Ceremonies

...maxing spectacular contributions to America's war effort since Pearl Harbor, and extended previously to the Government during the days of national defense and to the United States, Allen B. Du Mont Laboratories of Passaic, N. J., yesterday received formally the Army-Navy "E" hat city's Central Theater. Some employees, augmented by invited guests whose numbers included military and civic dignitaries, virtually filled the 2,400-seat house.

**CHATTANOOGA**

High In Scenic Grandeur

**WDOD**

HIGH IN FAVOR WITH TIME BUYERS

**CBS**

**5,000 WATTS**

DAY AND NIGHT

**PAUL H. RAYMER CO.**

# FCC Probe Hears Testimony On Language Shows, Finance

(Continued from Page 1)

...know what to do with 16 bottles of seltzer water?"

**To Become "Very Pertinent"**

Miller declared—and then kept silent on the subject, that "as far as the 16 bottles of seltzer water are concerned, they will become very pertinent in a few days—if the FCC is willing to let the hearing go on." Miller, who has taken over the activities formerly handled by Rep. E. E. Cox and Eugene L. Garey, who used to be committee chairman and counsel, respectively, declared early in yesterday's session that he intended to produce "one or two" boys disabled on a task force which, said he, was sent into Alaskan waters as a result of "FCC bungling." He refused to offer any details of the incident, despite Denny's plea for information. (The FCC has been trying to get details of this story ever since Garey first mentioned it last summer.)

Admiral Joseph Redmond told the story in secret session before the committee, Miller said. He charged that a copy of the Admiral's testimony was requested by the White House, and also that shortly thereafter FCC Chairman James Lawrence Fly had read a letter presumably from the White House—in the presence of Commissioner T. A. M. Craven—which warned of possible attrition against individuals who testified in secret before the committee.

## Foreign Language Testimony

Denny presented a lengthy statement regarding foreign language broadcasts, quoting at length from broadcast statements by Axis sympathizers. He made the point that most foreign language broadcasters do an excellent job and that their loyalty to this country is not to be questioned.

The Commission, said Denny, began to study and monitor these foreign language programs in 1938, and stepped up its program in 1940. Late in that year it began active cooperation with the Department of Justice and had, by March of 1941, sent the Department of Justice a thousand recordings of Italian and German language programs.

Rep. Ed Hart, Democrat, New Jersey, asked why evidence was not presented on Communism in foreign language broadcasts, and Denny promised to check the records. In reply to a query from Magnuson, he explained that broadcasters could have protected themselves from pro-Axis broadcasters by having the scripts translated for them and taking steps to insure that the announcers followed their scripts. Magnuson insisted that the FCC should have informed broadcasters when programs appeared to be subversive, at which point acting committee-counsel Harry S. Barger asked, "doesn't Section 326 clearly deny the Commission control over program content?"

Denny replied that it does "and I can't understand how other interpre-

...tations have crept into the record."

The FCC general counsel read into the record part of a report on pro-Axis broadcasting prior to Pearl Harbor, written by the Commission's monitoring and analysis chief. It read, in part:

"Early in the Autumn of 1941, many programs had been tempered in their pro-Axis sentiments and many newscasts had been curtailed; it was the newscast which offered the offending announcers the broadest opportunity to color the contents of the news items and their comments about them, in that way exploiting their evident sympathies in favor of the Axis countries. However, in an endeavor to influence the listeners in favor of their point of view, various methods did not escape the subtlety of the guilty announcers. In repeating the oath of allegiance it was sometimes spoken in a none too respectful manner, often disdainful, and appeal to buy War Bonds was sometimes not made on the thesis that the money derived therefrom would help win the war, but that the accumulated interest at the end of 10 years would aid the destitute relatives of the purchaser in Germany or Italy after the war.

"Then again one was urged to buy

# CBS' Staff Additions Replace Men In Army

(Continued from Page 1)

...recently an account executive at WABC. Tito is a former announcer and assistant director at CBS and prior to then was associated with WEEU, Reading, and WERC, Erie, Pa.

**New Assistant Directors**

New assistant directors named are Charles Hartung, Stanley Davis, Louis LeBourgeois Chapin, Jr., Ronald Dawson, John Tyler and Theodore Houston.

Bob Kania, an assistant director at CBS, is resigning to join the Marines and John Tillman, staff announcer, has left to enter the Army. Two other assistant directors are leaving network at this time. They are Helen Payne and John Wilson. Wilson joins McCann-Erickson, Inc.

...certain products which would remind the listener of articles produced in Germany and Italy, which they contended were always superior; martial airs (composed for Axis propaganda) were recorded and played; the superabundant wealth and opulence of the United States was subtly characterized as a justifiable reason why Hitler and Mussolini should receive and fight for their share of it; the weaknesses of Democracies were over-emphasized while those of Naziism and Fascism were never mentioned.

**LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS**

**"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

**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

## — NEW JERSEY —

**NEWARK**—“Music From Monmouth,” soldier show aired Sundays over WAAT from Fort Monmouth, celebrated the 81st anniversary of the founding of the Signal Corps in a feature presentation of Brigadier General George L. Van Dusen, commanding general of the Eastern Signal Corps Training Center. Program was written and directed by Pvt. Edward Langley, formerly with NBC and BBC. . . . **PATERSON**—The landing of the epic-making bomber, “Hell’s Angels,” at the Curtiss-Wright Propeller Plant’s Airport in Caldwell, and interviews with its famous crew were miked over WPAT recently. Ted Webbe, program director, supervised.

## — OHIO —

**CLEVELAND**—When Bob Greenberg entered Uncle Sam’s department recently, Miss Sue Cornelius succeeded him as head of the merchandising and advertising departments at WHK-WCLE. . . . Todd Branson, WJW announcer, emcees the station’s new live show called “Cleveland Clambake”. . . . Lee Leonard, announcer for WJW and formerly with WFMJ, underwent an operation at South Side Hospital, recently. . . . **TOLEDO**—The number of Lion Store programs on WTOL will soon reach three, when the new Sewing Lessons broadcasts commence, featuring Ruth Landwehr Fields. . . . **DAYTON**—Ronald B. Woodyard, vice-prexy of WING, announced that baseball has again been sold for WING and WIZE, Springfield for the summer of 1944. . . . **YOUNGSTOWN**—Birdie Irene Schmidt, former director of women’s activities for WFMJ, is now at Red Cross headquarters, England.

## — COLORADO —

**DENVER**—KLZ produces a public service program series titled “Victory Theater.” Talent from nearby Army camps and local patriotic groups is being used. Recent broadcasts have obtained movie actors John Payne and Victor Mature to the KLZ mikes. A particular phase of the war effort is featured in specially written scripts for each broadcast. . . . W. O. Albert C. McCellan, KOA engineer, on leave from the station for Naval Radio Service and stationed at Pearl Harbor since July, 1941, was a recent visitor to KOA.

## — MISSOURI —

**ST. LOUIS**—KMOX, the CBS outlet, a week after announcing five new campaigns, one renewal and one spot-sked increase, follows up with an announcement of four renewals and one sponsorship increase. . . . When the groundhog failed to see his shadow, KSD decided it was time to begin a spring program series for Victory gardeners. . . . **KANSAS CITY**—The original “Uncle Ezra” returns to the Kansas airwaves with a surname—it’s Uncle Ezra Butterfield. Butterfield will hold forth for two hours every day, Mon. thru Sat. on KCMO with simple, ballad-type music, five minutes newscasts, time and temperature reports.

## — MINNESOTA —

**MINNEAPOLIS**—John MacKnight, WDGY’s program director and production manager, leaves for the Navy shortly. Please note: John received his re-classification notice on Thanksgiving, classified 1-A on Christmas Day took his pre-induction physical on his 6th wedding anniversary and will be inducted into the Navy on April 1, his birthday! . . . Max Karl, WCCO educational director, presented transcriptions of Columbia’s American School of the Air at the Gutterston School Parent-Teachers’ Association recently. Karl and Walter Rock, Minnesota Education Association radio chairman, discussed the subject “Utilization of Radio Programs in School.”

## — NEW YORK —

**BUFFALO**—Connie Evans, who has been singing on the popular “House Party” program; Jim Frieling, who arranges and directs the WBEN orchestra, and Martha Torge, commentator, have inaugurated a new series of musical shoppers for Mon. thru Fri. airings. . . . **SCHENECTADY**—Gene O’Haire, associated with WGY for 18 years as actor, minstrel, newscaster, has resigned for a post with NBC. . . . **SYRACUSE**—Charles F. Phillips, commercial manager of WFBL, has been named commercial and program manager of the station. . . . **ITHACA**—Gertrude Grover, reporter, free-lance writer and nutrition expert, is the newly appointed women’s editor for WHCU. . . . Jack Deal, who conducts the “Swap Shop” program for WHCU, is trying to find a home for a young alligator.

## — PENNSYLVANIA —

**PHILADELPHIA**—Jimmy Saunders, ex-WCAU vocal star now with Charlie Spivak’s orchestra, paid a visit to the station while filling local theater engagement. . . . Karl Weger, Jr., former recording engineer and radio serviceman, has been added to the WFIL engineering staff. . . . Ruth Welles, women’s commentator of KYW, will act as femcee at the 10th annual International Master Ladies Hairdressers Association at the Ritz-Carlton Hotel, March 26. . . . Comparatively new programs on WDAS are: “Voice of Experience” and “Name the Tune.” . . . **PITTSBURGH**—Decorating tips are given by Polly Rowles Synder, who is featured on the “Peggy Painter” program over WCAE.

# In Kansas City



## the Swing is to WHB

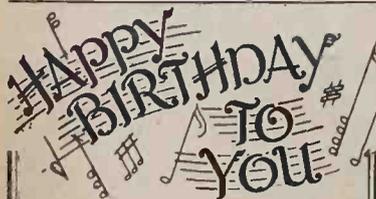
AND WE INVITE YOU to 'phone us for availability if you're considering spot radio in this war-boom market. In strong second place all day long, "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call

**DON DAVIS**

KANSAS CITY—Scarritt Building—Harrison 1161  
 NEW YORK CITY—507 Fifth Avenue—Vanderbilt 6-2550  
 CHICAGO—333 North Michigan Blvd.—Central 7980  
 HOLLYWOOD—5855 Hollywood Blvd.—Hollywood 6211



**KEY STATION for the KANSAS STATE NETWORK**  
 Kansas City • Wichita • Salina • Groot Bend • Emporia  
 I/Missouri Kansas Kansas Kansas Kansas



March 22

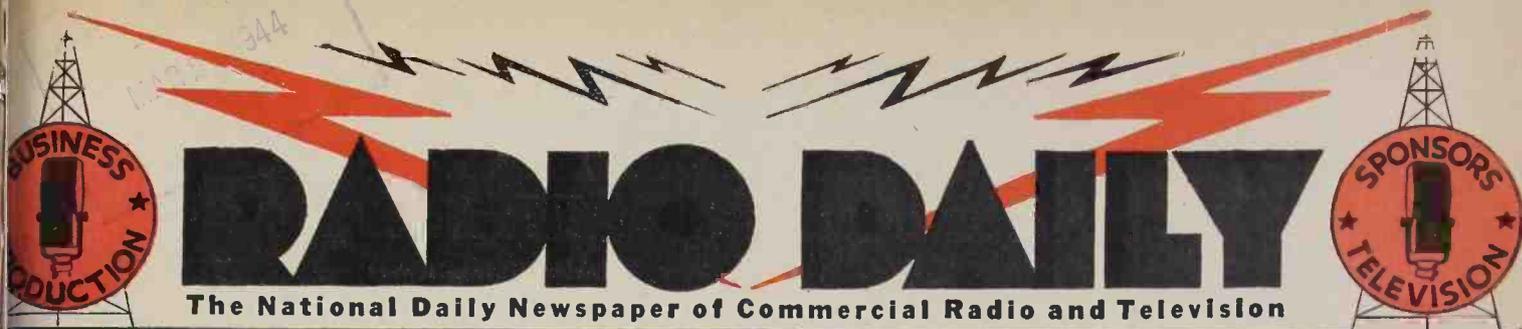
- Clarence Clark
- Parks Johnson
- Earl Palmer
- Muriel Zinneman
- Bertha Hunter
- Don Dowd
- Chico Marx
- William H. Pitkin
- Emily Holt
- Joan Bradford

MONTHS: DECEMBER, 1943 - JANUARY, 1944 - KANSAS CITY

### HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS - THIS PERIOD 14,462

MORNING INDEX MONDAY THRU FRI. 8-12 A.M.	Station A	Station B	Station C	Station D	WHB	Station E
	6.9	6.7	32.7	16.4	28.2	6.7
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 26, NO. 58

NEW YORK, N. Y., THURSDAY, MARCH 23, 1944

TEN CENTS

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The percentage of total quarter hours sold in network optional time

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Staggering total of \$352,650,000 worth of advertising was contributed by U. S. business in 1943 to bring to the people on the home front important wartime problems and to urge them to take action necessary in supporting the fighting fronts, it is revealed in the second annual report of the War Advertising Council, made public today.

Although no breakdown is made as to the contributions of various media

(Continued on Page 6)

### Reaching Out

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# COAST-TO-COAST

## — NEW JERSEY —

**NEWARK**—"Music From Monmouth," soldier show aired Sundays over WAAT from Fort Monmouth, celebrated the 81st anniversary of the founding of the Signal Corps in a feature presentation of Brigadier General George L. Van Dusen, commanding general of the Eastern Signal Corps Training Center. Program was written and directed by Pvt. Edward Langley, formerly with NBC and BBC. . . . **PATERSON**—The landing of the epic-making bomber, "Hell's Angels," at the Curtiss-Wright Propeller Plant's Airport in Caldwell, and interviews with its famous crew were miked over WPAT recently. Ted Webbe, program director, supervised.

## — OHIO —

**CLEVELAND**—When Bob Greenberg entered Uncle Sam's department recently, Miss Sue Cornelius succeeded him as head of the merchandising and advertising departments at WHK-WCLE. . . . Todd Branson, WJW announcer, emceeds the station's new live show called "Cleveland Clambake". . . . Lee Leonard, announcer for WJW and formerly with WFMJ, underwent an operation at South Side Hospital, recently. . . . **TOLEDO**—The number of Lion Store programs on WTOL will soon reach three, when the new Sewing Lessons broadcasts commence, featuring Ruth Landwehr Fields. . . . **DAYTON**—Ronald B. Woodyard, vice-prexy of WING, announced that baseball has again been sold for WING and WIZE, Springfield for the summer of 1944. . . . **YOUNGSTOWN**—Birdie Irene Schmidt, former director of women's activities for WFMJ, is now at Red Cross headquarters, England.

## — COLORADO —

**DENVER**—KLZ produces a public service program series titled "Victory Theater." Talent from nearby Army camps and local patriotic groups is being used. Recent broadcasts have obtained movie actors John Payne and Victor Mature to the KLZ mikes. A particular phase of the war effort is featured in specially written scripts for each broadcast. . . . W. O. Albert C. McCellan, KOA engineer, on leave from the station for Naval Radio Service and stationed at Pearl Harbor since July, 1941, was a recent visitor to KOA.

## — MISSOURI —

**ST. LOUIS**—KMOX, the CBS outlet, a week after announcing five new campaigns, one renewal and one spot-sked increase, follows up with an announcement of four renewals and one sponsorship increase. . . . When the groundhog failed to see his shadow, KSD decided it was time to begin a spring program series for Victory gardeners. . . . **KANSAS CITY**—The original "Uncle Ezra" returns to the Kansas airwaves with a surname—it's Uncle Ezra Butterfield. Butterfield will hold forth for two hours every day, Mon. thru Sat. on KCMO with simple, ballad-type music, five minutes newscasts, time and temperature reports.

## — MINNESOTA —

**MINNEAPOLIS**—John MacKnight, WDGY's program director and production manager, leaves for the Navy shortly. Please note: John received his re-classification notice on Thanksgiving, classified 1-A on Christmas Day took his pre-induction physical on his 6th wedding anniversary and will be inducted into the Navy on April 1, his birthday! . . . Max Karl, WCCO educational director, presented transcriptions of Columbia's American School of the Air at the Gutterston School Parent-Teachers' Association recently. Karl and Walter Rock, Minnesota Education Association radio chairman, discussed the subject "Utilization of Radio Programs in School."

## — NEW YORK —

**BUFFALO**—Connie Evans, who has been singing on the popular "House Party" program; Jim Frieling, who arranges and directs the WBEN orchestra, and Martha Torge, commentator, have inaugurated a new series of musical shoppers for Mon. thru Fri. airings. . . . **SCHENECTADY**—Gene O'Haire, associated with WGY for 18 years as actor, minstrel, newscaster, has resigned for a post with NBC. . . . **SYRACUSE**—Charles F. Phillips, commercial manager of WFBL, has been named commercial and program manager of the station. . . . **ITHACA**—Gertrude Grover, reporter, free-lance writer and nutrition expert, is the newly appointed women's editor for WHCU. . . . Jack Deal, who conducts the "Swap Shop" program for WHCU, is trying to find a home for a young alligator.

## — PENNSYLVANIA —

**PHILADELPHIA**—Jimmy Saunders, ex-WCAU vocal star now with Charlie Spivak's orchestra, paid a visit to the station while filling local theater engagement. . . . Karl Weger, Jr., former recording engineer and radio serviceman, has been added to the WFIL engineering staff. . . . Ruth Welles, women's commentator of KYW, will act as femcee at the 10th annual International Master Ladies Hairdressers Association at the Ritz-Carlton Hotel, March 26. . . . Comparatively new programs on WDAS are: "Voice of Experience" and "Name the Tune." . . . **PITTSBURGH**—Decorating tips are given by Polly Rowles Synder, who is featured on the "Peggy Painter" program over WCAE.

# In Kansas City



## the Swing is to WHB

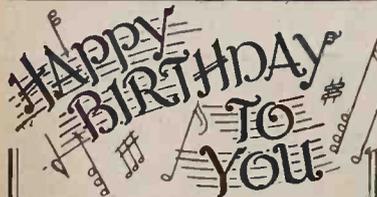
AND WE INVITE YOU to 'phone us for availability if you're considering spot radio in this war-boom market. In strong second place all day long, "Your Mutual Friend" is Kansas City's Dominant Daytime Station. . . . deliver the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call

**DON DAVIS**

**KANSAS CITY**—Scarritt Building—Harrison 1161  
**NEW YORK CITY**—507 Fifth Avenue—Vanderbilt 6-2550  
**CHICAGO**—333 North Michigan Blvd.—Central 7980  
**HOLLYWOOD**—5855 Hollywood Blvd.—Hollywood 6211



**KEY STATION for the KANSAS STATE NETWORK**  
 Kansas City • Wichita • Salina • Groot Bend • Emporia  
 Missouri Kansas Kansas Kansas Kansas



March 22

Clarence Clark Don Dowd  
 Parks Johnson Chico Marx  
 Earl Palmer William H. Pitkin  
 Muriel Zinneman Emily Holt  
 Bertha Hunter Joan Bradford

MONTHS: DECEMBER, 1943 - JANUARY, 1944 - KANSAS CITY

### HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS - THIS PERIOD 14,462

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(Continued on Page 6)



Vol. 26, No. 58 Thurs., Mar. 23, 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.

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

'Lands of the Free' Resumes On NBC Next Sunday

(Continued from Page 1) ing 20 stanzas deal with social ideas and ways of life in the Americas.

One of the NBC University of the Air's three permanent presentations, "Lands of the Free" is under the general supervision of Dr. James Rowland Angell, NBC public service counselor, and is directed by Sterling Fisher, director of the University of the Air. Special advisor and editor of publications is Dr. Max Jordan. Morton Wishegrad writes the scripts, and Joseph Mansfield directs the productions.

20 YEARS AGO TODAY

(March 23, 1924)

WJZ is today broadcasting a banquet commemorating the 50th anniversary of the Young Men's Hebrew Association of New York, being held in the Astor Hotel. Eddie Cantor, famous comedian, will be one of the guest speakers. As station is still unlicensed by A.S.A.C. and P., association has lifted the music restriction for the celebration.

Copyright Rate Schedules Approved By Cana. Board

(Continued from Page 1)

right music have been approved by the Copyright Appeal Board, it has been announced in the publication of the schedules in a special edition of the Canada "Gazette."

The board reserved judgment on the application of the American Performing Rights, which sought for the first time this year to make a charge on radio stations and other users of copyright music. Copyrights held by the American Society were formerly under control of the Canadian society.

The Canadian Society's 1944 schedule as approved includes a new provision for a charge on industrial establishments using music through their own loud speaker systems. Such firms will be required to pay a semi-annual fee of \$25 for up to 500 employees and an additional \$5 for each additional 100 employees.

The new Canadian Rights Schedule also provides an increase from \$1 to \$2 for each four 16 mm film negatives using copyright music of the society.

The total charge by the Canadian Performing Rights Society to Canadian radio stations in 1944 is \$138,310, compared with \$129,879 in 1943. The rate is based on eight cents per licensed radio set and the increase results from an increase in the number of licenses sold.

BMI will be entitled under the 1944 tariff to collect \$17,288 on the basis of one cent per set. Last year the corporation's fee was \$16,234.

The American Performing Rights Society in its schedule which is still under consideration by the board seeks \$17,288 for the use of its music by radio stations and also asked that a fee be imposed on theaters.

At the hearing held in January, Mr. Justice J. T. Thorson, chairman of the board, said the board proposed having a survey made in an effort to determine the value of music controlled by the three organizations.

Lasky To Be Elman Guest

Jesse L. Lasky, Warner Bros. producer whose next release will be "The Adventures of Mark Twain," will appear on Dave Elman's "Victory Auction" over the Mutual network, Saturday, March 25, at 8 p.m.

Censorship To Be Discussed By "Town Hall Meeting"

(Continued from Page 1)

Blue Network from 8:30 to 9:30 p.m., tonight.

Henry J. Taylor, Scripps-Howard columnist, Blue Network commentator and author of "Men In Motion," will tell why he thinks the American people are not obtaining adequate news coverage of the war. Clifton Utley, director of the Chicago Council on Foreign Relations and a member of the editorial staff of the Chicago "Sun," will defend the present news policy of the United Nations. George V. Denny, Jr., will act as moderator.

Gopher State Group Joins Blue Network

(Continued from Page 1)

by the Albert-Lea Austin Broadcasting Company; Edgar Hayek is manager. KWLM, on a frequency of 1,340 kilocycles, is owned by the Lakeland Broadcasting Company; H. W. Linder is manager. KWNO, on a frequency of 1,230 kilocycles, is owned by Winona Radio Service; L. L. McCurnin is manager.

Addition of the Minnesota stations to the Blue brings the net's total to 181 stations.

Blue's Time Sales Up In Optional Time Periods

(Continued from Page 1)

at night in March 1944 is 76.2, compared with 62 per cent for the same month a year ago. The increase is even more impressive in the daytime optional time periods, with 45.2 per cent of the total quarter hours sold in March this year, compared with 29.4 per cent in 1943. The total percentage, night and day, for 1944 is 55.6, while the figure in 1943 was 43.2 per cent.

Two Sponsors Renewing Four CBS Web Shows

(Continued from Page 1)

has renewed its ayem program, "Fashions in Rations," expanding the hookup to the full domestic web through BBD&O.

Table with columns: 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, WCAO (Baltimore), WJR (Detroit). Includes sub-table for NEW YORK STOCK EXCHANGE with columns: High, Low, Close, Net Chg.

COMING and GOING

EARL MULLIN, director of publicity for Blue Network, off on a business trip to Chicago, Milwaukee and Detroit. He expects to be away about a week.

TED HUSING and JIMMY DOLAN, CBS reporters, leave today for Cleveland, where tomorrow they will broadcast the Knight Columbus track meet from 11:15-11:30 p.m.

MORT SILVERMAN, commercial manager WEIM, Fitchburg, is here from Massachusetts on station and network business.

HARRY HOESSLY, sales manager of WJW, Columbus, Ohio, left yesterday for the offices following a short stay in New York.

GASTON W. GRIGNON, general manager WISN, Milwaukee, has arrived from Wisconsin for conferences with the local representatives of the station.

DAVID M. KIMEL, local sales director WLAW, CBS affiliate in Lawrence, Mass., back at the station after having spent the last part of last week in New York.

REX HOWELL is in town and visited yesterday with the local reps. He's the president and sales promotion manager of KFXJ, Junction, Colo.

EARL HARPER, director of sports and special events for WJW, Cleveland, has returned to the station following a visit to Lafayette, Ind., where he recorded interviews with Cleveland Indians in Spring training.

HENRY V. SEAY, sales manager of WOL, town from Washington, D. C., on a short business trip.

GEORGE BISSELL, station manager of WML, Plattsburg, N. Y., is here on station business.

WOODY HERMAN and the members of his band have returned to New York for recording engagements but will leave tomorrow for a three-day theater appearance in Providence.

FULTON LEWIS, JR., Mutual's commentator on national affairs, spoke in Los Angeles Tuesday as the last stop in his coast-to-coast lecture and news-gathering tour. He will remain on the coast until his broadcast of Monday, March 31, after which he will return to Washington, D. C.

Grab it! 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!

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.

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

**VARIETY**

**SHOWMANAGEMENT**

**AWARD**

“That WOV did win the confidence of its listeners is tribute enough, testifying to the toughest public relations job of any American radio station in 1943.”

**“FILLED THE AIR WITH DEMOCRACY”**

**I**N presenting WOV with the award for “Fostering Racial Goodwill and Understanding,” Variety, in direct, clearly defined language, draws into sharp focus WOV’s famed accomplishments and successes of 1943. We are proud of these results and of the honor Variety bestows upon us • And another recent award we prize highly is the Hillman Periodicals Award for “Tolerance through Music” given to Alan Courtney of WOV’s “1280 Club.” Not one, but two awards to WOV . . . the key to two markets!

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLYRA, NAT'L. REP.



# CHICAGO

By BILL IRVIN

IRVING BICKLER of the NBC central division sound effects department, left last week on leave of absence to go with Westinghouse Electric and Manufacturing Co., to work in a military capacity with Radar. After a two-month training period at Baltimore, he will be assigned other duties.

Four 17-year-old Chicago boys are writing, producing and even acting in their junior "G" man thriller, "Robin Mason," over WJJD on Mondays, Wednesdays and Fridays, 5:30 to 5:45 p.m. The boys are Clark Davis, Alec Paulov, Dan Shandling and Marion Coleman. Program is sponsored by Mason and Company, Chicago.

Esquire, Inc. (Coronet), sponsors of the Coronet "Story-Teller" and Coronet Quiz, have added another 61 Blue Network stations to the lineup now carrying the program. The programs, heard Monday through Saturday, 9:55 to 10:00 p.m., EWT, were originally heard over 72 stations. The additional increase, effective March 20, brings the total to 133 outlets. Schwimmer and Scott, Chicago, is the agency handling the Esquire advertising account.

## NBC Will Purchase Films For Tele, Says Trammell

(Continued from Page 1)

by Niles Trammell, president of the network.

Trammell, speaking at a press conference, declared that he expected no opposition from the film companies. He pointed to vast sums expended by NBC in tele research and added that the network plans to televise the Presidential inaugural in January.

John F. Royal, in charge of NBC's television activities, said that some film producers have agreed to sell NBC short subjects and newsreel material, but he did not disclose the names of the companies.

## Returns On Gripsholm; Joins Staff Of WLW, Cincy

Cincinnati — Lytle Frederickson, foreign correspondent who returned on the diplomatic liner, Gripsholm, has joined the staff of WLW as a "world front guest observer." Before being taken prisoner by the Germans, Frederickson was a correspondent for the AP and later for the Chicago "Daily News" in Germany, France and other parts of Europe.

### "GINGER & LANNY" IN THE 'MOVIES'!

Just completed a short released thru Columbia Pictures singing the next "Mairzy Doats," "He Holds the Lantern While His Mother Chops the Wood!" For Jingles, Programs, Television, Movies,

"GINGER & LANNY" GREY  
595 Fifth Ave. Lex. 2-1100

# MAIN STREET

WITH *Ol' Scoops Daily*

## Reporter At Large. . .!

● ● ● Pittsburgh—All we know is we suddenly found ourselves on a train and a kindly conductor informed us that we were headed for Pittsburgh. . . . thus upon arriving in the "smoky city" where American Radio was born, we hastened forthwith to the cubicle of our old friend Si Steinhauer, radio editor of the Pittsburgh Press. . . . as usual, Si had enough stories to fill five columns but we'll have to hold some for a later date. . . . but first a word about The 'Golden Triangle City'. . . ● It was KDKA which first broadcast a radio program, although station KQV, now this town's Blue Network affiliate, was the first licensed by the government. . . . many years ago, a clerk in a furniture store, learned that his boss held a \$16,000.00 mortgage on KQV which was nothing but a turn-table operating from a local department store. . . . when foreclosure proceedings took place, the ambitious and far-sighted clerk, offered to take over the station, promised to pay off the debt and PARLAYED the turn-table into a business that ultimately made him a multi-millionaire. . . . that's the story of H. J. Brennan, who now is also the owner of WJAS, CBS' Pittsburgh outlet. . .

● Leaving Si, we went to KDKA studios where a lovely little lady named Shirley Leiser, who is music librarian, proved a valuable guide and introduced us to the recently appointed program director, Bob White, who is a Bostonian and who knew several old friends of ours in the Bean town. . . . namely Pearly Bred who used to WNAConduct the orchestra at the Colonial Restaurant on Tremont St. and Morey Pearl, Batoneer-owner of the Tent in good old Back Bay. . . . A tall lad named Slim Bryant whose "Georgia Wildcats" are featured daily via KDKA stopped a moment to assure us that he is a 'Main Street' reader (that makes fourteen readers). . . . a short walk to the Chamber of Commerce Bldg. to WJAS-KQV where Jim Hughes, publicity director for 15 years gave us additional data on Pittsburghers. . . . for instance, Eugene Baird, currently trilling with Glen Gray's band, WJAS started her career with Ben Barton's band. . . . the station employs three 'Femingers,' namely Ruth Rhodes, Edna Hunt and Peggy Bruce, filling in (and capably) for lads now in the armed forces. . . . we then met announcer Sumner Granby formerly with WHDH and shook hands with Maestro Lee Kelton, the musical director. . . . then into a cab (note to auditor: it started to snow) and to the studios of WCAE, located atop the Wm. Penn Hotel where we spent a most enjoyable half hour with Prexy Leonard Kapner, who promised to drop in to return our visit some time in April. . . . thence to the Terrace Room of the same hostelry where we renewed acquaintanceship with an old friend Maestro Maurice Spitalny, who, originally booked for two weeks, has already rounded out TEN CONSECUTIVE MONTHS here. . . . last Tuesday, Spitalny started his seventh year on "Tap Time" sponsored via KDKA by Ft. Pitt Beer and Old Shay Ale.

★ ★ ★

● ● ● We couldn't resist the temptation to visit our old pal, Jack Grimes, producer-director of the amazing "Wheeling Steel-makers" so we entrained for that city (some 60 miles away), nestled in the foothills of the Alleghanias on the bank of the Ohio River. . . . between rehearsal and the broadcast, J. L. G. proudly informed us that Wheeling is the home of Nan Wynn, Joan (Mrs. Dick Haymes) Lacock, Al (Paramount Publicity Chief) Wilkie, Si Steinhauer and Lt. Andrew Bycott, who was recently decorated with members of his crew of USAAFliers. . . . Jack and his assistants, Roy Wilson, Lew Davies and Maurice Longfellow (related to Henry W.) have been confounding professional radiolites with the calibre of their entertainment for years. . . . the talent heard on this Blue net coast-to-coast Sunday feature, are employed either in the mills or in the office. . . . Regina Colbert, the vocalovely, who spurned several Broadway offers, takes a few weeks vacation to go to Huntington, W. Va. where her husband, Herbert Swearer, Yeoman, First Class, awaits sailing orders. . . . the little lady who made her debut Sunday,

(Continued on Page 7)

First →

First →

First →

## LISTENERS

All surveys agree  
WRC leads  
morning, afternoon  
and night!

## PROGRAMS

39 out of 50  
network First  
most highly rated  
local programs

## SALES

Lower rates than  
the second station  
. . . lowest cost  
per listener  
of all stations

But This is the  
Usual Story for  
**WRC**  
We've Been First  
Continuously Since  
1923

# WRC



Washington

**SEEING  
IS  
BELIEVING!**

Paste a Picture of  
Your Product on  
This Television Screen!



The most successful sales method ever known—the personal call—is coming into its own, stronger than ever.

One master salesman can smile from the screens of countless Television Receivers, look thousands of prospects in the eye... and demonstrate the merits of his product. He will sell thousands as easily as Salesman Sam used to sell one. *Easier!*

Experimental Television commercials by leading advertisers and their agencies have shown that sight-plus-sound salesmanship over the air is spectacularly effective...so effective that new yardsticks are being fashioned to forecast their postwar markets!

Television is the most potent marketing tool in your peacetime sales kit. Prepare now—*today*—to use it!

*Dumont Television Studios and Telecasting Equipment Division of Allen B. Dumont Laboratories, Inc. Station W2XWV, 511 Madison Ave., New York... General Offices and Plant, 2 Main Ave., Passaic, New Jersey*



## U. S. Business Liberal In Adv. Aid To War

(Continued from Page 1)

nor comparative figures otherwise, radio is known to have shared in the major portion of the contribution, which includes network and station time and talent, as well as the contributions by agencies and clients.

Council points out that indicative of the scope of industry's contributions toward a better informed citizenry, the value of war theme advertising last year was equivalent to the total advertising expenditures of the country's 700 leading national advertisers. By comparison, the entire advertising contribution of World War I, is dwarfed into insignificance, that total for all advertising being recorded as but \$2,000,000.

### War Bonds Led

Of the total expended and contributed last year, war bonds received the largest advertising support, \$88,840,590. Campaigns dealing with wartime food problems were in second place with \$46,586,794. Other major programs received the following advertising support: conservation, \$38,927,000; the armed services, \$30,835,335; manpower, \$21,633,792; anti-inflation, \$11,304,864; National War Fund, \$10,899,591; Red Cross, \$10,616,014; unnecessary travel, \$8,802,898; and civilian services, \$4,719,624.

In its capacity as the chief liaison between business and government in the development of home-front campaigns, the Council worked with 17 government agencies and the OWI, on 37 different information programs. These included economic stabilization, conservation of critical resources, cadet nurses, recruitment of WACs and WAVEs, Christmas packages for men overseas, farm production, V-mail, nutrition, forest fire prevention and many others.

Council warned however that from "here on the task is both easier and tougher. Easier, because the surveying has been done and the road half built. Tougher, because we shall have to fight easy optimism, war weariness and the strong and wishful thinkers who cry that business as usual is just around the corner.

"Unless we are careful, unless campaigns are carefully planned, the day after German defeat there will be close to 130,000,000 people running around doing the wrong things... information, persuasion, repetition—advertising messages with a sense of responsibility to the nation as well as to the business that signs them—are going to be necessary for some time to come."

## Chet Bowles On "M Of T"

Guests on the "March of Time" program over NBC at 10:30 p.m. today include Chester Bowles, head of the OPA, who will tell the inside story of gasoline-coupon counterfeiting. Also on the program will be: Chester M. Peters, civilian who escaped from the Philippines; Col. Norman Morrow, just back from the Italian front, and Teddy White, who was head of the Far Eastern Bureau of "Time" mag.

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

### Thirty-Second Notes

Gripping about the need for a war song like "Over There" may be answered by the fact that the past often exercises a greater allure than the present. Out of the many smash tunes born of the present conflict, which may well stand up as future classics, are "Comin' in on a Wing and a Prayer" and "Praise the Lord and Pass the Ammunition." These songs of spiritual inspiration are swiny while "Over There" is a marching rhythm. The public ear today is not attuned to march tempos—and thereby hangs one explanation.

★ ★ ★

Part of the Army's recently launched campaign to make the public conscious of the vital role of the infantry in total war will be to popularize a pair of doughboy songs—one for servicemen and one for civilians. Glorification of other branches of the service almost to the exclusion of the marching branch is causing concern in high Army circles. Importance of this problem was evidenced the past Monday night by the appearance before the American Theater Wing's Music War Committee of Maj. Edward H. Coffey, of the Army War College, and Lt. Col. Stuart Davis, of the Infantry, the latter a recent arrival from the fighting around the Anzio beachhead. Among the many intent listeners at the MWC meeting were Irving Caesar, J. Fred Coots, Oscar Hammerstein II, Otto Harbach, Ray Henderson, Herman Hupfeld and Jack Robbins.

★ ★ ★

Tin Pan Alley's latest batch of I-A's is said to include Sammy Kaye, Tommy Ryan and Boyd Raeburn.... Charlie Barnet is reported to have been called up for another physical, his fourth.... Bob Astor, former MCA bandleader, is due for an Army medical discharge in May.... Herbie Fields, who has had a crack service combination at Fort Dix, N. J., for the past two years, has followed up his honorable discharge from the Army with a contract for a leader buildup by the William Morris Agency.

★ ★ ★

Mary Small, Blue net thrush, will sing the "WAC Hymn" as the introduction to the movie-short tribute to the servicewomen made by Warner Brothers for release April 15 in 14,000 theaters.... Woody Herman's orchestra returns to the air when the Herd opens a one-week stand at Frank Dailey's Terrace Room, Newark, N. J., March 31.... Harry Cool, hot singing attraction on the Columbia web's "Here's to Romance," opens a week's date at Loew's State in Gotham today.... Phil Spitalny, leader of NBC's "Hour of Charm," is currently enlarging his all-femme aggregation from 35 to 40 sidemen in preparation for an opening at the Capitol Theater, New York, late next month.

★ ★ ★

Kathleen Cotter Gross, the better half of Ben Gross, New York "Daily News" radio editor, has just placed a plug song, "You Are My Favorite Dream," with Ford Music Co., Inc.... Arturo Toscanini, conductor of the NBC Symphony, will be 77 Saturday.... Deems Taylor, ASCAP prexy, was re-elected as a writer member of the board by the largest vote in the history of the Society.... Bandleader Ted Fio Rito celebrates his twenty-fifth anniversary as a songwriter Monday at his present stand in the Roseland Ballroom, Gotham, where fellow maestri Russ Morgan, Frankie Carle, Xavier Cugat, Jerry Wald, Lee Castle and others will hold a jam session to the tune of one of Ted's hit numbers, "I Never Knew."

★ ★ ★

While rummaging through a sheaf of old music last year, Hildegard came across the song, "I'll Be Seeing You." Published about four years ago, the ditty had never achieved much popularity. The melody and lyrics both appealed to the glamorous singer-emcee of NBC's "Beat The Band" program, and she had a special arrangement of the song made. One or two renditions on the air convinced Hilde that her hunch about the song was right, because the requests came pouring in. She is now featuring "I'll Be Seeing You" on her show and has just recorded it for Decca.

## SMPE Meet Weighs Film And Live Tel

(Continued from Page 1)

producer and emphasized that what he had to say was his own opinion and had nothing to do with NBC.

Another speaker was Worthington C. Miner, manager of CBS tele, who discussed tele production from his personal viewpoint as a broadcaster. Clyde Keith, chairman of the SMPE branch, presided and set the keynote for the floor discussion that followed with his introduction of the subject on the use of film in tele design, primarily for home receivers.

Objections to specially made film for tele because of cost and time were minimized by Cooper, who indicated that economies and short cuts would evolve an inexpensive and practicable motion picture technique for the sight-and-sound medium. As for production cost, he stated that shooting in sequence would keep down a large number of takes since perfection was not the aim as on large screens. He discounted the contention of the "irrmediacy" value of live-talent tele since portable processing would make film available in a matter of minutes after the performance or happening in the case of a special event.

### "Film Not Tele Backbone"

Film cannot be used as the backbone of a television schedule, countered Miner of CBS in the following address. Basic difficulty that faces the picture companies, he stated, was the enormous scope in entertainment forms which they would suddenly be asked to cover. "Television, simple because it must maintain a standard of public service," he said, "has an obligation to produce in widely varied categories to a hungry public. It must produce fully as widely as radio. That was not feasible with film, the speaker indicated, principally because of production cost and the vast output needed.

For a number of years after the war, Miner signified, isolated tele stations with no network link would use film. Another use, he asserted, and perhaps the most important and most permanent, would be the film recording of spot news—unpredictable in time—for both theater operator and broadcaster. Finally, he indicated, there would be a certain portion of every schedule devoted to the release of selective films.

## Garey Says Fly Tries To Halt Free Speech

(Continued from Page 1)

luncheon of the Kiwanis Club held in the Hotel McAlpin. In his criticism of Fly, the lawyer charged that the FCC chairman "is by taste, training and commitment an advocate of the theory that bureaucrats in Government are more to be trusted than the American people" and added that, if a check is not placed on the Commission's activities, free speech on the radio shortly will be a thing of the past, "and that step leads to dictatorship."

# Feud Looms Between Miller And Fly As Investigation Of FCC Is Continued

(Continued from Page 1)

he will do so if the Navy will permit. His promise followed a fiery statement from Fly, who declared that:

"In throwing sneak punches at the Commission in the form of unsupported innuendos, Mr. Miller is carrying on the pattern of character assassination devised for him by the former counsel of the committee.

"If Mr. Miller has any evidence that FCC men were responsible for any 'incident' as he hinted this morning, he should bring his case into the open. This charge in the form of a snide innuendo has been tossed at us at least five or six times during these hearings.

"I can say further that neither Admiral Hooper's secret testimony nor that of any other official sets forth facts to substantiate such an irresponsible charge. Miller knows that.

"We have had 13 months of this sort of abuse from certain representatives of an investigative body presumably charged with some obligation to maintain something in the nature of a judicial attitude. Yet Miller continues to grab the headlines by planting the daily booby trap. Congressman Miller is clothed with something more than arbitrary power. He had the same quality of public trust that I, as a public official, am sworn to preserve.

"Both Miller and the press know that where we have got the charges into the open and been permitted to answer them with the overwhelming facts, the charges evaporated in thin air. But we are not playing for headlines: Miller can have them. All we ask is something slightly resembling fairness and a judicial attitude."

### Seltzer Bottle Incident

Miller said also that the 16 bottles of seltzer water he referred to Tuesday were consumed in part by Fly, during a trip to Atlanta, Ga. Fly had supposedly gone to investigate WFTL, Fort Lauderdale, Fla., but had never gone beyond Atlanta. There, said Miller, he met George B. Storer, head of Fort Industries.

Miller declared that Fly forced the

sale of WFTL by Ralph Horton to Storer in payment for a favor by Storer. This favor, he implied, had to do with the bringing out of the facts concerning the \$2,500 received by Rep. E. E. Cox, former committee chairman, from WALB, Albany, Ga., for his aid before the Commission.

Fly paid only an 85 cent breakfast check on the trip, said Miller, with Storer paying for the 16 bottles of seltzer. Miller said also that the Department of Justice is interested in the WFTL case and "ready to prosecute if I give them the facts."

### FCC Refutes Charges

Attempting to refute in a single day the testimony recorded against it in 18 separate sessions last summer, the FCC yesterday placed in the Lea committee record six separate documents relating to its activities in the field of foreign language broadcast. Going into the specific cases where the Commission was charged with misconduct, General Counsel Charles R. Denny submitted files discussing in full detail several of these cases.

Denny revealed that as late as February 1943, there was no monitoring of 28.4 per cent of all foreign-language programs in this country and no review of 14.6 per cent.

### Treats Temporary Licenses

He dwelt also upon the charge that temporary licenses have been issued by the FCC as a means of intimidating broadcasters, presenting a 33-page statement which included replies from a number of broadcasters to a request from former committee counsel Eugene L. Garey for information as to why these stations had been placed on temporary licenses. All replies received declared that the Commission had legitimate cause, and that without the temporary licenses they might have been forced to go off the air for short periods while renewal applications were corrected on some similar matter cleared up. "The necessity for temporary licenses is apparent," Denny said. "The legality of such licenses is equally

clear." He submitted for the record an analysis of the reasons for the issuance of temporary licenses to 463 stations between March 1941 and June 1943:

Reasons	No. of Stations on Temporary License	Per Cent
1. Late filing	213	46.0
2. Held for further information by law dept.	12	4.1
3. Held for further information by accounting department	77	16.9
4. Held for further information by engineering department	8	1.7
5. Held for further information by more than one department	56	12.0
6. Held pending action on another matter	28	6.0
7. Renewal application in hearing	38	8.2
8. Pending approval of proof of performance in compliance with NARBA	8	1.7
9. Miscellaneous	16	3.4

Denny dwelt specifically on the charges of Commission coercion on the WOV, New York; WBNX, New York; WCOP, Boston, and WGES, Chicago, to force them to remove from the air alleged pro-fascist announcers and newscasters. He was reluctant to discuss WOV at length because an application for transfer of the station from Arde Bulova to Mester Bros. is pending. But Representative Ed. J. Hart, Dem., N. J., forced additional testimony and a statement by Denny that he might present more details on the WOV case.

### Cites Letter Re WOV

Denny inserted a letter written the FCC in March 1942, when there was an earlier application for transfer of WOV to Mester Bros. pending, which referred to the would-be purchasers as "a group of well-known Fascists." CIAA and Elmer Davis also referred to Andrea Luotta, who was to become station manager, as "if not an active supporter of Fascism, at least a sympathizer." The matter was set for hearing, after which the application was withdrawn. It was resubmitted early this year.

# Recording Firms File Comments With NWLB

(Continued from Page 1)

mentation that the NWLB order the musicians back to work, stating that it was contrary to law and beyond the powers and jurisdiction of the Board. The AFM through attorneys Joseph A. Padway and Henry A. Friedman requested a full hearing with oral argument in the matter. Entire comment was less than a page.

### Two-Part Commentary

Recording companies filed their comment on about four and a half closely typewritten pages and in substance held to their two main points (1). That no evidence was submitted to substantiate the claim that considerable unemployment existed among musicians and (2) even if unemployment did exist the NWLB should order the men back to work to the jobs they left July 31, 1942. That the demand by the AFM is unique in labor history—that no such demands has ever been presented to the WLB before—that therefore the demand is not "customary" and one under which the Board could take jurisdiction and... and force such a move on the employers.

Otherwise the comments review the case and mention the Panel's recommendations which are fully endorsed. Recording company comment is filed by Robert P. Myers for RCA and Ralph Colin for CRC.

### Fly Aide To Navy

Washington—Norman E. Jorgensen, assistant to Chairman James Lawrence Fly, will report to the Navy Friday as a Lieutenant (Junior Grade) in the Navy's Bureau of Supply and Accounts. Before coming to the FCC last April, Jorgensen worked in the sales department of the Firestone Tire and Rubber Company during 1933, and through 1940 was employed by Chalmers and Co., merchandise distributors, Iron Mountain, Mich., where he became sales manager.

### Named Blue Script Editor

John Turner has been named script editor of the Blue Network, effective April 3, Stuart Buchanan, manager of the net's script department, announced. Turner was formerly script editor with CBS.

## ★ ★ MAIN STREET ★ ★

(Continued from Page 4)

Marjorie Aitkey, soprano, looks like Lily Pons, will be heard from...  
 ● John Winchcoll, 'Old Timer' on the program, will visit Gotham soon to guest-judge a forthcoming Dunninger program... and as for Lois Mae Nolte, the blonde and lovely femcee, you may mark our words... she's headed for Broadway and the big time... and a tip to film scouts... the Evans sisters, were around when good looks was handed out... they look every bit as beautiful as they sound... we told you that this is an amazing radio 'family'... so when Carlo Ross sings "Got a Feeling I'll Be Stealing Back to Wheeling, West Va." we can understand the sincerity of his song.

★ ★ ★

Remember Pearl Harbor

5000 WATTS 1330 KC.  
**WEVD**  
 ENGLISH • JEWISH • ITALIAN  
 National Advertisers consider WEVD  
 "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD  
 117 West 46th Street, New York, N. Y.

Denver Delivers  
**WAR MATERIAL**  
 KLZ Delivers  
**THE DENVER MARKET**



## COAST-TO-COAST

### —CONNECTICUT—

**HARTFORD**—The new hodge-podge show, "Ham Session," on WDR, is losing Emcee Harvey Olson to the Marines shortly... Pointing up the importance of the Red Cross to the people at home, Mrs. Joseph W. Alsop, director of the Conn. Women's Land Army, related her own experiences in a broadcast to the people of Southern New England over WTIC... **NEW HAVEN**—WELI has a new weekly show dealing with the current youth problems and social conditions leading to juvenile delinquency. It's called "Tomorrow's Citizens."

### —FLORIDA—

**MIAMI**—Civic and fraternal organizations in this city are being entertained by a group of actors consisting of members of WIOD. A half-hour skit with sound effects, "The Mike Parade," is creating laughs at luncheons, business and sportsmen's organization meeting. The skit is a satire on a day in radio... **PENSACOLA**—WCOA's manager, Jack Rathbun, discloses the following changes on announcer staff: Joe Fribley, formerly associated with KTUC, Arizona; Lamer Morgan, previously with WJHP, Jacksonville.

### —MASSACHUSETTS—

**BOSTON**—Lady Marine Rose E. Walker, formerly in Yankee's book-keeping department, has been made a corporal in the Post Paymaster's office, Oceanside, California... Viscount Halifax, Ambassador of Great Britain, did two broadcasts recently over WCOP... While Dolphe Martin, director of the CBS "Youth On Parade," maintains an open door policy so far as new talent for his program is concerned, the result is that a steady stream of youngsters parade through his auditions and some gifted children are given the opportunity to cultivate their gifts... **SPRINGFIELD**—A schedule of Portuguese broadcasts over WBOS, the International Voice of Westinghouse, has finally arrived in Boston, after a 27-month search for the listeners who requested it.

### —MINNESOTA—

**MINNEAPOLIS**—Dick Day, vet WDGY spieler, has taken over the duties of program and production chief. Dick has been with the station for seven years... New to the station's announcer staff are: Lee Barron, formerly with KTUL, Oklahoma, and Bob Miller from WEBC, Duluth... Walter Rudd, WDGY director of music, was married recently to Miss Shirley Ellis of this city... Proceeds of the 3rd Annual Broadcasters and Columnists Ball sponsored by the literary lights and radio celebs of the Twin Cities which occurred recently went to the Red Cross.

### —ALABAMA—

**BIRMINGHAM**—Station WSGN has increased its office space for the third time since it moved into the Dixie Carlton Hotel in March, 1941... Stan Bush has joined the announcer staff of WSGN. He was formerly with WAYS, Charlotte, North Carolina... The promotion department of WSGN has just completed the fifth in a series of window and counter display signs calling attention to programs aired on the Blue affiliate in Birmingham.

### —KANSAS—

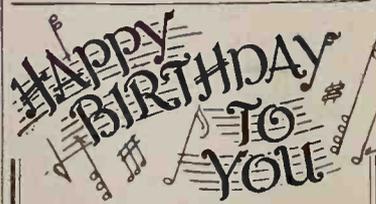
**SALINA**—KSAL's newest farm editor and market reporter hails from New York City. He's George Cirotto and has had ample time to get acquainted with Salina and surrounding territory because he came to Salina with the Army in November, 1942—and has remained. Cirotto is out of uniform now... Royal Arch Gunison, news analyst repatriated from Japanese-held territory, spoke recently over a coast-to-coast hook-up which originated from KSAL.

### —NORTH CAROLINA—

**ASHEVILLE**—Bill Melia, production manager of WWNC, was one of few civilians invited to attend luncheon-confab for North Carolina's Governor Broughton at the Army's Moore General Hospital recently... WWNC has sold the daily five-minute feature, "Gardens for Victory," to the Carolina Garden Shops, Inc... WWNC will operate a quarter hour earlier each morning beginning April 2. New sign-on time will be 6:30 a.m. Sign-off at 12:05 a.m. will continue as at present.

### —OHIO—

**CLEVELAND**—Tom Collins Haley, spieler for WJW, is now handling the new Hymn program carried five days a week. The hymns played are selected by well-known men in Cleveland... Bruce MacDonald, newscaster, has passed his physical and received notice of his coming induction early in April... Earl Harper, sports director, is handling the first interviews in Cleveland with the Indians from Lafayette, Indiana, where they are spring training... **DAYTON**—Fred Campbell, Lew Wampler, R. D. Higgs, and Les Spencer, all of WHIO, were honored recently at the 25th annual fish fry of the Greene County Fish and Game Association in Xenia.



March 23

Luise Barclay Al Bernard  
Ken Griffin Arnold Johnson  
Jay Johnson James Wicks  
A. Mike Vogel

GLIB, LIKEABLE, SALES-BUILDING

## FRED UTTAL

NOW EMCEES A NEW WOR HIT SHOW—

## "DOLLARS FOR BREAKFAST"



It's low-priced. It's timed to hit listeners when they're brushing their teeth (with your dentifrice?) or munching their favorite breakfast crunchies (the ones you make?).

Fred Uttal wanders around a Times Square restaurant with an open mike; leisurely quizzes sleepy breakfast diners; turns out a pleasant show as smooth as coffee cream. (You know Uttal. His is the golden voice that helped build a rating of 5.4 for Macy's Consumer Quiz; that's heard on "Words in the News", "Mr. District Attorney", other network shows.)

"Dollars for Breakfast", aired Mondays through Fridays, 8:15 to 8:30 A.M., is now transcribed. However, it can be produced live or recorded, from any desired locale. Call or wire WOR'S Executive Sales Office: PE 6-8600.

## WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.

That power-full station  
at 1440 Broadway,  
New York, 18

## WOR



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 26, NO. 59

NEW YORK, N. Y., FRIDAY, MARCH 24, 1944

TEN CENTS

## Fly Replies To Critics

### Medium Sized Outlets Report Net Sales Up

Washington Bureau, RADIO DAILY  
Washington—Net time sales by the 100 stations with power ranging from 100 to 2,500 watts, in the category both unlimited and limited time in the air, were 22.2 per cent higher in 1943 than the previous year, the FCC revealed yesterday. While the over-all average was up, 14 stations of the 125 showed decreases in net sales, ranging from \$69 to \$42,448. Most of the outlets shows increases over \$189 to \$128,631.

Over-all net sales in 1943 totaled  
(Continued on Page 5)

### Proctor Show With Sponsor Debuts On W2XVW Soon

Inauguration of a monthly series of dramatic plays under commercial sponsorship over the Du Mont television station, W2XVW, beginning Tuesday, March 28, was announced yesterday by Newell-Emmett in the interest of Proctor Electric Company. Show will be known as "The Proctor Playhouse" and the first dramatization will be an adaptation of George Kaufman's "If Men Played Cards As Women Do." Hanson P. Dunnell of the agency's radio department will direct.

### SJB Frequency Shifted; Other Activities By FCC

Washington Bureau, RADIO DAILY  
Washington—The FCC revealed yesterday that it has made proposed findings to grant the application of SJB, Jamestown, N. D., for modification from 1,440 kc, 250 watts, un-  
(Continued on Page 2)

### Works Both Ways

Hollywood—Jennifer Jones, who scored with her artistry in "The Song of Bernadette," and scheduled to appear with Walter Pidgeon on his current show, "The Star and the Story," Apr. 2, suddenly cancelled. Query brings out the fact that Miss Jones and her agent are of the opinion she is not quite "ready for radio." No doubt an intelligent move for all.

### Dead Pan

Gal reputed to have the most unfunny job in the world is Betty North, secretary to Senator Ford, of the "Can You Top This," program on WOR and on NBC. Miss North has the job of sorting out the thousands of gags received by the program as sent in by listeners. But Miss North is credited with a strictly scientific outlook.

### Haverlin To Mutual; Heads Station Dept.

Carl Haverlin, vice-president of Broadcast Music, Inc. is joining Mutual shortly to take charge of the station relations department. He will succeed Dick Connors who resigned recently. Haverlin, whose past experiences fits him well for the station relations post, has acted as consultant to both the OWI and Treasury Dept. on station relations and has been active in NAB affairs as well.

He joined BMI at its inception and  
(Continued on Page 7)

### NBC Plans 'Holy Week' Observance, April 3-8

Distinguished church and lay leaders will participate in the National Broadcasting Company's religious programs in observance of the Easter season, Monday through Saturday, April 3-8, under the general title "This War and Christianity."

Of the series, Dr. Max Jordan,  
(Continued on Page 2)

## Tele Expert To Be Quizzed By Radio Executives Group

### All-Star Network Show To Encourage Voters

Hollywood—For the purpose of encouraging new registrations for voting in the coming elections, NBC is producing an all-star non-political program entitled "Let's Ring Doorbells" tonight over the entire network, 12:05-12:30 a.m., EWT with  
(Continued on Page 2)

## Chairman Of FCC Testifies At Hearing Held By House Select Committee On Garey-Craven Charges

### Sees Agencies Aware Of Tele Possibilities

Advertisers and advertising men are already convinced that television advertising has real possibilities, Allen B. Du Mont, president of Television Broadcasters Association, Inc., told a luncheon meeting of the American Marketing Association yesterday in the Murray Hill Hotel, New York. Speaking before a crowd of about 500, he discussed the topic, "T.N.T.—  
(Continued on Page 5)

### Pre-Invasion Program Sked On CBS April 9

Five CBS foreign correspondents, stationed at as many American bases overseas, will take part in a round-up which will describe invasion preparations under the direction of Edward R. Murrow, the network's European news chief. Program will  
(Continued on Page 2)

### Canadian Tube Situation Shows Improvement

Montreal—An optimistic view of the radio tube situation was taken by Hon. C. D. Howe, minister of munitions and supply, who, answering  
(Continued on Page 4)

Washington Bureau, RADIO DAILY  
Washington—Replying to charges by Eugene L. Garey, former Lea committee counsel, and Commissioner T. A. M. Craven that the FCC dominates the Interdepartmental Radio Advisory Committee, FCC head James Lawrence Fly declared that "nothing can be farther from the truth." Appearing before the Lea committee, Fly quoted Admiral Stanford C. Hooper, former Naval Communications Chief and bitter foe of the Commission, as praising  
(Continued on Page 6)

## Major Webs Schedule Churchill On Sunday

Prime Minister Winston Churchill will be heard on all major networks and numerous independent stations throughout the country on Sunday, 4 p.m., EWT. Talk is scheduled tentatively for one half hour. Major webs have cancelled both sustaining and commercial commitments for the address. NBC is cutting the last half hour of "The Army Hour," while  
(Continued on Page 2)

## WLW Will Enter Tele Field According to Trade Reports

Cincinnati—WLW will become a factor in the development of television in the middle west as soon as equipment becomes available to  
(Continued on Page 2)

### First Birthday

"This Life Is Mine" program celebrated its first anniversary the other day and scripters Addy Rich-ton and Lynn Stone, presented Bob Landry, CBS director of program writing, with a small cake and one candle. Rest of the cast fared better, however, and cut a huge cake, enough to go round and even "seconds" for the many who wanted them.

(Continued on Page 6)



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JOHN W. ALICOATE : : : : Publisher
FRANK BURKE : : : : : Editor
MARVIN KIRSCH : : : : Business Manager

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

FINANCIAL (Thursday, March 23)

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 Prd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

WLW Will Enter Tele Field According to Trade Reports

(Continued from Page 1) modernize their present station, according to reports. Station has a hold-over tele license from three years ago and is equipped at present for experimental work.

20 YEARS AGO TODAY (March 24, 1924)

On four successive mornings a broadcast from WHAZ, Troy, New York, was heard in Invercargill, New Zealand, a point 9,577 miles from Troy... Other interesting figures on transmission distances come from WJAZ which reached Samoa, 7,000 miles distant; and WLAG which traveled 6,680 miles, through Soviet Russia, to Batum.

Major Webs Schedule Churchill On Sunday

(Continued from Page 1) Mutual will cancel its commercial "Wide Horizons" with Eddie Dowling. Another MBS commercial "Abe Lincoln's Story" follows this program.

Blue has "Those Good Old Days," old time songs which is followed at 4:30 p.m. by "Metropolitan Auditions of the Air." On CBS the last half hour of the sponsored New York Philharmonic Symphony will be cut, but the "American Scriptures" portion will be heard, earlier if necessary. This is the second time that CBS has cancelled part of the Philharmonic, the first time being due also to an address by Mr. Churchill.

Various indie outlets in New York and elsewhere have arranged for a feed of the Prime Minister's talk. Nature of the address has not been made known.

NBC Plans 'Holy Week' Observance, April 3-8

(Continued from Page 1) NBC's director of religious broadcasts, points out, "Radio is probably one of the most sensitive barometers in gauging public sentiment. Not only does it reach the millions, but it also is recipient of the national emotional and intellectual vibrations that come back from the millions."

Speakers taking part in the Holy Week series will be: Dom William Michael Ducey, O. S. B., executive secretary, The Liturgical Conference, Inc.; Dr. Douglas Horton, minister-at-large of the Congregational Christian Churches; Clive Staples Lewis, author and fellow of Magdalen College, Oxford, England; Margaret Webster, producer and actress; Bishop William T. Manning of the Protestant Episcopal Church of New York; Rt. Rev. Msgr. Fulton P. Sheen; Dr. Paul Scherer, D. D., of the Evangelical Lutheran Church of New York.

All-Star Network Show To Encourage Voters

(Continued from Page 1) Franchot Tone emceeing. The cast will include the following personalities: Dinah Shore, Walter Huston, Martha Scott, William Bendix, Victor Moore, Joan Bennett, Maureen O'Hara, Charioteers Quartet, Kay Thompson and Chorus, Thomas Peluso's Orchestra. The program will originate from Hollywood's Radio City.

Pre-Invasion Program Sked On CBS April 9

(Continued from Page 1) be heard on CBS during the "World News Today" period 2:30-2:55 p.m., EWT, Sunday, April 9. "Invasion Preview," will also bring the audience some sound effects of war materials at "work." CBS men who will take part in the show include, Murrow, Richard Hottelet, Charles Collingwood, Larry Lesueur and Charles Shaw.

KSJB Frequency Shifted; Other Activities By FCC

(Continued from Page 1) limited to 600 kc, 100 watts, night, 250 watts day. The Commission found that the shift would greatly improve daytime coverage of a large agricultural area about Jamestown, and would make possible a CBS affiliation for KSJB.

Interference Considered

The affiliation, according to the FCC, will make it "possible to bring to a majority of this increased area and population Columbia programs not heretofore enjoyed by them." There will be increased interference with WMT, Cedar Rapids, Ia., the Commission admitted, but added the interference does not occur within the normally protected contour and that in the area where the interference will be strong, listeners get primary service from one or more other stations.

The Commission approved transfer of control of WKIP, Poughkeepsie, from Richard E. Coon to Poughkeepsie Newspapers, Inc., for \$10,600, representing 80 shares or 20 per cent—of Preferred Stock and 480 shares—60 percent—of Common.

Approval was granted also for the transfer of KOVC, Valley City, N. D., from Milton Holiday, Herman Stern and E. J. Pegg to Robert E. Ingstad. The deal involves transfer of 112 shares of Capital Stock—56 per cent—for \$3,920.

Tele Applications Received

The Commission yesterday received applications for three new commercial television stations from the Westinghouse Company, the stations to be located in Boston, Pittsburgh and Philadelphia (See RADIO DAILY, Wednesday, March 22).

An application for a Chicago television station was received from WGN, Inc.

FM licenses were sought by the WFMJ Broadcasting Co., Youngstown, O., and by a newspaper, the Tampa, Fla. "Tribune."

COMING and GOING

FLORENCE WARNER, Midwestern education director of CBS who has been visiting briefly in New York, leaves today for her Chicago headquarters, which are located at WBBM, Columbia's O & O station in the Windy City.

BRUFF W. OLIN, JR., general manager WKIP, Blue Network affiliate in Poughkeepsie, N. Y., was in town yesterday for conference with the New York representatives of station.

HAROLD S. FELLOWS, general manager WEEL, CBS-owned station in Boston, is spending several days in New York.

L. C. JOHNSON, vice-president and general manager of WHBF, Rock Island, who has been here for the Mutual meetings, left yesterday for the return trip to Illinois.

GILBERT CHASE, music supervisor of NBC Inter-American University of the Americas in Cincinnati to preside over a discussion session on "Pan American Music" at today's meeting of the Music Teachers National Association.

WILLIAM T. LANE, station manager WAGE, Syracuse, left for his upstate office yesterday following a few days in New York.

PARKS JOHNSON and WARREN HULL go down to Philadelphia on Monday to broadcast the CBS "Vox Pop" program as a Red Cross Drive program from the Academy of Music.

ROSAMOND WILFLEY, educational director of KMOX, CBS-owned station in St. Louis, spent this week for conferences at network headquarters. Plans to leave for home today.

FRED FLETCHER, general manager of WRAI Raleigh, returned to North Carolina yesterday morning after having spent the week in New York attending the Mutual network meetings.

Rains Joins Raymer

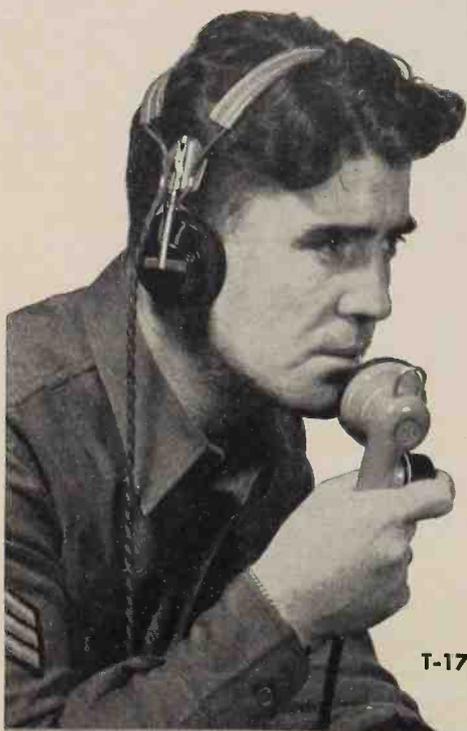
Robert B. Rains has joined the Paul H. Raymer organization as manager of the Detroit office, Paul H. Raymer announced. Rains, formerly of WJL Detroit, will represent the station reorganization in Michigan, Ohio and western Pennsylvania.

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

On Your Toes? For time availabilities? Then keep your eyes open for open time on W-I-T-H! That's the way to sell Baltimore at the lowest - cost - per - dollar - spent. Only a few minutes left out of 24 hours! TOM TINSLEY President WITH Represented by HEADLEY-REED BALTIMORE



## UNIVERSAL MICROPHONES IN MILITARY APPLICATION



Universal takes pride in producing these three types of Microphones at the request of the U. S. Army Signal Corps. These units represent but a small part of the skill and experience which has produced over 250 different types and models made available to our customers. From Submarine Detectors to High Altitude Acoustic units, Universal's Engineering experience has covered World War II.

These Microphones built without peace time glamour have every essential of military utility. When peace comes, Universal Microphones, with many innovations of design and accoutrements, will enter upon the post-war scene. Universal includes among its electronic communication components, in addition to microphones: Plugs, Jacks, Switches, and Cord Assemblies.



**UNIVERSAL MICROPHONE COMPANY**  
INGLEWOOD, CALIFORNIA

## LOS ANGELES

By RALPH WILK

**JACK MELVIN**, of Melvin-Rackin Publicity Agency, in New York for a six-week stay. Handling arrangements for Joan Davis program with Jack Haley, which moved east for four weeks.

"Everything for the Boys" guest star Martha Scott has a long memory for people who have helped her. When Martha was signed for the lead in the film version of "Our Town," the first person to hear the news of her good fortune was her Kansas City high school teacher who had contributed close to \$1,500 to educate the girl. First thing Miss Scott asked for after the film contract was signed was an advance of \$100. After he gave her the money, her producer asked, "Why do you want that money, Martha?" "To finish paying a debt," Miss Scott said.

Felix Mills, "Silver Theater" maestro, last week presented an innovation in microphone setup. Instead of having several mikes placed in various sections of the band. Mills had a single one suspended above the podium, thus enabling the tuner-in to hear exactly the same tonal qualities that the conductor, himself, hears.

It's Never Been told... that Eddie Paul, musical director of the weekly Joan Davis Show with Jack Haley, once instructed Rudy Vallee in the art of conducting an orchestra; that Dave Street, featured vocalist on the show, has a recording of each song he sings on the Thursday night NBC broadcast and sends it to members in the Armed Forces; that Verna Felton, the "Blossom Blimp" on the show, has a sample nugget from the first gold mined in California that started the famous gold rush of '49.

Musical director Edgar "Cookie" Fairchild handled the baton at Camp Haan the other night when the Eddie Cantor "Time to Smile" show was aired from the Riverside spot, over NBC.

Charles F. Chaplin has been added to the staff of Hillman-Shane-Breyer, Los Angeles advertising agency, as director of radio production. He comes to the agency from the Producers Releasing Corporation. Having also written for Burns and Allen, Chaplin has acted as consultant to the radio division of Special Service of the U. S. Army.

### Canadian Tube Situation Shows Improvement

(Continued from Page 1)

Gordon Fraser member for Peterborough, Ont., said there should be enough radio tubes to go round this year "although distribution may not be very good."

Mr. Fraser had asked whether anything could be done about the tube shortage, and Mr. Howe concluded: "of all the war requirements, there are none more urgent than radio tubes, and we have made great efforts to expand production."

## MAIN STREET



### Memos of an Interested Bystander. . . !

● ● ● Good point is brought out in the April issue of Coronet, by A. S. Burrows, Duffy's Tavern scripter. . . . he writes on the subject, "There's Teeth in Wartime Humor" . . . . . and says, "radio comedy writers know that the presence of a government message greatly enhances the entertainment value of every funny show going" . . . . . and, if you want to tell a lot of people something about the war in a hurry, give the message to a comedian. . . . . he points out for instance that Fibber McGee and Molly program has an average listening audience of about 40,000,000 people every Tuesday night. . . . . Jack Benny, Bob Hope and Charlie McCarthy also draw down these size audiences whereas "Information Please" and some excellent war dramas as well, may run to 15,000,000 down to 8,000,000 listeners. . . . . which makes it obvious where the message should be planted. . . . . Burrows reminds us too that the comedy program has its pressure-group trouble and great care is taken in handling racial characters, particularly on such shows as Duffy's, Fred Allen and "The Great Gildersleeve" . . . . . several examples of wartime humor and the use of government messages is also given by Burrows, with Jim Jordan of Fibber McGee fame. . . . . being one of the outstanding examples.

★ ★ ★

● ● ● Bob White, Jr. whose dad produces and stars in "Deadline Dramas" on the Blue, has been awarded the Arnold Constable Medal for selling war bonds, by Jack Dempsey. . . . . Bob, Jr. sold \$14,000 worth of bonds at Ardsley High School, during the Fourth War Loan Drive. . . . . "485," the first CBS general house organ circulated at headquarters in New York, celebrates its first birthday this week. . . . . anniversary number just issued was circulated among 1,500 employees, and those now in the service. . . . ● Housing situation in Cincinnati has about licked Arthur Barry, newcomer to the WCKY announcing staff who came from Columbus all ready to take a nice little apartment. . . . . in desperation Barry took an ad in Cincy newspapers headed MURDER and told about his three-year-old curly headed boy who had to sleep someplace. . . . . ad was cute but so far Barry is still camping out. . . . ● Tom Howard, now monickered, "the poor man's Clifton Fadiman". . . . ● New song written by the Duncan Sisters, was premiered yesterday afternoon on the "Chick Carter" serial over Mutual. . . . . it ties in with the new Hawaiian sequence. . . . ● Benny Goodman arrives in town soon to arrange for several personal appearances, and to start work on a screen play of his life.

★ ★ ★

● ● ● Major George Fielding Eliot's new book "Hour of Triumph," is probably the Major's most serious work to date; as he declares in his introduction, "it seeks to examine the conditions under which victory may be attained and the practical possibilities of reaping from that bloody harvest the fruits of a lasting peace" . . . . . the CBS analyst, has crystalized his thinking based on five years of study devoted to the problems involved. . . . ● Nominated as probably the most Radio-Minded Family is that of Cyril Armbrister, senior producer at the Blue Network. . . . . Mrs. Armbrister, former director of children's programs at an Omaha station, currently is doing radio scripts and has discovered highly unusual theater and radio talent. . . . . then there's son Teddy at three and a half years old, appearing on Madge Tucker's "Coast to Coast on a Bus," Sunday ayem web sustainer. . . . ● WNEW's Mill Robertson, has prepared a script titled "Priming the Prime Primer," or "It's Corwin's Turn to Burn," described as a good natured rib of Ye Genius. . . . . but, Corwin says he will listen in, and it better be good. . . . ● Bob Davis of WOR has ironed out his dilemma. . . . . caught with a jury and draft notice for the same morning, the court quickly bowed to the Selective Service. . . . . whither Bob quickly hustled and was just as quickly rejected.

★ ★ ★

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

"NATIONAL BARN DANCE" ticket prices will be increased from 10 to 20 per cent starting April 1, according to George Cook, WLS treasurer. The new prices will be 85 cents for adults and 45 cents for children, an increase of 10 cents on each classification. The program is aired from the Eighth Street Theater.

"Hello Sweetheart," a 15-minute program of songs featuring Nancy Martin, heard Saturdays from 4:45 to 5:00 p.m., CWT, over the Blue Network, is now being heard over 15 additional stations, giving it a total of 123 outlets. Sponsor is Ivoire Chewing Gum. Rex Maupin directs the orchestra; Jim Campbell is the announcer.

While Kleve Kirby vacations at West Palm Beach, Fla., home, his announcing chores on his NBC show are being handled by Franklin McCormack and Dick Noble. McCormack is doing the Sheaffer "Wed Parade" and Noble "Reveille Roundup."

Homer Courchene, WLS-WEB transmitter chief, found himself on the headlines March 14 for having discovered the bullet-pierced body of Karl Braband, Berwyn, Ill., insurance man. The slaying originally was believed to have been another gangster murder.

Renewal of "Hollywood Theater" weekly half-hour transcribed dramatic series, placement of 26 spot announcements and the renewal of spot announcements comprised business week at WMAQ, it was announced by Oliver Morton, manager of NBC central division local spot sales department. "Hollywood Theater" renewal was placed for two weeks by Good Foods, Inc. (Skin Peanut Butter) through the Gull Advertising Agency, San Francisco, effective April 1. Program is aired Saturday, 8:00 to 8:30 p.m., CW, and features radio and motion picture stars.

Eddie Simmons, who has produced the "Quiz Kids" program since inception on the Blue Network four years ago, was inducted into the Army March 14. Eddie Freckma replaced him.

Florence Warner, Educational director of WBBM, and Rosamu Wifley, educational director of KMOX St. Louis, in New York this week in conferences.

Bob Becker's "Pet Parade," sponsored by John Morrell and Company (Red Heart 3-Flavor Dog Food) through Henri, Hurst and McDonald, Inc., will expand from 86 stations to the full NBC network on April 1.

JOHN TILLMAN

CBS Announcer

Now serving in the Army of the U. S.



# Sees Agencies Aware Of Tele Possibilities

(Continued from Page 1)

Television Now and Tomorrow." The TBAI chief shared the speakers' stand with Miller McClintock, MBS prexy, who forecast a rapid post-war development of FM, which, the latter said, had certain qualitative elements of benefit to the advertiser.

Du Mont, who also heads the Allen B. Du Mont Laboratories, Inc., and tele outlet W2XWV, New York, stated that clients and agencies were now cutting their eye teeth on tele advertising and would be ready, so that telecasters would be assured of a source of income. Switching from home to theater tele, he indicated that practical theater television loomed as an early possibility, with many signs pointing to tele's use as a medium of bringing special events to scattered theater audiences. "The Du Mont organization," he said, "has already evolved certain techniques whereby television images can be reproduced on full-sized theater screens with good pictorial definition."

## Sees Tele Strong At Night

Declaring that both broadcasting and tele had their place, the speaker asserted that in many places broadcast and tele stations would be operated side by side, one supplementing the other. Eye-and-ear-entertainment in the home, he signified, would reign supreme from 7 to 11 at night when the family could concentrate on a real show. Advantages of visual merchandising via tele were likened to a rich display ad as compared with a plain type ad offered by sound alone. "Television will set new standards in marketing," he summed up.

Discussing the future of advertising in radio, FM and tele, Mutual's McClintock said that advertisers must meet the inevitable challenge of tele and FM in the post-war world. "Despite the glamor of frequency modulation and television," he declared, "we should remember that they will grow only upon the same fundamentals which have made radio great. They are, in other words," he continued, "not so much a change in the functions of radio advertising as they are in their qualities and capacities to serve more effectively."

## Film Screened

After citing the general acceptance of FM by the radio industry, the MBS head indicated several elements affecting the activities and planning of advertisers. With an unlimited number of licensed FM stations, he signified, radio's capacity to serve would be greatly expanded. Lower capital and operating costs provided another factor. And lastly, since FM was limited to primary area coverage in principle, he concluded that advertisers would find it necessary to use a greater number of local stations to cover their buying power. McClintock was optimistic about the very near acceptability of television to radio homes. A Paramount educational film short, "Television Preview," was also screened for the gathering.

# ★ AGENCY NEWSCAST ★

**P**OSTHUMOUS award of the Army Legion of Merit for Col. John G. Ayling, former executive of Geyer, Cornell & Newell, Inc. has been announced by the War Department. Crediting him for "exceptionally meritorious conduct in the performance of outstanding services," the citation said: "As commanding officer of an advanced echelon in the initial phases of the campaign in Sicily, his able supervision of the supply and maintenance functions relative to air operations was an important factor in the effective support rendered by air elements in behalf of the Seventh Army. While engaged in the performance of similar functions during operations in Italy, Colonel Ayling's aircraft was struck by enemy artillery fire which resulted in his fatal injury."

**CRESTA BLANCA WINE COMPANY** of Livermore, Calif., announces the appointment of **Batten, Barton, Durstine & Osborn, Inc.**, advertising agency for Cresta Blanca wines, effective June 1, 1944.

**S. A. SCHONBRUNN & CO., INC.**, announces the appointment of **Roy S. Durstine, Inc.**, as the advertising agency for Savarin Coffee starting April 1st.

## "Quiz Kids" Old Timers Will Battle Youngsters

Chicago—Five aging alumni of the "Quiz Kids" program, in their middle and late 'teens, will compete with the current quintet, all under ten years old, for honors on the broadcast to be aired over the Blue Network Sun., March 26, 7:30-8 p.m., EWT. Five alumni are: Jack Lucel, 17; Van Dyke Tiers, 17; Jack Beckman, 17; Joan Bishop, 17; and Cynthia Cline. The cradle crew will include Sparky Fischman, four; Patrick Conlon, six; Bunny Duskin, six; Joel Kupperman, seven; and Harriet Kupperman, nine. Joe Kelly will quiz.

The Blue has replaced Eddie Simmons, new Army private and former producer of "Quiz Kids" shows, with Eddie Freckman as the program's new producer. Simmons had produced the program since its inception four years ago.

## Buys Coast NBC Time

Langendorf United Bakeries, Inc., through the Pacific Coast Advertising Agency, has placed a contract with the National Broadcasting Company for "A Song Is Born," to be heard over six Pacific Coast stations, KFI, KPO, KMJ, KFSD, KGW and KOMO.

## James Jordan Hospitalized

Hollywood—James Jordan, of the "Fibber McGee and Molly" program, is confined to Santa Monica Hospital with lobar pneumonia and is expected to be off the show for two or three weeks. Production also will be suspended on the film, "Heavenly Days" (RKO), in which he has a role.

**JEWEL TEA COMPANY**, Barrington, Ill., has appointed Goodkind, Joice & Morgan, Chicago, as advertising agency for Jewel Food Stores and Jewel Home-Service Routes, it has been announced by J. Raymond Hulbert, advertising manager. Daily spot announcements are being used on WBBM, Chicago. Further plans are not yet complete.

**EDWARD J. FITZGERALD**, formerly vice-president of Erwin, Wasey & Company and Donahue & Coe, is joining Dancer-Fitzgerald-Sample in an executive capacity.

**MARIA JEANNETTA WHITE** has resigned, effective April 1, as media director of Grey Advertising Agency, Inc.

**BLACKWELL SMITH**, who has been associated with the Foreign Economic Administration in Washington, will join the executive staff of Arthur Kudner, Inc.

**BYRNE, BOWMAN & FORSHAY, INC.**, have appointed J. R. Kupstik Advertising Agency, Inc., to advertise the residential and business properties which are now listed under their management.

# Medium Sized Outlets Report Net Sales Up

(Continued from Page 1)

\$4,536,000 which compares with \$1,897,000 in 1942. Actual increase is a total of \$2,639,000, as reported to the Commission. As already reported in these columns, 52 stations of 50,000 watts each averaged nearly \$1,000,000 each.

Increases under \$5,000 were reported by 16 stations, between \$5,000 and \$25,000 by 51 stations, between \$25,000 and \$50,000 by 31 stations, with 13 stations reporting increases over \$50,000.

## 160 Stations Included

Of the 160 stations in this power range, 11 are non-commercial, while 93 of the remainder carry network affiliations as follows: Blue, 23; Blue and Mutual, 4; CBS, 19; Mutual, 26; NBC, 18; NBC and Blue, 3. Thirty-one of these stations operated with reduced power night. Two of the stations are in Alaska, one each in Hawaii, Puerto Rico and the District of Columbia, with the other 155 distributed through 42 states. None are to be found in Delaware, Kentucky, Maine, Maryland, South Dakota and Utah. Twenty-six of the stations operate on clear channels, with the rest of the outlets operating on regional frequencies.

PROGRAM THE

# HEADLINERS!

NBC  
RECORDED  
PROGRAMS

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 sportcaster. 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.

**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.

## Fly Replies To Critics Of FCC's Operations

(Continued from Page 1)

ing FCC representatives on IRAC for "capable and efficient leadership." The charges were, he said, "generally speaking, couched in vague and general language and contain numerous innuendos, insinuations and implications."

Fly ridiculed the charge that the FCC was hindering the military departments from obtaining frequencies, pointing out that assignments of low frequencies increased since 1939 from 26 to 37 per cent of the total number assigned to all government agencies, and high frequency assignments from no channels to 47.3 per cent.

### Denies Interference

He denied interfering with the presentation by government agencies of their needs to the President for his consideration. "The Commission has never found it necessary to object to, or comment upon, any assignment contained in any orders proposed by IRAC," he testified. "There is no evidence that the Commission has ever unduly delayed the transmission of IRAC-proposed executive orders to the President in view of the mass of complex detail embodied in the orders."

Fly also ridiculed the suggestion that he was responsible for the failure of a proposed constitution for IRAC to come to the attention of the President. "In brief," he said, "the bare facts of this alleged conspiracy of mine simmer down to this: IRAC wanted to become an independent executive agency; while they were discussing the matter, the President established the defense communications board and designated IRAC as one of its committees in the event of a national emergency or war; IRAC dropped the proposal and adopted new by-laws incorporating the major features of the proposed order."

### Refutes Garey Charge

He refuted also Garey's charge that the Army and Navy drafted the proposed order to eliminate his alleged control over IRAC. The order was first proposed several months before he was appointed to the Commission and did not originate with either the Army or Navy, Fly declared. There was little questioning by committee members as Fly went through his statement, but the Texan will be called back this morning for questioning on the IRAC matter. Representatives Louis E. Miller, Rep., Mo., and Warren G. Magnuson, Wash., were not on hand.

Fly pointed out that in his efforts to prove that the FCC had held up the establishment of low-powered stations for morale broadcasts to troops in the Alaskan area, Garey spent nearly two days on 142 pages of the printed record. "The evidence consisted," he added, "principally of the reading of IRAC minutes and comments by Commissioner Craven."

There are now 21 of these 25-watt outlets at Army posts in Alaska, operating largely as commercial sta-

## WHO'S WHO IN RADIO

EDWIN R. BORROFF

**B**ACK in 1923, when no one knew for certain whether radio was here to stay, Edwin R. Borroff landed a temporary broadcast spot in Chicago to take up the slack between jobs. The infant industry developed, and Ed took part in airwave pioneering, until a little more than two years ago he was elected to his present post as vice-president in charge of the Central Division of the Blue Network.

Ed Borroff went to school in Chicago. After graduating from Hyde Park High on the South Side, he entered the University of Chicago, later switching to the University of Illinois in Urbana. At the end of his junior year, he decided to strike out for himself. He traveled to Washington State to become a fruit rancher, but a late frost nipped his plans in the bud.

A varied career followed. For two years Ed sold life insurance in Louisville, Ky. When interest lagged—his own and his clients—he became a "dinkey skinner" for a road-construction company. The road finished, he filled in between jobs by joining the staff of KYW, at that time located in the Windy City, as a composite newscaster and handyman. That was in 1923. He then became announcer, salesman and finally manager.

Five years later Borroff resigned to go with WENR as sales manager. When NBC acquired the outlet in 1931, he joined the sales staff of the Central Division of the network and in nine years progressed to the sales managership of the Blue net's Central Division. The radio industry was informed on Jan. 9, 1942, that he had been elected v.-p. in charge of the Central Division of the Blue web, which had been established as a separate entity from NBC. Since assuming these duties, he has been interested in radio's wartime and post-war roles. As Chicago consultant of the OWI Domestic Radio Bureau, he has been the liaison there between the industry and the war-information agency's station relations section.

Ed Borroff is married and has one son, Robert, aged 10. Making his home in the Windy City, Ed has two hobbies—golf and ships—which he shares with a dexterity at the keyboard. He plays by ear and knows the hits from the Gay Nineties to the present. And for a real treat when the party gets dull, people call him up and ask him to bring his accordion along.



Pioneer Radio Exec.

tions except that they do not sell time. IRAC granted the first in July 1942, and two more in November of the same year, without notifying the BWC of the applications or of its approval. In November Fly wrote Craven, FCC representative on IRAC, suggesting that BWC should be notified of the pending applications for eight more such stations.

"One thing should be made clear," he said, "at no time did I have any doubt that Alaska needed the service. I not only knew that it needed the service, but did everything I could to see that it got it." He added that he supported the applications before the BWC. The President, he said, questioned the propriety of the Army operating these stations, and a joint report from FCC and the Army was drawn up for him and approved by him.

### Cites IRAC Minutes

As for his delaying operation of these station, Fly said IRAC minutes show that "thirteen out of 21 stations for which IRAC's approval was sought were authorized at the same meeting that the applications first appeared on the IRAC agenda. These included one at the July 1942 meeting, two at the November 1942 meeting, and one at the January 1943 meeting, two at the April 1943 meeting, three at the August 1943 meeting, one at the September 1943 meeting, two at the October 1943 meeting and

## CBS Awarded Scroll

Award of the 1944 scroll of the Pan American Colombista Society to CBS for "activities in promoting the welfare of the peoples of the New World" was announced at the society's headquarters in Havana, Cuba. The scroll will be presented on Pan American Day, April 14, to William S. Paley, president of CBS, and to Edmund A. Chester, director of Latin American Relations for the network.

## Member Of Institute

Alexander D. Nicol, controller of the Blue Network Co., Inc., New York City, has been elected to membership in the Controllers Institute of America. The Institute is a technical and professional organization of controllers devoted to the improvement of controllership procedure.

one at the February, 1944 meeting.

"The remaining eight of the twenty-one stations were authorized the month following the first appearance of the respective applications on the IRAC agenda. The applications for these eight stations first appeared on the December 1942 IRAC agenda, and were granted at the January 1943 meeting.

"They were passed over at the December meeting at the insistence of the Army and Navy representatives," he declared.

## REC Poses Questions For Guest To Answer

(Continued from Page 1)

Grabhorn, president of REC, declared yesterday. "Because of their interest we are asking Dr. Goldsmith to provide answers to a list of questions submitted by members of the club."

Some of the questions which a speaker will be asked to answer are:

1. Will we have to wait until after the war for practical technical development in television?

2. How far away are we from network television?

3. Is television ready now with wide angle theater size screen?

4. What is the situation with the FCC as far as higher frequency bands are concerned?

5. In your opinion will production stem from motion pictures or talent?

6. Is color television practical on a electronic basis?

7. Do you care to discuss the possibilities of the third dimension?

Guests at the luncheon will include several men prominent in the development of television. Among those expected to attend are Allan Du Mont, C. L. Menser, John F. Roy and Gilbert Seldes.

## Mrs. Hope Mercereau Bryson

Mrs. Hope Mercereau Bryson, wife of Dr. Lyman Bryson, the Director of Education, Columbia Broadcasting System and Chairman of the Board of the American Association for Adult Education, died at 1:15 a.m. Thursday after a long illness, at the Harkness Pavilion. She was 57 years old. Mrs. Bryson was born in St. Louis, Mo., daughter of the late Mr. and Mrs. Charles V. Mercereau. She was graduated from the University of Michigan and received a master of arts degree from Columbia University.

Mrs. Bryson studied at art school in the United States and in Paris and her paintings were exhibited in American and European galleries. From 1919-1924 she resided in Paris where Dr. Bryson served on the staff of the International Red Cross. Besides her husband, she leaves a son and four grandchildren.

## Ginny Simms Coming East

Hollywood—Ginny Simms, the "Girl Tuesday," will bring her "John Presents" show to New York for four consecutive broadcasts beginning April 11, to originate from station WEAH for the NBC net.

## Vesuvius Eruption On WOR

The voice of Maj. Frank Pellegrini, formerly director of broadcast advertising for the NAB, was heard again last night as WOR aired a recording of interviews by the major at San Sebastiano, located at the foot of Mt. Vesuvius. Actual sounds of the eruption could be heard. Among those interviewed was Luther Reed, formerly of CBS and now with Army Special Services. The War Services Division of WOR received War Department authorization for the broadcasting of the interviews.

## Haverlin To Mutual; Heads Station Dept.

(Continued from Page 1)

was elected later to become vice-president. New post with Mutual becomes effective next Monday, March 27.

Sydney M. Kaye, executive vice-president of BMI, said yesterday that he was with keen regret that he viewed the departure of Haverlin. He stated that Haverlin made a major contribution to the formation of BMI, and the affection and good wishes of BMI's Board and entire personnel follow him to his new position. "We are delighted with the assurance given to us by him and his new employers," said Kaye "that we may continue to count on his friendly cooperation. BMI is grateful to Carl for loyal and efficient services, and wishes him the best of luck." Haverlin, in commenting on this change in affiliation, said:

"Although I look forward with keen anticipation to the major opportunity I will find with MBS, leaving BMI is, understandably, not an easy thing for me to do. This is not only because of the many friends I have made, both in and out of the organization, but because I believe so deeply in the principle for which both BMI and the industry have fought so successfully.

"However, the transition from one organization to the other, in this case, will be far simpler than usual because so many Mutual affiliates are among the staunchest adherents of BMI. Since they are licensed, almost without exception, I shall shortly be serving these old friends again, although in a new capacity.

"As to BMI itself, having been privileged to have a part in its growth, I will continue to watch its progress with the deepest interest due to the splendid organization that BMI has built, it is doubtful if there will ever be a need for any call upon my four years of BMI background. But if the occasion should present itself in which I might be of help to BMI or its licensees, Mr. McClinck has stated I may do so to the fullest extent."

## Treasury Exec. On Blue To Salute War Bond-Aid

Purchase of \$138,000 worth of War Bonds by Blue net employees during the Fourth War Loan Drive will be certified by the Treasury's War Finance Division, represented by National Director Ted Gamble, in a special broadcast on that web Monday from 1:45 to 2 p.m., EWT.

Edgar Kobak, executive vice-president of the Blue, will receive the certificate and present it to Col. Walter Jensen, acting Surgeon General of the Army Air Forces, who will describe the importance of the hospital service plane purchased with the War Bond money. Also speaking will be Donald Douglas, proxy of Douglas Aircraft Corp., manufacturer of the DC-3, the ambulance ship.

## ★ PROMOTION ★

### Crosby-Sinatra Contest

A lot of publicity resulted for station WSAY when that station conducted a Sinatra-Crosby poll for its listeners in Rochester, N. Y. However, the contest began very innocently.

Mort Nusbaum, who conducts a daily platter-chatter show over WSAY known as the "1240 Club," casually mentioned that he wondered who had more fans in Rochester—Sinatra or Crosby. The next day the letters and cards poured in, and that's how Nusbaum realized he had something on his hands. Result was 111,603 separate signatures mailed in, with petitions signed by cadets of the 51st College Training Detachment stationed in Rochester, Military Police, sailors, marines, schools, factories, retail stores and clubs. Contest ended with 59,306 votes for Sinatra and 52,297 for Crosby. It was a clever promotional bit on Nusbaum's part.

### Boy Scout Tie-up

Denver's station KOA collaborated with 18 Boy Scouts to conduct a last-minute "Mop-up campaign" at the close of the Fourth War Loan Drive, with the resulting sales amounting to \$500,000. Prize salon prints from the collection of great war pictures on view at the station's studios throughout the Loan were presented to each of the 10 Scouts who sold over \$15,000 worth of bond pledges; other eight boys received certificates in recognition of their efforts in making cash sales. Some of the boys received

### Institutional

Something unusual in the way of trade paper advertising has been undertaken by KMBC of Kansas City with its paid space dedicated in behalf of the broadcasting industry, emphasizing radio's contributions to America in war and at peace.

Reversing the usual procedure of testimonials, KMBC is obtaining appropriate expressions of tribute from typical radio listeners throughout the "Heart of America." The butcher, the baker and the candlestick maker—all walks of life are being interviewed to determine how radio has served their needs. Such findings are then incorporated into KMBC's regular trade paper advertising space.

The first in this series of advertisements consisted of a testimonial by Robert L. Mehornay, president of the Kansas City Chamber of Commerce. Soon to appear will be the second of the series including an expression of tribute by a Kansas City shop girl, with KMBC conducting an extensive survey to find this typical shop girl.

E. P. J. Shurick, KMBC's promotion director, announced that follow-up advertisements of the series will include as subject themes testimonials by political leaders, in particular Senator Harry S. Truman, city officials, stenographers, shop workers, cab drivers, etc.

both citations for using "double-barrelled shotguns" while conducting sales. By utilizing the services of the Boy Scouts, KOA sounded doubly its patriotic note.

## Will Celebrate 10th Year With Debut N. Y. Offices

Los Angeles—Gerald King and Milton M. Blink celebrate 10 years of partnership when they open Standard Radio's New York offices at 1 East 54th Street on April 1.

It was on that date in 1934 that the two joined forces in the transcription concern, and their expansion eastward is a logical step for a company which started in Hollywood, moved on to Chicago, and has prospered with its expansion.

Standard's New York headquarters will provide closer contact with the firm's large list of eastern subscribing stations; serve as an added base for talent and as the center of the company's export business, which, despite the war, now includes stations in Mexico, Canada, South Africa and Newfoundland.

More than 300 radio stations in the United States and Canada carry the Standard Program Library, while uncounted others use Standard Super Sound Effects of everything from a baby cry to the latest sounds of war.

With American business at its saturation point, King and Blink are already casting appraising eyes at the post-war market in countries which have become familiar with American-style radio showmanship

## Former N. Y. Radio Man Promoted To Captaincy

Patterson Field, O.—Ray L. Winters, producer and announcer for radio station WHN, New York, and Paramount Newsreel commentator, now on military leave, was promoted to the rank of Captain, from First Lieutenant, it was learned here today at the world headquarters of Air Service Command.

Capt. Winters, who was assigned to the ASC headquarters in September, 1943, is radio officer for the Special Information Office headquarters, here, which is in control of radio and public relations work for the ASC installations in this country and in all foreign theaters.

through shortwave and War Department transcriptions.

The partners visualize networks in other countries such as those of Emilio Azcarraga, of XEW and XEQ, Mexico City, whose "Red" and "Blue" networks south of the border operate extensively with transcriptions where wire facilities are not available to outlying sections.

Thus, with 10 years of partnership behind him, Jerry King said on the eve of Standard's entrance into New York, "Milt and I may have become partners on April Fool's Day, but it looks as if we weren't fooling!"

## CBC Radio Problems Discussed By Frigon

Montreal—Difficulty of trying to please everyone with broadcast programs commented on by Dr. Augustin Frigon acting general manager of CBC in testifying this week before the parliamentary radio committee. He declared:

"It is unquestionably our duty to try to meet, somehow, and as often as possible, the requirements of each unit of the human kaleidoscope, often ignoring the predominance of some desire at a given moment, in order to protect the interests of a minority."

He said that a labor forum, somewhat along the pattern of "Of Things to Come," with listening groups, had been broached by Dr. Thomson, before he retired. But the man selected to take care of the program was in ill health and as a result of the controversy which arose over the "Of Things to Come" broadcast, "I thought we had our hands full for the time being." He added that doubtless the new general manager, when he was chosen, would proceed with the program at a convenient time. Speaking of criticism of the CBC news bulletins he said "our policy in general has been to accept our Ottawa news through the Ottawa Bureau of the Canadian Press which serves papers of different political affiliations."

He said it was an interesting fact that the CBC had been "severely criticized" by supporters of all the federal political parties. "We have even had criticism from more than one party, over a single item, and for entirely opposite reasons," he added.

He described the new CBC policy of free political broadcast time announced last week in a special white paper and said the policy was based on recommendations of an all-party Commons committee which studied the question in 1939. The policy had not been applied yet, and he did not indicate when it would come into effect.

## Tobacco Network Sets Walker Co. As Nat. Rep.

The Walker Co. has been appointed national representative of the Tobacco Network, Eastern North Carolina regional web, effective April 1.

New officers of the network are: Paul Moyle, WFNC, president; Fred Fletcher, WRAL, vice-president; Harry Bright, WGBR, secretary, and Allen Wannamaker, WGTM, treasurer. Central billing offices are now located in Wilson, N. C. in the WGTM building.

## Macy's Buy WOR Time

"The Answer Man," fact-finding show over WOR, New York, has been signed by R. H. Macy & Co., large metropolitan department store, for a three-a-week series, beginning Monday from 7:15 to 7:30 p.m. A feature on the Gotham outlet since 1937, the program will also be heard Tuesday, Thursday and Saturday at 7:45 p.m.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— PENNSYLVANIA —

PHILADELPHIA — Carroll Alcott, author and authority of the Far East, has joined the WCAU staff as news analyst. His sponsors are Studebaker and Kentucky Club tobacco...

— CONNECTICUT —

HARTFORD—J. Eric Williams, salesman on the WDRC staff for more than eight years, has resigned to become commercial manager of WPRO, Providence...

PICTURE OF THE WEEK

Red Cross Lauds Radio. Decca Co. Recording Condensed Stage Hits. Shortwave Plans Pressing On Coast. The RED CROSS is at his side and the Red Cross is YOU. Photo by Steve Hannagan.

— CALIFORNIA —

LOS ANGELES — "WAVES Farewell Party," a special program on KECA recently, saluted the largest contingent WAVES to weigh anchor from this city...

— ARIZONA —

PHOENIX—John Hess, former KOY's Arizona network correspondent in Cochise County, has transferred to Phoenix. Hess originated the Friday portion of the Arizona Net Dinner Bell program from the KSU studios in Lowell...

— NEW JERSEY —

NEWARK—Eddie Senz, test make-up director for Paramount and Fox studio will be the guest on WAAT's "Beau Goes to Work" program Friday, March 24...

Mississippi Station Nearing Completion

Tupelo, Miss.—Completion of radio station WELO, new Mutual outlet in Tupelo, is expected the early part of April, Bob McRaney, general manager of the station, has announced...

— VIRGINIA —

RICHMOND — G. Harold Lucas, WRVA's Norfolk manager, was appointed District Coast Guard auxiliary morale officer of the 5th Naval District...

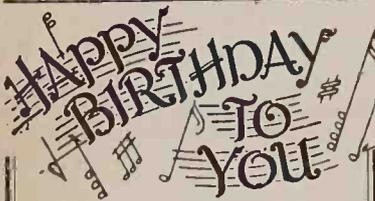
— WEST VIRGINIA —

WHEELING—Joanna Green has joined the announcing staff of WWVA. She was formerly with KVOO, Tulsa, Okla....

Telephone Quiz".... BECKLEY—WJLS, CBS outlet, recently produced a two-hour show for the purpose of helping the city's small serviceman's canteen to augment its finances.

— WISCONSIN —

MILWAUKEE—As a public service feature and because of the importance of the election, WTMJ cancelled two commercial network shows recently to make available free time for the six mayoralty candidates to broadcast election eve talks...



March 24

Arthur Boran Maurice Coleman Rudolph Field Ted Webbe K. A. Harron

March 25

Louise Klubnik Bessie Mack Jean Rogers Raymond Gram Swing Jerry Sears Frankie Carle

Arturo Toscanini

March 26

Charles Balthrope Jean Sablon Val Clare Howard L. Schreiber George Carhart Frank Merrified Phillip Rapp Jack Jacobson Arnold Van Leer Henry Sylvean Fulton Dent



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 26, NO. 60

NEW YORK, N. Y., MONDAY, MARCH 27, 1944

TEN CENTS

# Aleutian Charges Denied

## Higher Court Decision Unfavorable To Ascap

Decision which may have far reach-effect in music circles was handed down Friday by the Appellate Division of the Supreme Court of New York in the case of the Gem Music Co. and Denton & Haskins, who are suing Ascap and its officers, also board members, for a 10-year accounting and charging the society executives with failure in carrying out their trust.

Court affirmed the order of Judge  
*(Continued on Page 3)*

## KMBC Will Make Survey Of Educational Radio

Kansas City—Appointment of Dr. Charles F. Church, Jr., to conduct an extensive study and research in determining the full potentialities of radio in education was announced by Karl Koerber, managing director of KMBC. Dr. Church will visit many cities during the coming months to make a careful survey of educational activities and how radio is being utilized to serve the needs of those communities.

## Allan Jones & Carle Band Get 'Old Gold' Spot On CBS

Allan Jones, singing star, and Frankie Carle and his orchestra will headline the new Old Gold air show which debuts on Wednesday, April 5, over CBS at 8 p.m., EWT. J. Walter Thompson agency, announced Friday. Show replaces Sammy Kaye's orchestra and guest stars who have held down the spot for some time.

**Versatility**

Eleanor N. Sanger, program director of WQXR, New York, and mother of two sons in the service, added another title to her name when she went on the air Friday to pinch-hit for Alma Dettinger, ailing distaff-side commentator. Mrs. Sanger's accomplishments as a mother and radio exec. enabled her to handle smoothly the topic—how to handle eight-year-olds.

**Dunninger "Doats"**

Dunninger's rendition of "Mairzy Doats" on his Blue net broadcast last week swelled the coffers of the Red Cross by \$1,000. The mind reader was advised by Mrs. Bernard Gimbel, vice-president of AWVS, that a studio guest would make the donation if Dunninger vocalized. He obliged with lyrical assistance.

## Cowles Reported Buying Into WCCO

Deal for the sale of stock in WCCO, Minneapolis-St. Paul 50,000 watt station owned by CBS, to the Cowles group operating stations in Iowa and South Dakota, is reported practically closed with Gardner Cowles, Jr., having been in conference with New York network executives the past week.

In event the Cowles group acquires WCCO the station will operate closely with their newspaper holdings in  
*(Continued on Page 4)*

## Illinois GOP Group Buys Middle West Time

Illinois State Republican Committee as part of its advertising campaign has purchased time on four Blue Network outlets in the Middle West, during the period of the state primary election drive.

Thirteen quarter-hours have been  
*(Continued on Page 4)*

## FCC Chairman James L. Fly Refutes House Select Committee Statement On Alaskan Naval Incident

## WOR Offers Audience 'Triple Feature' Show

In a move to build up afternoon studio audiences, WOR, New York, is inaugurating a "triple feature" starting Monday afternoon, April 3.

Studio visitors to Fred Uttal's "Consumer Quiz" show at 2:45 p.m., will be invited to remain in their seats for Don Douglas' one-man horror show, "The Black Castle" and then  
*(Continued on Page 4)*

## BMI's New President To Be Announced Apr. 19

With the automatic resignation of Neville Miller as president of Broadcast Music, Inc., coming about with his resignation from the presidency of NAB, a new president will be announced on April 19. This announcement  
*(Continued on Page 7)*

## Mutual Leases N. Y. Theater For Network Originations

Leasing of the Forrest Theater, New York City, by Mutual was announced last Friday. First network show to be broadcast from the Forrest will be "Green Valley U. S. A.," which premieres on April 2.

*Washington Bureau, RADIO DAILY*  
Washington—FCC Chairman James Lawrence Fly Friday washed the commission slate of charges made earlier in the week by Rep. Louis E. Miller, R., Mo. Testifying before the Lea committee, Fly charged that "when I walk in, Miller walks out," referring to Miller's failure to attend the last two sessions.

Rep. Richard B. Wigglesworth of Massachusetts, the other minority member of the committee, remarked  
*(Continued on Page 5)*

## Educators To Attend N. Y. Radio Conference

Fourteenth annual meeting of the National Board of Consultants of CBS' "American School of the Air," will be held in New York, March 29, at the network's headquarters when plans will be discussed for the program's 1944-45 season. Presiding at the meeting will be chairman of the board William C. Bagley, Professor  
*(Continued on Page 3)*

## Several Staff Switches In Blue Network Setup

New assignments in personnel posts have been made by the Blue Network, one moving Dick Charles, who has been in charge of recordings for the production department to the post of  
*(Continued on Page 2)*

## ★ THE WEEK IN RADIO ★

Fly Answers Charges  
By BEN KAUFMAN

**D**OMINATION of the Interdepartmental Radio Advisory Committee was denied by James L. Fly, chairman of the FCC, in testimony last week before the House Select Committee investigating his agency. Fly's denial was in answer to former witnesses' charges, which he characterized as containing numerous innuendos.

from obtaining frequencies. He pointed out the increase in assignments of low and high frequencies since 1939, when he was appointed chairman. Refuting the charge that the FCC had held up the establishment of low-powered outlets in Alaska for morale broadcasts to our troops there, Fly indicated he did everything he could to supply it.

**Beatty For Longmire**

Morgan Beatty replaces Carey Longmire on NBC's 1:45 p.m. (Mondays through Fridays) news broadcasts. William F. Brooks, director of news and special events for the NBC announced last week. Longmire, who makes his final broadcast Friday, March 31, expects to leave in April to cover the war overseas for a national news association.

*(Continued on Page 7)*

# RADIO DAILY



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

## Gordon D. Cooke Dies; Was Adv. Agency V.P.

Gordon D. Cooke, 42, vice-president of Roche, Williams and Cunningham, Inc., advertising agency, died Thursday morning at the Lawrence Hospital, Bronxville, N. Y. He is survived by his wife, Virginia Devine Cooke; a son, Gordon D. Cooke, Jr., and his parents, residing in Chicago. Funeral services were held Saturday morning at St. Joseph's Church in Bronxville. The body interred in a vault in Ferncliffe Cemetery, Hartsdale.

## 20 YEARS AGO TODAY

(March 27, 1924)

"Jolly" Bill Steinke, known as the "original radio clown," whose radio menagerie over WOR, the Bamberger station in Newark, has put a new zest into broadcasting, at one time drove a two-horse hitch for a biscuit company.... WOR is experimenting with a filter which will rid amateur wave lengths of disagreeable harmonies.

## 'IT'S A MAN'S WORLD?'

Refuting the old saying "It's a man's world," a male reporter for Radio Daily contacted the femme publicity staff of NBC and was taken up by a girl guide to the studio rehearsal of "Now Is The Time" at Radio City last Friday. The reporter's report on the happenings follows:

Three men stood helplessly by while a competent crew of women took over every department to produce NBC's "Now Is The Time," a series of four dramatic tributes to women of the armed forces which bowed in last Satdee morn.... Murial Kennedy at the control-panel.... sound effects manipped by Marjorie Ochs.... directorial wand waved by Nancy Osgood.... and Ann Kullmer batoning the 24-piece orchestra.... cast includes: Jone Allison, Elaine

Kent, Ernesta Barlow, Ethel Owen, who can be seen in the show "Three's A Family".... Jean McCoy, of "Winged Victory".... Florence Halop, formerly of "Duffy's" as Miss Duffy.... Other femmes in the cast: Kathleen Cordell, Mitzi.... Priscilla Kent is scripiter for the four occasions.... those three powerless men: Stephen Chase, Dick Keith, John Sylvester.... might mention, the women couldn't (and wouldn't) get started until the men arrived!....

## Several Staff Switches In Blue Network Setup

(Continued from Page 1)

producer-director of the Blue under Raymond Knight, production manager. Charles replaces Robert Stevens who left to join Kenyon & Eckhardt. James Sheldon moves into Charles' former post. John Mitchell replaces Sheldon and Ben Abbena follows Mitchell.

Other appointment is that of Ivor Kenway, to carry out a number of special studies for the Blue's station relations department. Kenway has been acting as a special assistant to Edgar Kobak, executive vice-president.

## Stewart-Warner Dividend

Chicago—Directors of Stewart-Warner Corporation voted the regular, semi-annual cash dividend of 25 cents per share on the five dollar par value Common Stock and a special dividend of 25 cents per share. Both dividends are payable June 1 to stock of record at the close of business May 2.

## Will Televisé Bouts

Intercity finals of the Golden Gloves Tournament at Madison Square Garden, conducted by the New York Daily "News," will be telecast Monday, by NBC's television station WNBT, C. L. Menser, NBC vice-president in charge of programs, announced Friday.

## Chaplin Off To London; Peterson Replaces Him

With W. W. Chaplin, who has been serving as an NBC commentator the past year, preparing to join the network's invasion covering team in London, Elmer Peterson has been named to replace him on the domestic staff. Peterson, formerly stationed in London, returned to the United States two weeks ago.

## Starts Eighth Year

"Our Gal Sunday," dramatized serial adapted from the famous stage play "Sunday," begins its eighth year on the Columbia network, Wed., March 29. Dorothy Lowell plays the part of Sunday, the role she created when the program was initiated; and Karl Swenson, who portrays Lord Henry Brinthrope, has also appeared on the program since the beginning. The serial is written and produced by Frank and Anne Hummert.

## 'Meet Your Navy' Renewed

The "Meet Your Navy" program, heard Friday from 8:30 to 9 p.m., EWT, over 160 stations of the Blue Network, has been renewed by Hall Brothers greeting cards, for another 26 weeks. Al Boyd, former producer, will serve as consultant on the program. The agency handling the Hall account is Henri, Hurst & McDonald, Chicago.

## FINANCIAL

(March 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/8	157 1/8	157 3/8	+ 1/8
CBS A	29 1/8	28 3/4	28 3/4	- 1/4
Crosley Corp.	19 1/4	19 1/4	19 1/4	+ 1/8
Farnsworth T. & R.	12 1/2	12 1/2	12 1/2	0
Gen. Electric	36 3/8	36	36	0
Philco	30 1/4	29 7/8	30 1/4	+ 1/2
RCA Common	9 7/8	9 3/4	9 7/8	0
RCA First Pfd.	73 1/2	73	73 1/2	+ 3/4
Stewart-Warner	13 1/2	13	13 3/8	+ 1/2
Westinghouse	98	97	98	+ 1
Zenith Radio	37 3/8	37 3/8	37 3/8	+ 1/8

### NEW YORK CURB EXCHANGE

Nat. Union Radio	4 1/2	4 1/2	4 1/2	- 1/8
OVER THE COUNTER				
			Bid	Asked
WCAO (Baltimore)			20 1/2	
WJR (Detroit)			32 1/2	

## COMING and GOING

MERT EMMERT, farm editor of WEAf, leaves tonight on a recording trip to Cornell University and the territory around Ithaca. He'll return late Thursday night.

CHARLIE CANTOR, comedian appearing on Columbia's "Texaco Star Theater" and "The Moore and Durante Show," leaves on Wednesday for the West Coast.

LINUS TRAVERS, executive vice-president of the Yankee Network and WNAC, Boston, is in town for conferences at the headquarters of the Mutual Network.

CASTON W. GRIGNON, general manager of WISN, Milwaukee, left for home Friday night following a few days in New York on station business.

VIRGINIA PIERSON, educational director of WTAD, Quincy, Ill., affiliate of CBS, in New York to discuss phases of public service broadcasting.

ALDERT VAN der MOLEN, president of Alpha Music Publishers, left on Sunday for Hollywood, where he will confer with film executives on Latin-American music.

LYNN L. MEYER, commercial manager of KLO, Ogden, is on the way back to Utah, after spending the latter portion of last week in New York.

C. W. HUNTER, program director of WCLE, Mutual outlet in Cleveland, is in town for the meetings of the MBS program operating board which will be held today and tomorrow.

JAMES GORDON, vice-president and general manager of WNOE, New Orleans, left Friday for the home offices after a few days here on station business.

## Takes MBS Financial Post

J. E. Wallen, formerly controller of Federal Telephone and Radio Corp. and more recently with the WPB as an industrial advisor, has joined the Mutual network as controller and financial director. Robert Puryear continues as assistant controller.

## WIDE AWAKE!

That's the time buyer who keeps his eye on W-I-T-H in Baltimore. That's the station that produces at the lowest - cost - per - dollar spent.

## 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.



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

# Educators To Attend N. Y. Radio Conference

(Continued from Page 1)

Emeritus, Teachers College, Columbia University. Leading national educators will attend.

Dr. Lyman Bryson, network director of education will discuss educational aspects of the "American School of the Air." Leon Levine, manager of CBS educational staff will report on the operational phases of the broadcast, and outline proposed programs for the Fall series.

Members of the Board of Consultants who plan to attend are:

Roy Chapman Andrews, Honorary Director of the American Museum of Natural History.

Regina C. M. Burke, Associate Superintendent of Schools, New York City.

William G. Carr, Secretary, Educational Policies Commission, Washington, D. C.

Paul E. Elicker, Executive Secretary, National Association of Secondary-School Principals, Washington, D. C.

Belmont Farley, Director of Public Relations and Coordinator of Radio, National Education Association, Washington, D. C.

Florence Hale, Editor, "The Grade Teacher."

Major Harold Kent, War Department Liaison U. S. Office of Education, Washington, D. C., President, Association for Education by Radio.

Miss Lou LaBrant, President, Association for Arts in Childhood.

Charles H. Lake, Superintendent of Schools, Cleveland.

R. S. Lambert, Education Supervisor, Canadian Broadcasting Corporation.

Dr. Morris Meister, President, American Science Teachers Association and Principal of the New York City High School of Science.

Jane E. Monahan, Chairman, Radio Committee, Department of Elementary School Principals, National Education Association.

Lilla Belle Pitts, President, Music Educators National Conference.

Mrs. Mary Riley, New York Board of Education.

Dr. John W. Studebaker, U. S. Commissioner of Education; Chairman of Federal Radio Education Committee.

Others planning to attend the meeting, to be held in the network's Blue

# ★ PROMOTION ★

## "Calling All Girls"

Premiere of the new WHIO program "Calling All Girls" was part of a promotion produced by the Dayton, Ohio station for the Elder and Johnston department store, sponsor of the series. Over 1,000 'teen age girls of the city were present for the first broadcast that featured Tommy Dunkelberger's orchestra, Richard Higham, Fran Filmore, Adele Unverferth, Don Wayne and Fred Campbell in a dramatic skit. Bill Hamilton, program director, was emcee, and Myron Scott of the Dayton "News" played magician.

## Hotel Exploitation

Dial cards are being utilized to publicize WCAE's news programs, and are being placed in the rooms of the William Penn Hotel in Pittsburgh as courtesy reminders. This clever idea informs the hotel patronizers the hours newscasts are aired—morning, afternoon and evening, and also lists some of the commentators featured on WCAE. These cards are placed on the knobs of the hotel radios and will be replaced every few months to keep them timely.

## New KLRA Monthly

Station KLRA's newly inaugurated monthly publication is a newsy, four-page sheet which includes interesting stories that are on the lips of practically every radio-minded individual. And accompanying some of the stories are attractive photographs of the CBStars who are heard over KLRA. This promotion piece, which does a lot for CBS, should indirectly do a lot more for KLRA's commercial interests, simply because it's attention commanding.

Room, are Frank Ernest Hill, Mildred Game and Dorothy Rowden of CBS' Education Division.

"American School of the Air," currently is heard over 112 domestic CBS stations, and in addition is being carried by 38 Canadian Broadcasting Corporation outlets.

## KCMO's Sales Piece

In eye-catching colors of bold blue and gold, station KCMO's new brochure announces that "the Blue is your 'sure thing' radio bet in the golden Kansas City market." The inside of the promotion piece utters loudly in pictorial sound that "Millions of dollars are crossing the Kansas City counters!" To justify this theme, the brochure declares that "1941 was a great year for Missouri—a great year for Kansas. Crops never were better. Industrial production never was higher. And never in history have these two great states found such a ready and profitable market for their products." It's a provocative seller that should bring in the first note of a musical scale.

## WLW "Home Forum" Tieup

Station WLW's grocery trade relations department has been taking advantage of the housecleaning season, March 18 to April 1, by devoting its "Home Forum" broadcasts to giving feminine listeners housecleaning tips. Announcements of the programs are printed daily in the WLW area grocery trade papers. This department visualizes a happy triumvirate, with WLW as the guiding point for both the merchant and the consumer.

# Higher Court Decision Unfavorable To Ascap

(Continued from Page 1)

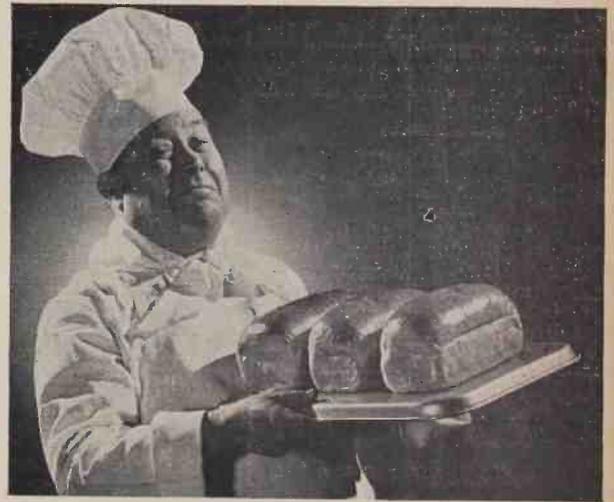
Benedict Dineen of the N. Y. Supreme Court which sustained the complainants as having a cause of action. At the time, Judge Dineen threw out the corporate defendants and held in effect that the action was against Ascap only, as an organization.

Appellate Division in addition to upholding the cause for action, reinstated the corporate defendants such as the president, Deems Taylor, and the individual members of the board, both current and those who served the past 10 years.

Reinstatement of the corporate defendants means that the plaintiffs can hold liable the individual board members, also their own corporations represented on the Ascap board.

Andrew D. Weinberger represented the plaintiffs and Schwartz & Frolich, Ascap. Next move, according to attorneys in the case, is for the two music houses to amend their complaint and start the action on its original basis. Two music houses seek an accounting of Ascap funds for 10 years due to limitations, which will not permit the plaintiffs to go back further than that.

Litigation was started on January 8, 1943.



Get All 3 in Hartford...

An important market calls for a good advertising job! Get all 3 on WDRC—1) coverage, 2) programs, 3) rate! That's the tried and true formula of successful adcasters.



## CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.

# WTAG

WORCESTER



# WDRC

CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS  
Hartford 4  
Connecticut

NATIONAL REP.  
Paul H. Raymer Co.

Wolly sez—

**SELL WASHINGTON AND YOU SELL THE NATION**

... Sell Them on

**WOL**

Affiliated with Mutual

Natl Reps. SPOT SALES, INC.  
New York, Chicago, San Francisco

# Cowles Reported Buying Into WCCO

(Continued from Page 1)

Minneapolis-St. Paul and will probably be used as the spring board for development of FM and television in the Northwest.

Another aspect of the Cowles-CBS negotiations may be a deal whereby the Cowles group, owners of KSO and KRNT, Des Moines, will dispose of their interest in KRNT to the network. Under the FCC multiple ownership rule, it was pointed out, Cowles will find it necessary to dispose of one of the Des Moines properties.

Possible WCCO-KRNT deal has somewhat of a precedent in the recent CBS deal whereby it sold part of WBT, Charlotte, N. C. for KFAB, although it is true, the KFAB deal cleared up the 770 kc for WBBM, Chicago.

Understood that the Cowles brothers have long desired an outlet in Minneapolis, inasmuch as John is publisher of the Minneapolis Star-Journal, Tribune and Times, and a piece of WCCO would greatly complement and complete the picture there for the Cowles brothers.

## WOR Offers Audience "Triple Feature" Show

(Continued from Page 1)

remain for another 15 minutes to hear "Songs By Sunny Skylar."

Three-for-one bargain idea in studio entertainment will probably attract a lot of women shoppers during the Monday through Friday schedule of the three shows.

## Illinois GOP Group Buys Middle West Time

(Continued from Page 1)

set on the following stations: WENR, Chicago; WROK, Rockford, Ill.; WCBS, Springfield, Ill., and KMOX, St. Louis. Time is between March 23 and April 19. McJunkin Advt. Co., Chicago is the agency.

# WANT

EXPERIENCED ANNOUNCERS *Submit E.T.*

WRITERS *Submit "Aired" Scripts*

COPYWRITERS *Samples of Ads & Com'ls*

RESEARCH MEN *Submit Resumé*

EXECUTIVES *Submit Resumé*

TECHNICIANS

FRANK McGRANN *Radio Specialist*

POSITION SECURING BUREAU, Inc. (Agency)

331 Madison Ave., N. Y. C. MU. 2-6494



### Radio Vitamins For Monday ! !

Now that Dennis Day (nee McNulty) has been sworn into the U. S. Navy as an Ensign and joins the colors April 15, will Jack Benny start another search for a singer-foil as he did when he parted company with Kenny Baker? . . . or will he plan to alter his format . . . seems as though everyone expects some kind of a feller like that on the show and most likely a "golden" opportunity awaits a hopeful somewhere . . . which is radio itself—opportunity and reward for the right guy in the right spot . . . at any rate, this corner wishes the best of luck to Eugene Denis McNulty, of Brooklyn . . . he'll be missed by many a listener. . . Jack Gaver, syndicated amusement columnist for the UP, is writing a column on the opportunities for free-lance scripters over NBC, and the Blue . . . pillar goes to 900 daily papers . . . now the webs better watch out for more mail. . . Arthur Lesser, whose radio commentary "The Next Time I See Paris," is currently on WNEW Saturday nights, donates his salary to the Red Cross . . . Lesser is an American who was attached to the Free French and speaks on the underground movement.



Wonder what became of "the one, and only, the original Professor Quiz?" . . . the former fact-finding wizard of the airwaves used to offer real brain twisters to his contestants and listening public . . . it seems to this pillar that there's a place in radio for him today . . . Prof. Quiz who in private life was Dr. Craig Earle—the title stands for Ph. D.—hit a Crossley of 19.6 at the peak of his radio career. . . A thank you to Babs Brodsky, who used to comment on the distaff view of things before a Gotham mike, for her kind note from Charleston, where she is now a Navy wife . . . as the better half of Lt. Comdr. Milton Kurzok, M.C., USNR . . . her suggestion for a contributors' corner made up of excerpts of letters from scattered radio folk sounds likely. Now it's up to you readers. . . Lulu Bates and the "All-Time Hit Parade," will move into the 7-7:30 p.m. Sunday slot in June when Jack Benny leaves on his annual vacation. . . Two of Mutual's bond-selling programs, "Saturday Night Bondwagon" and Dave Elman's "Victory Auction," concluded their series Saturday night. . . On Sunday April 2, "This is the Army Hour," marks its third anniversary . . . Army program started on NBC April 5, 1942 and has since been taking listeners on Army operations and tours in all corners of the earth as well as U. S. training centers . . . many notables have been heard on the show which has been consistently good and packed with good stuff.



H. V. Kaltenborn walked into the publicity offices of NBC the other day with a preview handful of his new "Invasion Maps" for presentation to press chief, John McKay . . . encountering a bevy of newspaper women Kaltenborn lost all his maps to the press autograph seekers . . . Ralph Atlass, who recently sold WJJD, Chicago, to Marshall Field, in town for a huddle with CBS executives . . . NBC biggies back from their coast-to-coast "War Clinic" tour . . . Eddie Grief of NBC press qualified as an efficient host as he escorted a press party to the Joan Davis broadcast at Mitchel Field the other night. . . State of Arizona will again adopt Mountain War Time on April 1, and will operate on that time through Sept. 30, 1944 . . . notes Ned Midgley, CBS sales service manager . . . web shows for instance will be heard one hour later than currently over Arizona outlets. . . Jack Soo, only Chinese baritone on the air, and in this country say some sources, has been added to the cast of "Mutual Goes Calling," three times weekly. . . Mayor LaGuardia of New York dropped a line to Frank Mullen of NBC the other day, re the courtesy and efficiency of the web's Protection Service.



Remember Pearl Harbor

First

First

First

LISTENERS All surveys agree WRC leads morning, afternoon and night!

PROGRAMS 39 out of 50 network Firsts are most highly rated local programs!

SALES Lower rates than the second station . . . lowest cost per listener of all stations!

But This is the Usual Story for WRC We've Been FIRST Continuously Since 1923



LOS ANGELES

By RALPH WILK

HERE is good cheer for the long-hairs in "Cookie" Fairchild's experience recently at Camp Haan in California. Armed with boogie-woogie to give when he went to the Camp musical director of Eddie Cantor's show. "Cookie" was a plenty surged pianist when the G. I. boys had him playing Rachmaninoff compositions an hour after the regular show.

roudest possession of Comedian Dick Douglas is a pool table which he played on.

twentieth Century-Fox Corporation has signed a 13-week contract with sponsor Galen Drake on Monday, Tuesday and Friday each week in 15-minute philosophical commentaries. The program is heard 5:00 to 5:30 p.m., PWT on KNX. Western Advertising Agency placed the account through William Reid, KNX general executive.

George L. Moskovics, sales manager of the Columbia Pacific Network, is making an extended tour of the East Coast. Moskovics has been scheduled to discuss the West Coast Story of radio, at the request of more than 20 western representatives of eastern manufacturers and suppliers who met their home offices. Armed with a story on the "Pacific Panorama" and the charts pertaining to the West Coast's reason for being named "test-tubeland" of radio, Moskovics will invade the mid-west and stay for a protracted stay.

backstage visitor at a recent broadcast of Walter Pidgeon's "The Star and the Story" via CBS was Sergeant Stone from March Field, California, and best remembered by listeners for his creation of the "Henry" in radio's "Aldrich Family" program.



FCC Head Answers Charges Regarding Aleutians Incident

(Continued from Page 1)

that he didn't like the implication of Fly's statement regarding Miller, but Fly did not back down.

"Last Tuesday," said Fly, "Rep. Miller doused us with charges involving two kinds of water—one, Aleutian waters, and, two, seltzer water." Declaring his regret that Miller had not seen fit to substantiate these charges or present them to Fly, the Commission chairman went into a discussion of the first.

Denies Alaskan Charge

The first charge, he said, appears to be that the commission's Radio Intelligence division misled a portion of the fleet and drew it into a falsely indicated safe and clear area in Alaskan waters. "No such mishap has been established in public or secret testimony," Fly said. Wigglesworth interrupted "You didn't mean to leave the impression that you have been through the secret testimony before the committee, did you?" Fly answered that he wished he had, that he saw what he was able to see. The rest of the testimony taken behind locked office doors and "in hotel bedrooms," he said, has been withheld from the commission and used "to bludgeon us." He has repeatedly asked to see the secret testimony, he said, but it has not been made available to him.

Fly pointed out that RID never suggested fleet movements, and has never attempted to say whether a radio signal comes from a ship, a plane, or give any other conjecture as to source. All it does, he said—and under questioning Rep. Warren G. Magnuson, RID head George Sterling backed him up—is to give the military figures on RID bearings taken at two or more listening posts. The military makes its own fixes from these bearings, and reaches its own decisions as to what to do about them.

"Neither Admiral Hooper nor any other officer in the Navy has ever brought to the attention of the commission any erroneous bearings supplied by RID," said Fly, adding that the Navy still relies upon RID findings. He declared also that he was certain no commander in the Navy would send a task force hundreds of miles on the strength of one bearing submitted by RID or any other listening agency.

Fly Discusses Seltzer Water

As to the seltzer, Fly said he was mystified by Miller's remarks until he read in RADIO DAILY (Wed., March 22) Miller's explanation of the incident. Fly declared that was the first clue he had as to what Miller referred to. He pointed out that the story Miller told RADIO DAILY differed somewhat from the impression the Missouri congressman had left Tuesday in that Miller made it plain that the "16 bottles of seltzer water" had not been charged to the government.

George Storer, said Fly, is a respon-

sible and respected man in radio. It appears that "he bought and paid for and, so far as I know, consumed 16 bottles of seltzer water." Recalling that managers of the various stations owned by Fort Industries, Inc., were meeting in Atlanta at the time, Fly opined that the number might have been even greater than 16. Personally, he said, he drank very little.

Explains Atlanta Trip

As for the 85-cent breakfast check, Fly continued, "I regret that I had to pay that much. I generally get around the corner to some one-legged joint and eat for about 40 cents. I guess that fizzes out the seltzer water."

Fly said the purpose of his trip to Atlanta at that time was to inspect a new Western Union installation there, and that he had never intended to go to Fort Lauderdale, as Miller had charged. He did meet Ralph Horton, owner of WFTL, Fort Lauderdale, in Atlanta while there and discussed the affairs of the station. He denied that he discussed sale of the station. Horton, said Fly, had already virtually transferred his station without authority from the Commission, and Fly advised him to file all the facts with the Commission.

Fly will return tomorrow morning.

CHICAGO

By BILL IRVIN

THE United States Army will present three post-broadcast stage shows in Medinah Temple, following the forthcoming production of the WGN "Chicago Theater of the Air," heard Saturdays from 8 to 9 p.m., CWT, over WGN and Mutual, according to announcement by Maj. Gen. H. S. Aurand, Commanding General of the Sixth Service Command.

Following the broadcast of "New Moon" on April 1, the Army will salute War Department civil service employees with a show composed of the 344th Army Band from Ft. Sheridan, Ill.; Pvt. Bob Eberly, former dance band vocalist, and several acts from Camp Ellis, Ill. Among the latter will be "Nip and Tuck," a dance team formerly featured in the Broadway stage success "Babes in Arms."

Vera Lane, CBS-WBBM vocalist recently heard on the "Aunt Jemina" series, eloped last week with Lt. Lowell Sund, a fighter pilot and veteran of the African, Sicilian and Italian campaigns, Lt. Sund, who wears four oak leaf clusters, is stationed at the Santa Monica, Calif., Air Force Redistribution Center.

Robert Brown, NBC announcer now with the Navy has been named assistant motion picture operations officer in Washington. He has acted in six Naval films, in connection with other work.

Summer—or Winter REPLACEMENTS

"CAFE SOCIETY"

Musical variety show of unusual format. Starring Hazel Scott, Jimmy Savo, Mildred Bailey, John Sebastian, Teddy Wilson and His Band, and others. NOT just another variety show.

"TOPSY AND EVA TIME"

Half hour comedy script show, with music, starring Rosetta and Vivian Duncan, the famous Topsy and Eva team. Theatrical celebrities in supporting cast. Distinctive, different.

"CHICK CARTER"

Leading juvenile serial, in association with Mutual, and Street and Smith. Originated, produced, and directed by Fritz Blocki. Scripts by Jean and Nancy Webb.

FRITZ BLOCKI

WRITER — PRODUCER — DIRECTOR

655 Fifth Ave., New York 22, N. Y.—PL 9-6180

Builder of GOOD radio shows. Past successes include "COURT OF MISSING HEIRS" and "CAPTAIN MIDNIGHT"

## AGENCIES

**T**HE advertising budget of Ruppert Brewery for 1944 will show an increase of 10 per cent over the appropriation for last year, it has been announced by J. Kingsley Gould, director of advertising. The large group, of media will, as in the past, include radio. In this connection special emphasis will be placed on broadcasts of sporting events in the New York area.

**TWO CAMPAIGN GUIDES**—One on food and one on V-Mail—are being mailed to advertising agencies by A.A.A.A.

**DOROTHY THOMPSON**, columnist and radio commentator, is among the judges chosen to consider the entrants in the 14th Annual Exhibition of Newspaper Typography sponsored by N. W. Ayer & Son, Inc. The other judges will be Lowell Mellett, Maj. Gen. A. D. Surles, Adm. A. J. Hepburn, Jean Carlu and Thomas F. Barnhart.

**MILTON T. KYLE** has been named manager of the Philadelphia office of Albert Frank—Guenther Law, Inc. Kyle has been in the Philadelphia office for 10 years.

**JAMES F. LINCOLN**, president of the Lincoln Electric Company, will be the principal speaker at the luncheon meeting of the Sales Executives Club which will be held tomorrow at the Hotel Roosevelt.

**CHARLES W. HOYT CO., INC.**, has been appointed to handle the advertising of Hirestra Laboratories, Inc., manufacturers of beauty preparations.

**ROBERT BUECHNER**, formerly of N. W. Ayer & Son, Inc., has joined the staff of Batten, Barton, Durstine & Osborn, Inc. as assistant account exec. **JEANNE E. AVERY**, former member of the staff of WHCU, Ithaca, where she announced and did script and copy writing, has become a member of the BBD&O radio commercial group.

### New Movieland Show Slated For Blue Net

Los Angeles—A kaleidoscopic picture of Hollywood personalities and their activities will be provided Blue Network listeners twice weekly in a new five-minute program of movie chatter, featuring Buddy Twiss at the microphone, to be launched on April 4.

Sponsored by the Wilco Company in behalf of Biff Fly Spray and Clearex, the new Hollywood commentary program will be heard each Tuesday and Thursday at 10:55 a.m., PWT, on 14 stations of the Pacific Coast Blue Network.

Written by Noel Corbett, the scripts will feature news and feature items about the stars and last-minute bulletins on the Hollywood scene.

## PROGRAM REVIEWS

### JOAN DAVIS-JACK HALEY SHOW

WEAF-NBC, Thurs., March 23, 9:30 to 10 p.m.  
Mitchel Field, L. I.

Cast—Joan Davis, Jack Haley, George Raft, Verna Felton, Sharon Douglas, Dave Street, "Modernaires," Merle Kendrick's orchestra.

Sponsor—Sealtest, Inc.

Agency—McKee and Allright  
Producer—Tom McAvity

Writers—Ray Singer and Dick Chevillet  
Announcer—Kelvin Keech

**SMOOTH-WORKING TEAM SHOWS ARTISTRY IN OFFERING "CORN WITH FINESSE."**

Joan Davis, radio's vivacious auburn-haired comedienne, unwrapped her bag of radio tricks on her first eastern invasion before the flyers at Mitchel Field, L. I., the other night. Her appearance revealed that a fine sense of radio technique plus good vaudeville showmanship are the things that make her tick.

Miss Davis, capably supported by Jack Haley, proved that well timed mugging and grotesque gestures are good visual laugh getting stunts and add to the tempo of her radio show. Haley, who is a great entertainer in his own right, displayed artistic restraint as he foiled for Joan's merry-making and guided her through the script.

The Joan Davis show is essentially corny but it is corn with finesse. Her faltering voice as she continues from week to week in her quest for a man, served on this occasion to bring on George Raft, the dapper gent of movieland, who participated in a little comedy skit and said complimentary things about the Red Cross.

Musical highlights of the half hour included a neat vocal arrangement of "Holiday for Strings" as sung by the Modernaires, and Dave Street, talented vocalist, singing "I'll be Seeing You Again." Verna Felton as "Blossom Blimp" registered solidly with her air-minded audience.

### "STOP OR GO"

McKesson & Robbins  
Blue-WJZ, Thurs., March 23,  
10:30-11 p.m., EWT  
I. D. Tarcher

Writers: Erna Lazarus, Vic McLeod,  
Ben Pearson

Producer: Bill Krauch

The Blue's new "Stop Or Go," fashioned along the "Take It Or Leave It" and "Double Or Nothing" shows, has in its emcee, Joe E. Brown of the movies, all the personality a quiz show could ask for. The comedian effuses a naturalness other quizmasters might do well to emulate. His presence at the mike is engaging, particularly when he is face to face with a contestant. He handles his witticisms masterfully, and all in all, he projects a warmth and charm that

promise to make "Stop Or Go" go very far.

Brown, however, doesn't have to do all the work. Matty Malneck leads his orchestra in the musical numbers that have to be identified by the contestant drawing a set of questions in that category. It's lots of fun, and a pleasant "trip" is had by all who go with the contestant who goes from question to question and is not "stopped" until he gets to his destination with \$80.

Guest on the first program was Dorothy Lamour. She sang a song that had to be identified by one of the contestants. It took him a little time to identify Miss Lamour—don't ask us why.

At the end of the program, Brown read an editorial that was written by a newspaper man leaving his loved ones, to take an active role in World War I. Brown imparted to this message a simplicity and sincerity that could not have been surpassed by any dramatic actor. Judging from this first program, it seems that the radio may do more justice to Joe E. Brown's talents than have the movies.

### "LET YOURSELF GO"

Eversharp Pen & Pencil  
Blue-WJZ, 7-7:30 p.m., EWT  
Agency: Biow Company  
Producer: Hal James

Writers: Hal Beck, Jay Franklin Jones,  
David Victor, Peggy Mayer, Fred Norman,  
Hal Collins.

Another audience participation program, slightly comparable to the "Truth and Consequences" format, is the Eversharp production of "Let Yourself Go" starring Milton Berle.

The format of "Let Yourself Go" is a simple one. If you've ever had a secret ambition to give somebody a haircut via the soupbowl method, you may do so on this program providing your letter is chosen—and you're willing to do it with a few obstacles designed by the Berle entourage. Other hitherto frustrated individuals were given the opportunity to —(1) be an announcer, (2) whistle over the air, (3) be the judge of a bathing beauty contest. Prizes ranging from \$25 to \$100 were awarded to the persons least inhibited by the conditions under which they must realize their ambitions. It seemed like a lot of fun for the persons who were fortunate enough to see the program, while this department bemoaned the fact that television hadn't made more strides.

Oh, yes, at the beginning of the program, Mr. Berle mentioned that Earl Wilson, New York "Post" columnist, and Elsa Maxwell were among the judges. But they didn't do or say anything, so this department pulled another long face. However, Zasu Pitts came up to the mike a few minutes before curtain time and Berle played straight man to her dated material. Outside of that, everything else was fine. Commercials made us envious of the participants who were each presented with an Eversharp.

## NEW BUSINESS

**WFIL**, Philadelphia: Winfield D. Co., Philadelphia (Zenith Hearing Aid), seven announcements weekly for 13 weeks, through Chas. Cass Advertising Agency, Philadelphia; Campbell Soup Co., Camden, N. J. (soup), three announcements weekly for 13 weeks, through Ward Wheeler Co., Philadelphia; Wilbur-Such Chocolate Co., Lititz, Pa. (Such Chocolate), three announcements weekly for 13 weeks, through G. & Rogers, Philadelphia; Blaun Inc., Philadelphia (department store), five announcements weekly, 13 weeks, through Stewart-Jordan Co., Philadelphia; Jackson & Moyer, Philadelphia (Clothing), 15 sports studio programs, once weekly, 52 weeks, through LaBrum & Hanson, Philadelphia; Olivo, Philadelphia (I-Tonic), six 10-minute studio programs weekly, 52 weeks, through Philip Klein Advertising, Philadelphia; M. & M. Clothing, Philadelphia (M. & M. Clothing), one half hour studio program (transcribed) weekly, 13 weeks, through H. M. Dittman, Philadelphia; National Oil Prod. Co., Harrisburg (Admiracion Shampoo), five announcements weekly, 26 weeks, through Charles Dallas Res Newark, N. J.; George Gorson, Philadelphia (used cars), 15 announcements weekly, 13 weeks, through Philip Klein Advertising, Philadelphia; Phillips Packing Co., Cambridge, Md. (Phillips Soups), five announcements weekly, 52 weeks, through Aitkin-Kynett Co., Philadelphia (renewal); John F. Daly, Philadelphia (used cars), three announcements weekly, 13 weeks, through L. Brown Advertising, Philadelphia; SKF Industries, Inc. (help wanted), Philadelphia, six announcements weekly, six weeks, through Gear Marston, Inc., Philadelphia; Fos Milburn Co., Buffalo, N. Y. (Doa Pills), three announcements weekly, 52 weeks, through Spot Broadcast Inc., New York; Philadelphia & Western Railway Co. (transportation), 15-minute studio programs, 52 weeks, placed direct.

### Gets Promotion

Arthur F. Gibson has been appointed assistant general sales manager of the Stromberg-Carlson Company of Rochester, New York, it was announced by Lloyd L. Spence, vice-president and general sales manager. A native of Rochester, Mr. Gibson joined the Stromberg-Carlson Company in 1912 as a materials inspector and subsequently held numerous positions in the company's manufacturing division.

### Lubkert To Army

Cliff Lubkert, transcription producer in McCann-Erickson's radio department, is on leave of absence to the Army today. He has been with the agency 10 years, has been replaced by Johnny Wilson, assistant director at CBS, who moved over to the agency last week.

## WLW-WSAI Announce Invasion Planning

Cincinnati—Utilizing four news services, its own war correspondents and special overseas broadcast arrangements, WLW and WSAI have completed plans for extensive coverage of the impending European invasion.

Howard Chamberlain, WLW program director, in co-operation with James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, has announced the organization which will handle the invasion coverage.

In the newsroom, William Dowdell, editor-in-chief, has arranged for the quick recall of his staff of 20 writers and commentators when the break comes. With all three major American news services, in addition to Reuters, the news staff operates on three shifts, with in charge of an editor. Dowdell, his assistant, Gilbert Kingsbury, in charge during the day; Milton Chase, night editor, takes over at 6 p.m. and Jack Doyle assumes command at 1 a.m.

WLW's three war correspondents receive instructions to provide special coverage by cable and to broadcast live if occasion presents. In addition, James Cassidy, WLW special events director, has made arrangements for BBC coverage, including, possibly, exclusive overseas broadcasts such as have been used on WLW the last year.

## Coopersmith Returns From Dominican Tour

J. M. Coopersmith, director of Music Library and Copyright Division of WOR, has recently returned from a three-month study of musical resources of the Dominican Republic. In recognition of his contribution to the Republic he was decorated with the Order of Juan Pablo Duarte, the country's most distinguished honor. Dr. Coopersmith visited 22 cities of the Republic, traveling by mule pack and automobile. He carried with him portable recording equipment and was able to secure 78 records of the folk music of the country.

## Joins CBC Board

Montreal—Bernard K. Sandwell, into, has been appointed a member of the Board of Governors of the Hon. R. L. LaFleche, War Services Minister, announced Friday in the House of Commons. Sandwell is managing editor of Toronto Saturday Evening Post.

ary To Donahue & Coe Donahue and Coe agency, in further expanding its radio department taken on Gladys M. Conry, scripter who has done such shows as "Telephone Hour," "Helpmate," "The Free" etc. She will be a writer and editor. Miss Conry formerly associated with Benton Bowles and Erwin, Wasey Co.

# THE WEEK IN RADIO

Fly Answers Charges

(Continued from Page 1)

forth the facts on the Miller charge that the FCC had bungled things with the U. S. Navy in Alaskan waters. The Missouri Congressman promised to do so if the Navy would permit. His promise followed a fiery statement from Fly on Miller's tactics of throwing sneak punches at the Commission in the form of unsupported innuendos. Additional matters probed by the special House committee included FCC activities in foreign-language broadcasting.

Television received a shot in the arm with the disclosure of developments by NBC, CBS, the Blue Network and the American Telephone and Telegraph Co. Live-talent production planning on a large scale by NBC was indicated by the appointment of N. Ray Kelley, eastern production manager and an expert on scenic and similar effects, to take charge of the net's technical tele facilities. NBC later made known it would contract with motion picture producers for film to be made solely for tele, according to a statement in Hollywood by Niles Trammell, network prexy.

The annual report to CBS stockholders carried a statement by Paul W. Kesten, executive vice-president of the web, in which he forecast post-war tele in full and natural color with larger pictures and high fidelity. Intention of the Blue to file for four tele outlets of its own, in addition to encouraging affiliates to follow suit, was affirmed by Mark Woods, president of the net. Plans for a two-million-dollar trial of shortwave radio relays for inter-city television and telephone relays were revealed by the AT&T.

Other tele news centered around new eye-and-ear entries. Westinghouse filed applications for tele licenses in Boston, Philadelphia and Pittsburgh. The Stromberg-Carlson Co. announced plans for a commercial tele outlet in Rochester, N. Y., pending license approval by the FCC. WLW, Cincinnati, possessor of a hold-over tele license from three years ago, was reported planning to modernize the outlet when equipment became available. Philco Radio and Television Corp. of Great Britain bought a factory from General Aircraft, Ltd., in the island kingdom, thus acquiring a potential production plant in the post-war television set-up.

A series of outbursts by Rep. Martin Dies, D., Tex., chairman of the House Special Committee on Un-American Activities, against Walter Winchell, columnist and commentator, was climaxed by the Blue net's offer to Dies, and his acceptance, to speak in the 15-minute slot follow-

ing Winchell last night. Dies had previously disclosed that he had subpoenaed the scripts and transcriptions of the Winchell broadcasts for the past two years. This action followed nearly two weeks of constant criticism of the commentator by the Texan and Reprs. John Rankin and Clare Hoffman.

**New Shorts:** Curb on the power of James C. Petrillo, musicians' union chief, was sought from the Senate Interstate Commerce sub-committee by officials of the National Music Camp at Interlochen, Mich., which used to broadcast Summer sustaining programs over NBC until the Petrillo ban... Columbia Recording Corp. and RCA Victor Division filed their comments with the National War Labor Board, endorsing the WLB panel findings in the disk decision ordering the musicians back to work, thus answering the previous filing of exceptions by the American Federation of Musicians... CBS decided not to fight the shift of platter turners from the International Brotherhood of Electrical Workers to the AFM, both AFL unions, even though the transfers would cost them a tidy sum.

Staggering total of \$352,650,000 worth of advertising was contributed to publicizing war-effort problems in 1943 by U. S. business, with radio known to share in the major portion of the contribution. It was revealed in the second annual report of the War Advertising Council... The Senate defeated a move to restore the FCC budget cuts... Net time sales of 160 outlets with power ranging from 1,000 to 2,500 watts were 22.5 per cent higher in 1943 than the previous year, it was reported by the FCC.

**Personalities:** Carl Haverlin, BMI vice-president, joined Mutual as head of the web's station relations department, succeeding Dick Connors, who recently resigned... A. W. Lehman, manager and secretary of the Co-operative Analysis of Broadcasting, was elevated to the office of president, with George H. Allen, of WOR, New York, taking over the vacated spot... Chester S. Slaybaugh, former time buyer of Morse International, Inc., became manager of the ad agency's radio department... Norman E. Jorgensen, assistant to FCC Chairman James L. Fly, reported to the Navy as a lieutenant (j.g.)... John Turner, formerly script editor with CBS, was named script editor of the Blue net, effective April 3.

*Suggestion: This news digest may interest some one from radio now in the armed forces. Clip and send it along.*

## Broadcasts Relief Dinner

Station WINS broadcast the 40th anniversary of the Jewish Consumptive Relief Society dinner from the Grand Ball Room of the Hotel Astor, last Sunday evening. The society was founded in September, 1904.

## BMI's New President To Be Named Apr. 19

(Continued from Page 1)

ment will follow a board meeting scheduled soon after J. Harold Ryan formally takes over his post with the NAB.

Usual procedure, it is expected would be to install Ryan as president in the industry-owned music house, but there is also the possibility of Merritt Tompkins, vice-president, being named in order to lighten Ryan's many duties. Nothing definite however will be known until after the BMI board and Ryan hold forth.

## To Pick Up Detroit Winners

"Swing Shift Frolics," Blue Network's sustaining show heard Fridays from 11:30 p.m., to midnight, will launch a series of pickups from other cities throughout the country beginning with Detroit. Each week the Detroit winner will be picked up through the facilities of WXYZ in conjunction with the New York broadcast of winners in the eastern area which is heard over WJZ.

## Major Eliot's New Book

Major George Fielding Eliot's new book, "Hour of Triumph" which is being published by Reynal & Hitchcock, went on sale last week. In introducing the work the CBS military analyst wrote: "It seeks to examine the conditions under which victory may be attained and the practical possibilities of reaping from that bloody harvest the fruits of a lasting peace."

## Goes Full Network

Beginning April 1, Bob Becker's Pet Parade, sponsored by John Morrell and Company for Red Heart 3-Flavor Dog Food, will be heard over the full NBC network. The contract, calling for the expansion from 86 outlets, was placed through Henri Hurst and McDonald, Inc.

*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

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

### — CALIFORNIA —

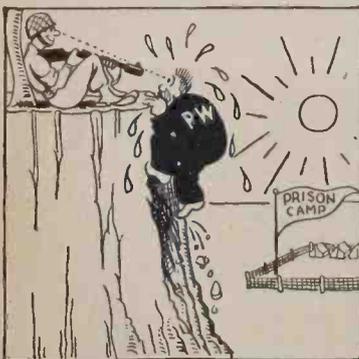
**SAN FRANCISCO**—Capt. Wilber Eickleberg of the U. S. Marine Corps, former manager of KFRC and sales manager for KHJ, dropped in to pay his respects to the KFRC staff recently... Headed by general manager John W. Elwood, KPO department heads trekked to Hollywood last week-end to attend the NBC Western Division War Clinic. Attending are: Ray Buffum, program director; George Greaves, engineer in charge; Louise Landis, information-press manager; Helen Murray, sales promotion director; Charles Cooney, director of news and special events; Walter G. Tolleson, Jr., NBC network sales; Larry Smith, news commentator... **OAKLAND**—KROW carried a special remote broadcast of the dedication ceremonies attendant to the opening of a new chapter house for the American Red Cross.

### — CONNECTICUT —

**HARTFORD**—Commercial Manager William F. Malo of WDRG is back at his desk after a brief siege of the grippe... Jim Platt has resumed his Victory Garden series over WTIC. It's a Monday through Friday feature... **BRIDGEPORT** — 1st Lieut. George C. Weimore, formerly identified with WICC Norwalk presentations, is home on furlough after two years in the South Pacific... **STAMFORD**—Aime Gauvin, former announcer at WSRR, and now with WHN, New York, has been inducted into the armed services and will report within the next week or so.

### — MISSOURI —

**ST. LOUIS**—In its effort to put sponsors behind war bond programs, KSD sold 30 quarter-hour bond shows during the Fourth War Loan Drive... **KANSAS CITY**—James W. Coy, former program director for KCMO, has returned to this station in the same capacity, Jack Stewart, manager of KCMO, announced. Coy was formerly news editor and in charge of special events for WNEW, New York... Mrs. Jack Stewart has been promoted by the board of directors of KCMO to the position of assistant general manager.



"Never mind, Schnitzelberg, now you can listen to WFDF Flint some more."

### — TEXAS —

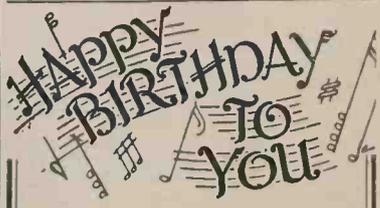
**SAN ANTONIO**—New series of broadcasts aimed at rural Texans is being aired over WOAL 15 minutes Mon. through Fri., with Bill McCann as spieler for the programs... **DALLAS**—From the stage of the Palace Theater beginning April 3, will originate a series of seven broadcasts of the NBC "Dr. I. Q." show—the first time the series has originated in the Southwest. Jimmy McClain is the "doctor"... **FORT WORTH**—Hugo Speck, popular news analyst and commentator, is being heard in a series of broadcasts over KGKO, Mon., through Fri... **LONGVIEW**—Mary Frances Oney, formerly of KFRO, is now an apprentice seaman... **HUNTSVILLE**—Harold Coley, former KSAM announcer, has returned to that station in the capacity of program director.

### — NEW YORK —

**BUFFALO** — Elva Timberlake, teacher of interior decorating at the University of Buffalo, started a new series entitled "Decorating Is Fun" over WBEN, last week... **SYRACUSE**—Twenty-six staff members, three-quarters of the station's entire personnel as of Dec. 7, 1941, are now in the armed services. Among the latest to leave were Ray Krist, news editor, and William Thorpe, spieler... **ITHACA**—Robert E. Short, spieler and engineer at WHCU, is on leave to the U. S. Army... **JAMESTOWN**—Jack Charest, now associated with Blue Network guest relations in New York, will assume announcer duties at WJTN in April... **PLATTSBURG**—Betty Swift, young vet at WMFF, has been appointed program director and assistant manager of the station.

### — NORTH CAROLINA —

**CHARLOTTE**—WAYS recently employed two girls to operate the control boards... Jimmy Patterson, former WAYS announcer, now in the Navy, dropped in for a brief chat... **ASHEVILLE**—Charles Pekor, of the CBS press information department, was a recent visitor to WWNC... WWNC will broadcast its evening Esso Reporter program next Monday from Asheville's Grove Park Inn in the presence of a group of Standard Oil representatives.



March 27

- George Fields
- Ferde Grofe
- John H. Henninger
- John Holtman
- Fred Keating
- Claude Morris
- Charles Ross

### — COLORADO —

**DENVER**—KLZ is receiving widespread and favorable comment because of the recently inaugurated use of the Sonovox recorded station breaks... James R. MacPherson, general manager and commercial manager of KOA, and Duncan A. McColl, asst. KOA sales manager, are in Los Angeles attending an NBC regional station executives meeting to discuss problems of wartime programming and station operation with top personnel from NBC's New York headquarters... Robert H. Owen, chief engineer of KOA, attended the NBC War Clinic meeting held in Chicago last week.

### — ARIZONA —

**PHOENIX**—KOY execs are munching aspirins again! Governor Osborn and the Arizona legislature have decided to return the Baby State to Mountain War Time on April 1st. Resultant shift of programs has produced multiple headaches and problems as well... **GLOBE**—March 1st was a gala occasion for stations KWJB and KYCA. Willard Shoecraft, program director, announces, because both stations became affiliates of the National Broadcasting Company.

### — DISTRICT OF COLUMBIA —

**WASHINGTON**—In recognition of outstanding service and individual accomplishments in the sale of Bonds through her "Good Neighbor" broadcasts on WWDC during Fourth War Loan Drive, Alice... has been awarded a special citation by the United States Treasury department... George Wheeler, assistant to the general manager of WRC, will leave for London shortly as a war correspondent for NBC... Ward Wilson has been appointed permanent quizmaster and emcee of the "Battle of the Bureaus," program... WOL has just added a new announcer to its staff; Michael Wang formerly with WINX, Washington.

### — OKLAHOMA —

**OKLAHOMA CITY**—New faces at V are announcers Al Breaks from Indianapolis and George King, formerly with KCME, Tulsa, and Blue Wright as assistant program director... **TULSA**—The KVOO special show originating from Camp Gruber, Oklahoma, is helping to materialize some of the GI's wishes. Some of them real screen test for a soldier, a date with princess, a ride in a submarine, a chance to conduct a symphony orchestra. C. Allen A. Funt emcees the program.

**SEE NBC FOR THE TOPS IN RECORDED PROGRAMS**

**"LET'S TAKE A LOOK IN YOUR MIRROR"**

*with Stella Unger*

Five-minute shows which brim with feminine appeal! Hints on charm, style, make-up, poise... by Stella Unger, the personality expert with an impressive record of successes. A series of 156 programs for 3-, 5-, or 6-a week broadcast. Expert promotional material to support these programs which are ready and waiting to sell products for women, their children and their homes. Send for information and audition records today!

★ ★ ★

Many other NBC Recorded Programs—5 minutes to half-hour.

**NBC** RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

National Broadcasting Co.  
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 Vito, Hollywood, Cal.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 26, NO. 61

NEW YORK, N. Y., TUESDAY, MARCH 28, 1944

TEN CENTS

## Industry Studying 'Draft'

### New Tele Sponsor Signed by Du Mont

As a forecast of things to come in the electronic world, Durez Plastics and Chemical Company of North Tonaunda, N. Y., will sponsor a 13-week series of television programs entitled, "Our World Tomorrow," on the Du Mont station, W2XWV, New York, starting on Sunday, April 30.

The half-hour program will be divided between entertainment, and a review of "things to come." Such as flight industrial designers as Wal-Teague, Raymond Loewy, Nor-

(Continued on Page 2)

### Hal Styles Enters Race For Congress In Calif.

Los Angeles—Hal Styles, veteran master of ceremonies and producer, will air "Let's Face Facts" and "Lest We Forget," over KFVB, is making spirited campaign as a candidate for Congress in the 16th district. He is running on both the Democratic and Republican tickets and has the support of several labor and civic groups. He conducted the "Help Thy Neighbor" program for almost five years.

### CBS Sets Varied Sked For Easter Sunday Fare

Easter Sunday, April 9, will be celebrated on CBS with a variety of special programs originating throughout the country, beginning with Sunrise Services at 6:00 a.m., EWT, two hours earlier than the normal opening of network operations, and continuing throughout the day.

Fishing in the array of Easter programs is the 172nd annual Moravian

(Continued on Page 2)

### Good Cause

For the two-week period ending March 31, Coca-Cola has abandoned its middle commercial on the two Blue web programs in order to make an appeal for used musical instruments to be distributed to servicemen. Through "Spotlight Bands" and the Morton Downey program, listeners are asked to deliver the instruments to Coca-Cola bottlers or Blue outlets.

### Diz Daisies

Dizzy Dean, erstwhile big league pitcher, who has a vocabulary all his own when it comes to describing a baseball game has written a book on baseball lingo called, "Diz Daisies." Dean, incidentally, will broadcast the St. Louis National and American League home games for Falstaff Brewing Corporation again this year.

### Forecasts Changes In Radio Broadcasting

Montreal—Changes in broadcasting methods were foreseen by Dr. Augustin Frigon, acting general manager of Canadian Broadcasting Corporation, in giving evidence before the Dominion House of Commons committee on radio. He said the CBC was justified in not recommending an increase in power over 1,000 watts partly because "it is quite possible and even probable, that when the war is over, important changes will occur in the method now used in broadcast-

(Continued on Page 8)

### Commercial Television Inquiries Increasing

Increasing client and agency interest in the commercial possibilities of television are indicated from developments of past week. Lever Brothers, heavy users of radio time, are canvassing stations with tele facilities to ascertain commercial rates and

(Continued on Page 2)

## Winchell-Dies Row Topical; Broadcast Results Analyzed

### Mr. 'P. W.' Gets A Surprise! Cuts Pre-Birthday Cake

Paul Whiteman, Blue Network musical director, whose birthday falls today, got a pre-birthday surprise following his "Hall of Fame" show on Sunday. P. W. received a huge birthday cake from Peter deRose and May Singhi Breen embellished

(Continued on Page 2)

## Re-Classification Of Men From 30-38 May Seriously Affect Broadcasters' Manpower Situation During '44

### 3 Gen. Foods Programs In Time-Web Changes

Three General Foods daytime programs will shift schedules, some to different networks in order that they will run consecutively on their respective webs. Three will run successively on CBS and two on NBC, after the shift is made Monday, April 3.

Shows that will move are: "Portia Faces Life," now heard 5:15 p.m., EWT on NBC for Post's 40% Bran

(Continued on Page 2)

### Plan Amended Complaint In Ascap Accounting Suit

With music circles buzzing over the decision by the Appellate Division of the Supreme Court of New York last Friday wherein Denton & Haskins and Gem Music Co. were upheld in the contention that they had a cause

(Continued on Page 2)

### NBC To Re-Broadcast "Assignment U. S. A."

In response to many requests, NBC will rebroadcast "Assignment U. S. A." on Tuesday, April 4, at 11:30 p.m. Dramatic presentation was first heard

(Continued on Page 8)

With occupational deferments of Selective Service registrants between 18 through 25 eliminated and a disposition on the part of Draft Board administration to regard radio as "non-essential" industry, broadcasters yesterday were giving serious consideration to a warning bulletin sent out by NAB.

While the drafting of 18 to 25-year olds will not have a paralyzing effect on broadcasting operations the prospect of drafting pre-Pearl Harbor

(Continued on Page 6)

### Grant Agency Expands; In Cuba & Venezuela

Acquisition of a new office in Havana, Cuba, and another at Caracas, Venezuela, effective April 1, was announced yesterday by Will C. Grant, president of the Grant Advertising, Inc., following consummation of a deal with Charles Monroe, former owner of the two foreign concerns.

Monroe Advertising Agency, in

(Continued on Page 6)

### Lewis Arrives From Coast For Radio Conferences

Martin Lewis, radio head of Paramount studio's publicity department, arrived in New York yesterday to confer with R. M. Gillham, advertiser

(Continued on Page 2)

### Televises Shostakovich

Prelude to the Western Hemisphere premiere of Dmitri Shostakovich's "Eighth Symphony" by the New York Philharmonic-Symphony over CBS Sunday will be the telecast of a film featuring the famed Soviet pianist-composer over WCBW, Columbia's tele outlet in Gotham, Thursday. In the film Shostakovich plays music he wrote for a Russian movie.

(Continued on Page 8)



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**JOHN W. ALICOATE** : : : Publisher

**FRANK BURKE** : : : : : Editor

**MARVIN KIRSCH** : : : Business Manager

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**FINANCIAL**

(Monday, March 27)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Chg.
Am. Tel. & Tel.	157 1/2	157 1/4	157 1/2	+ 1/8
CBS A	29 1/8	28 7/8	28 7/8	+ 1/8
CBS B	29	29	29	.....
Crosley Corp.	19 1/2	19 1/2	19 1/2	.....
Farnsworth T. & R.	12 3/4	12 1/8	12 1/8	- 3/8
Gen. Electric	36 1/4	35 7/8	36	.....
Philco	30 1/8	29 1/2	29 1/2	- 1/2
RCA Common	9 7/8	9 3/4	9 7/8	.....
Stewart-Warner	13 3/8	13 1/4	13 1/4	- 1/2
Westinghouse	98	97 3/4	97 3/4	+ 1/4
Zenith Radio	37 1/4	37 1/4	37 1/4	- 1/4

**OVER THE COUNTER**

	Bid	Asked
Stromberg-Carlson	11 5/8	12 3/8
WCAO (Baltimore)	20 1/2	.....
WJR (Detroit)	32 1/2	.....

**20 YEARS AGO TODAY**

(March 28, 1924)

"Impressions of Political Movements in the Orient" is the subject of a lecture to be delivered today by Jane Addams from Town Hall, New York, which will be aired over WJZ... Billy Jones and Ernest Hare, "The Happiness Boys," are a popular and regular feature on the WEAf airwaves.

**3 Gen. Foods Programs In Time-Web Changes**

(Continued from Page 1)

Flakes to the 2-2:15 p.m., time on CBS for Grape Nuts Flakes and Grape Nuts Meal.

"Young Doctor Malone," now heard 2 p.m. on the full CBS network, will be heard 2:30-2:45 p.m. the product remaining the same, Post's 40% Bran Flakes.

"We Love and Learn," now heard 2:30-2:45 p.m. on CBS for Grape Nuts Flakes and Meal, will move to the 5:15 spot vacated on NBC by "Portia," and also for the bran flakes.

Thus General Foods will have three consecutive programs of 15 minutes each on CBS beginning 2 p.m. "Portia," "Joyce Jordan, M.D." and "Young Dr. Malone," two on NBC will be 5-5:30 p.m. with "When A Girl Marries" and "We Love and Learn."

Benton & Bowles is the agency on the General Foods account for the shows involved.

**Plan Amended Complaint In Ascop Accounting Suit**

(Continued from Page 1)

for action against Ascop and its officials and board of directors and also wherein the board's corporate affiliations were reinstated, it is expected that Andrew D. Weinberger, attorney for the two music houses will now file his amended complaint.

There is also the possibility that Schwartz & Frohlich, attorneys for Ascop may seek an appeal to the Court of Appeals. If the appeal is granted, the amended complaint will probably wait until this decision is handed down. Otherwise the new complaint will be filed. Action seeks a 10-year accounting of Ascop funds among other items, but the reinstatement of the corporate defendants makes them and their companies liable as well as Ascop as an organization. This ultimately bounces back as far as such firms as M-G-M and Warner Bros. as well as the other music house members, and writers.

**Lewis Arrives From Coast For Radio Conferences**

(Continued from Page 1)

ing and publicity director, on plans for extensive radio campaigns on Cecil B. DeMille's "The Story of Dr. Wassell" and "The Hitler Gang." Lewis came here from Chicago where he worked on a week's schedule of radio broadcasts for the world premiere of "The Navy Way." His next assignment is on broadcasts in connection with the official Washington preview of "The Story of Dr. Wassell" in Constitution Hall on April 1.

**Mr. 'P. W.' Gets A Surprise! Cuts Pre-Birthday Cake**

(Continued from Page 1)

with a caricature of dean of modern American music. It was their annual tribute to Whiteman for popularizing De Rose's composition, "Deep Purple."

**CBS Sets Varied Sked For Easter Sunday Fare**

(Continued from Page 1)

Sunrise Service conducted by Bishop J. Kenneth Pfohl, D.D., of the Moravian Church, who will deliver an address to the armed forces of America and her allies through CBS shortwave facilities.

Other participants in the programs to follow in the same day will be: Rev. Douglas L. Rights, pastor of the Trinity Moravian Church; John M. Brown, lay member of the Moravian Congregation; Rt. Rev. Oliver J. Hart, D. D., Bishop of the Diocese of Pennsylvania; Rev. Edward F. Manthel, pastor of Colorado Springs' First Congregational Church; Rev. A. W. Luce, pastor of the Colorado Springs Central Christian Church; Rev. Cyrus E. Albertson, pastor of the First Methodist Church; Rev. Roy P. Morris, pastor of the United Presbyterian Church; E. Power Biggs, organist; Maurice Brown and the CBS ensemble; Rev. William A. Young, pastor of the First Presbyterian Church of Peoria.

Also Rev. Glenn T. Settle, pastor of the Gethsemane Baptist Church, Cleveland; Albert E. Bowen, member of the Quorum of the 12 Apostles of the Church of Jesus Christ; Bruno Walter and the N. Y. Philharmonic, with soloists Nadine Conner, William Hain, Mack Harrell, Jean Watson, Herbert Janssen and Lorenzo Alvary.

**New Tele Sponsor Signed by Du Mont**

(Continued from Page 1)

man Bel Geddes, Donald Deskey and scores of others, will appear on the series to demonstrate and describe the plastic and electronic wonders being readied for the post-war period.

Realistic models of post-war homes, cars, planes, ships, washing machines, refrigerators and scores of other items, constructed by the special effects department of the Television Workshop, will be used on each telecast. Motion pictures, specially prepared for this series, and numerous props, dioramas and miniatures will also be utilized.

J. M. Mathes is the agency in charge. Irwin A. Shane, who has headed the Television Workshop since October, will write and direct the series.

**Commercial Television Inquiries Increasing**

(Continued from Page 1)

production facilities. In Chicago, Helen Carson, manager of the B & K television station, WBKB, has sent out a letter to advertising agencies planning commercial television shows, to use their station for experimental programs.

**Gets 121 Stations**

"Big Sister," daytime drama, will be aired over 121 Columbia stations beginning Monday, April 3. The program is broadcast Mondays through Fridays, 12:15 to 12:30 p.m., EWT.

**COMING and GOING**

EDGAR KOBAK, executive vice-president of the Blue Network, is in Akron today to address the Rotary Club of that city.

C. L. MENSER, vice-president of NBC charge of programs, is expected back tomorrow from Los Angeles, where he participated in the network's traveling War Clinic.

JOHN B. REYNOLDS, station manager WKWK, CBS affiliate in Wheeling, West Va., spending several days in New York.

JOHN TOOTHILL, president of The Bu Smith Company, Inc., station representative has returned to his Chicago headquarters following several weeks in New York.

TED HUSING and JIMMY DOLAN, sportscasters on the Columbia network, are back from Cleveland, where they broadcast the Knight of Columbus track meet.

GRACE JOHNSON, director of women's activities for the Blue Network, is back at home offices after having addressed the Great Cleveland Radio Council.

MAJ. GARLAND POWELL, director of WRU Gainesville, has returned to his Florida headquarters after attending the Mutual network meetings in New York.

JAMES V. MCCONNELL, NBC manager spot sales, leaves today for the West Coast way of Denver. He'll be gone about five weeks.

GLENN MARSHALL, JR., commercial manager and sales promotion director of WMBR, Columbia's outlet in Jacksonville, has arrived from Florida on a short business trip.

GREGORY MURPHY, JR., of the Atlanta office of Headley-Reed Company, station organization, is in town for conferences at the New York headquarters.

BENNY GOODMAN arriving in New York having left Los Angeles last Friday by train for the East.

DALTON LeMASURIER, president and station manager of KDAL, CBS affiliate in Duluth, Minn., is visiting network headquarters in New York.

# Right in the Palm of your Hand

## AMERICA'S 4<sup>TH</sup> LARGEST MARKET

And Here's  
The PROOF!

**1943 BOX SCORE**  
Comparative 1/4 Hour Ratings  
12 Noon to 6 P.M.

<b>WAAT vs. THREE</b> 50,000 WATTERS COMBINED	LEADS	435 1/4 Hrs.
	TRAILS	360 1/4 Hrs.
	TIED	69 1/4 Hrs.
<b>WAAT vs. FOUR</b> LEADING INDEPENDENTS COMBINED	LEADS	893 1/4 Hrs.
	TRAILS	207 1/4 Hrs.
	TIED	52 1/4 Hrs.

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 1/4 hour ratings from 12 Noon to 6 P.M. for THE ENTIRE YEAR OF 1943! Ask to see it today!

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

SMART BUYERS

Use

**WAAT**

970 KC  
NEWARK,  
N. J.

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

\*Do you realize this market contains over 3 1/2 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.

## LOS ANGELES

By RALPH WILK

LILLIAN RANDOLPH, who is currently featured in Columbia's "Hollywood Inn" confesses to a hide-bound superstition about Fridays. Friday, claims Lillian, is her Bad Day. She refuses to start a new job, go on a trip, or launch any ventures on the sixth day of the week.

Lee Trent, former Texas radio announcer, gets an important role in the picture, "Graciously Yours," which Paramount is making. Trent is also doubling at Betty Rowland's "Ball of Fire" night spot on the Sun-set Strip.

Frank Sinatra and his Vimms airshow left Hollywood last week for an eight week period of broadcasting from New York. The first Sinatra broadcast will originate in New York on April 5th.

Bill Goodwin, who is more and more in demand for important picture roles since his work in Paramount's "Incendiary Blonde," is now slated for a big part in "A Medal for Benny" at the same studio. With three major radio shows, including the Burns and Allen and Bergen programs, on his roster, Goodwin is one of the busiest individuals in Hollywood.

Freeman F. Gosden and Charles J. Correll (Amos 'n' Andy) have been famous for years for bowling people over with their humor but an earnest AWVS war bond sales gal smiled for a different reason when she solicited the famous pair in their Beverly Hills office recently....They both asked for the \$1,000 form.

Producer C. P. MacGregor has signed Tommy Peluso to record for his transcription musical library.

Five years ago Billy Mills, leader of the Fibber McGee radio orchestra, organized a group of 20 neighbors and trades people into a chorus which still holds weekly music fests at the members' homes. At the outbreak of war, the choristers began playing special dates at hospitals and service camps around Southern California. So far they have given 34 concerts in 11 cities.

Our Passing Show: Don Thornburgh, Harry Witt, Fox Case and Lloyd Brownfield at projection room showing of "Command Performance-USA," which had been photographed at CBS and which is a one-reel subject produced by Army-Navy Magazine, Signal Corps, for showing to armed forces stationed in various parts of the world.

## Arch Franklin Cole

Arch Franklin Cole, famed as "King Cole," trombonist, died the past weekend at a hospital in Independence, Iowa. Cole, who recorded with many famous bands and was known to radio, suffered a head injury in an automobile accident three months ago at Waterloo, Iowa, and never fully recovered. He is survived by his widow, Catherine Cole, who is confined in St. Francis Hospital, Waterloo, Iowa, with chronic arthritis.

# MAIN STREET

WITH *Ol' Scoops Daily*

## A Reporter's Report Card . . . !

● ● ● NAT ABRAMSON: During our recent trip through the hinterlands, we 'went calling' on many an orchestra leader, singer and radiolite . . . . . we wish to go on record with the statement that Willard's orchestra, featured on the MBSwellelegant musical, 'Mutual Goes Calling,' which originates from WHK in Cleveland, rates a Radiokay . . . . . and as for vocal lovely Lillian Sherman 'her trilling is thrilling' . . . ● HERMAN STARR: We think you should know that Ann Hogan of your Chicago office is undoubtedly (and deservedly) the popular 'music fempoyes' in town . . . ● J. L. GRIMES: Since you are prexy of the Poodles Hanneford Tent of the Circus Saints & Sinners, you might like to know that Governor Bricker, the Republican candidate for the White House, who is a member of your Tent, will be the 'fall guy' at the next "C. S. & S. luncheon," slated to be held at the Waldorf-Astoria May 24th. . . ● VERNON H. PRIBBLE: Just wanted you to know how much we enjoyed hearing your advanced ideas on modern and future radio technique. . . ● BOB GILLHAM: Your radio contact men are on their toes. . . . . Dotly Lamour who has just completed "Road to Utopia," has been set to questar on the "Palmolive Party" Saturday and Phyllis Brooks, who arrives in Gotham today, will be the NBCharming guest on that same program a week hence.

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● ● ● ARCHIE GOTTLER: You are but a few months away from becoming a grandpappy . . . . . your lad, Sgt. Jerry Gottler, who also writes ditties, expects a 'Stork'etration some time in July . . . 'mozeltoff'. . . ● CAESAR PETRILLO: You have discovered many a vocalist and guided them to stardom . . . . . your newest protege, Jeannette (Davis) is WBBMarvelous . . . ● ROY HOWARD: Your "World-Telegram" radio editor, Harriet Van Horne, will have a book published soon by Simon & Schuster, titled "Weep Not Maiden" . . . . . Harriet hopes to go overseas this summer for Uncle Sam. . . ● CARL LAMPL: Your new torch tune, "Hat Check Girl" which you wrote with Maestro George Hamilton, is every bit as fine a composition as your current hit, "Close To You". . . ● SI STEINHAUSER: Just wish to thank you for kindly allowing Ol' Scoops the use of your office, typewriter and time, while we were in Pittsburgh. . . ● AL FRIEDMAN: We always knew that you were well-versed in matters pertaining to radio talent etc. but your 'keen knowledge of music-programming' should be made available to some enterprising radio agency.

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● ● ● PHIL BRITO: Your manager Irving Romm will open his own music publishing firm, Chelsea Music Co. . . . . first two songs will be "Who? Me?" and "I Should Worry," both of which have already been recorded by Will Osborne for Musicraft. . . ● UNCLE SAM: It 'out-fictions fiction' . . . . . Richard Cromwell, the original 'Kit' of the NBCast of "Those We Love," who was given a medical discharge from the Coast Guard after a year of service, returns to this program to succeed Bill Henry who has been 'Kit' for the past year and who reported to a U. S. Navy Boot camp last Saturday. . . ● LAZARE SAMINSKY: A Radiokay to your for generously donating your services, your musical brainchildren and all the proceeds of the "Three Concert-Salutes" to the children of the three countries you've thus musically-honored: namely France, England and Russia. . . ● SANDER HEYMAN: It was an unintentional error . . . . . we know you're a 'He' but when the Mexicano spoke of 'My Uncle Chihuahua,' he used the w.k. phrase, 'My Uncle, She etc.' . . . . . thus when we wrote the item we were 'mentally' in 'Makiko' . . . . . Si? Si? (see? see what we mean?). . . ● JACK BENNY: Dennis Day will wear the uniform of an Ensign in the U. S. Navy, starting April 15. . . ● ED EAST: After one week's plug on the 'Ladies Be Seated' program, your book, "Ed East's Fun Book," garnered 261,000 nickels . . . . . (and that ain't tin).

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— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

THE post-broadcast show April 1 will be salute to the reserve officers training corps, with more than 2,500 members of this organization in the studio audience. The show will feature the 740th Military Police Battalion Band from Camp Skokie Ill., under direction of Staff Sgt. Hubert Finlay. There will be vocal numbers by Pfc. Michael Stewart and Pfc. Leo Henning, and acts from Camp McCoy, Wis. It will be broadcast on WGN.

Another Army show will be dedicated to the Army General Hospital in the Sixth Service Command.

Helaine Stone has been added to the WJJD staff as assistant continuity chief. Miss Stone formerly was with KFEQ, St. Joseph, Mo.

Dick Noble, NBC announcer, joined the intelligence branch of the U. S. Navy at the end of March.

At least 25 tons of waste paper will be salvaged for the current paper campaign from business records in the dead storage files of the NBC central division, it was announced by Arthur G. Pearson, central division purchasing agent. The weeding-out project started March 1 and will continue through June 15. Pearson estimated that more than 80 per cent of the old records can be discarded.

## New Husing Show Thurs.

Ted Husing, CBS sportscaster, starts his new series of weekly sports talks over the network on Thursday, 6:15-6:30 p.m., EWT. Husing will fill his 15-minute periods with forecasts on sporting events, inside sports world news and chatter, and interviews with luminaries, athletes in the services, trainers and sports writers. One of the oldest employees of CBS, he has been on the announcing staff since Christmas Day, 1927.

## PA Signs Five More

Five more stations have contracted with Press Association, Inc., for the special AP radio wire service: WCAL, St. Olaf College Campus, Northfield, Minn.; KOCA, Kilgore, Texas; WDSM, Superior, Wisconsin; KUSD, Vermillion, South Dakota; WDNC, Durham, North Carolina; KGKB, Tyler, Texas.

## Seeks 250 Watt License

Rochester—A certificate of incorporation for the Rochester Broadcasting Corporation has been filed here and application has been made to the FCC for a license to operate on 250 watts. Directors of the company include Carl S. Hallauer, of the Bausch & Lomb Optical Company.

## ANNOUNCER WANTED

In Midwest Capital City—network affiliated station needs experienced announcer-operator. Attractive salary and working conditions. Send full details and audition transcription if possible. Write R. L. Rose, KWOS, Jefferson City, Mo.

# PROGRAM REVIEWS

## "THE TOP OF THE EVENING"

Westinghouse El. & Mfg. Co.  
WJZ-Blue Network, Mon.-Wed.-Fri.  
10:15-10:30 p.m., EWT  
McCann-Erickson, Inc.

EXCELLENT VOICES AND PIANO DUET PROVIDE EXTREMELY PLEASANT QUARTER HOUR.

Following Raymond Gram Swing, Westinghouse has an unusually fine array of singing, arranging and musical talent, packing a strong wallop into 15-minutes of undiluted entertainment. But one short commercial was heard, relative to wartime efficiency in manufacturing specific and important items such as small but powerful motors, etc.

Ken Darby and the "world's finest quartet," The Kings Men, offer snappy but excellent harmony in their delivery, thus getting away from the old barbershop rendition yet not detracting from entertaining qualities. Their selections of old and new tunes was good. Sally Sweetland provides the femme angle, also in fine voice; Ed Saldenberg and Edward Rebner, accompaniments and duets at the piano to round out the show in the same standard set by the vocalists. For good measure there is a male chorus to further enhance the offering.

Westinghouse has chosen the best talent it could get along the lines it desired and the effect is well worthwhile. Darby and the Kings Men in particular are well versed in radio art and the entire show is nicely blended. Program originates in Hollywood.

## NEWS PROGRAM

Sustaining

WJZ-Blue Network, Every Evening, 6:15-6:30 p.m., EWT  
Producer and Writer: William Lang

William Lang conducts one of the most interesting news programs to be heard on the air at the above mentioned time. While the first part of the program contains the usual pertinent news items of the moment, this program is a "must" because Mr. Lang is concerned with more than the superficial highlights of his material. Every night at this time, Mr. Lang

## "KELLY'S COURTHOUSE"

Sustaining  
The Blue-WJZ, Thurs., Mar. 23,  
7-7:30 p.m., EWT.

Writers: Leonard Finger and  
Elliott Whitman

Producer: Alex Leftwich, Jr.

CONCOCTION OF MUSIC, MYSTERY AND QUIZ AMUSES AND REVEALS POTENTIALITIES.

If Alex Leftwich, Jr., producer and originator of the Blue's new sustainer "Kelly's Courthouse," dispenses with some of the asinine activity that opens the program, listeners will stick to 770 on their dials and potential sponsors will eventually bid for the opportunity to have their commercials heard on this show.

The format consist of an amusing concoction of music, mystery and quiz. A musical number is played by the "jury" which is Joseph Stopek and his orchestra. The clue to the solution of the mystery is in the title of the number. Persons listening to the program are whispered the title of the song, while persons in the studio have to guess what it is. And later the mystery play has been performed, the person aiming for the prize is awarded a \$25 War Bond if he solves the mystery—the penalty is "death" for the contestant who fails to supply the correct solution. With the continuance of intriguing mysteries, the program should catch on.

To say that those involved in the proceedings were adequate is to damn with faint praise. However, the small cast of "The Case of the Stolen Hands" mystery merit more than passing praise: Roc Rogers, Bryna Raeburn, Sanford Bickart and John Aulicino.

informs his listeners, of which this department is one, who's who in the news. Only he does it under the heading "The Name You Will Remember."

One of these profiles concerned Major General James A. Ulio, Adjutant General of the U. S. Army. General Ulio's name, this department learned, is on almost any Army document you may happen to pick up, for he sends out all orders, instructions and regulations issued by the Secretary of War. From induction to the notification of kin or mustering out, General Ulio supervises every move of the millions of Americans under arms. Promotions, decorations, delivery of mail, discipline,—he receives some 13 million letters a year in reference to his charges, for he's the Adjutant General of the U. S. A. He's one general who climbed up the hard way, starting as a private in 1900.

The only criticism this department has to make of this unique news program concerns Mr. Lang's delivery. His messages would make greater impressions upon his listeners if he didn't read his material with his customary lightning speed. A little relaxation sometimes has a far-reaching effect.

# No, they don't hear us in Ketchikan!



Years ago, when radio was going through its growing pains, station salesmen, for the lack of anything else, talked about how far their station would reach ... how many hundreds of miles its signal could be heard. Some still do. Today, radio is matured. Market analyses ... surveys on radio listenership and other pertinent data are now the bases for buying radio time. The wise and intelligent buyer of radio time discounts such overworked phrases as "bonus coverage" and "plus values" and replaces them with actual facts.

WFIL does not make any far-fetched claims about coverage! WFIL more than adequately serves the gigantic Philadelphia Trading Area. It is in this area that sales potentials are the highest ... it is in this area that the greatest bulk of your sales are made.

Why spend extra money reaching unproductive areas? This is the time to re-examine old ideas and to remove obsolete opinions and data from the mental attic. Today the station which is the most progressive in the entire Philadelphia Trading Area ... the station which is gaining more and more favor with listeners and with advertisers is WFIL. Have you seen the latest Crossley Study of Radio Listenership in the Philadelphia Trading Area?

No, Eskimos don't hear us in Ketchikan—but great numbers of people throughout the vast Philadelphia Trading Area do listen to WFIL. And what is even more important to you, is that they respond to the sales messages they hear over WFIL.



A BLUE NETWORK AFFILIATE

PHILADELPHIA'S  
MOST PROGRESSIVE  
RADIO STATION

# WFIL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Denver Delivers  
VITAL METALS  
KLZ Delivers  
THE DENVER MARKET

# Draft Re-Classification Seen Industry Problem

(Continued from Page 1)  
fathers and men ranging in ages from 30 to 38 will seriously affect present manpower situation.

Brig. General Ames T. Brown, New York State Director of Selective Service, announced yesterday that radio has been classified as non-essential during the past two weeks, in accordance with the President's recent request for modification of the Selective Service Law with regard to men deferred because of essential occupations.

This measure will remain in effect until a special committee has been appointed by Washington, which should be soon, Gen. Brown said. As soon as this committee is appointed, the radio industry may then appoint representatives to voice their pleas concerning the essentiality of the man (or men) for whom the representative (s) wishes to obtain deferment.

No department in the radio industry comes under the "essential" heading, reiterated General Brown. "All departments, from the engineering department down, are currently considered non-essential until further clarification," he declared.

### NAB Issues Notice

Over the week-end, the NAB urged broadcasters to immediately review deferments already granted and that the State Directors be given full information on the "necessity" of individuals needed.

Order now in effect by Major General Lewis B. Hershey, director of Selective Service, in granting no occupational deferments to registrants 18 through 25 unless the State Director recommends it, will not dislocate the radio broadcasting setup in the opinion of personnel and executive officers queried by RADIO DAILY. Deferments in any case would only be applied to a much needed engineer or important newsmen and already nearly everyone on the staffs under 30 are either in the service or classified as ready to go within the next few months.

Few if any essential or key men under 26 are left in the broadcasting phase of the industry and few at that age existed in the past it is pointed out, as far as broadcasting is concerned. Thus little upset is expected in the replacement skeds now on tap. It is pointed out that writers, producers, etc. were never classified as essential and were not asked for consideration by the broadcasters.

### Boards Must Decide

General Hershey in stating that under current procedure State Directors are expected to recommend deferment of individual registrants under 26 years of age without whose services the production requirements of a critical industry cannot be met, is not presumed to take in broadcasting even though it has been on the list of critical industries. On the other hand a manufacturer of radio equipment would have an altogether different case.

# TELE TOPICS

## Megacycle Mumbo

The sight-and-sound set is buzzing with an unconfirmed report about the proposed wedding of the Blue net, Twentieth Century-Fox and Time, Inc. Understood that three-cornered negotiations are now going on, with sessions cloaked in secrecy. Deal is logical since Time, Inc., has an interest in the Blue and also releases "The March of Time" films through Fox. Possibilities of look-and-listen broadcasting as a future billion-dollar industry have the nets and movie companies on edge.

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Watch for a shuffle in the BBD&O tele department... Ted Bates, Inc., is scouting the tele scene... Buchanan & Co. will soon be an important eye-and-ear entry... Tele spot at Young & Rubicam has been filled... The Arthur Kudner agency is showing interest in tele programming talent... Abbott Kimball Co. has placed a two-month fashion series for "Harper's Bazaar" over W2XWV, Du Mont tele unit in Gotham, beginning April 10... "Mademoiselle" mag launches a tele show over the same outlet tomorrow, with "Look" following suit in May.

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Important newcomer to sight-and-sound broadcasting will be the ad agency specializing in fashion. Up to now, style plugging has played a small role on the air. With the addition of sight, however, milady's wardrobe will figure prominently over the airwaves, tapping a rich and little-explored source of broadcast advertising revenue. Top agencies with fashion accounts are beginning to stir in the tele field. Undercurrent of their activity is a result of clients' demands for participation in the new medium.

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Programming for NBC's live-talent tele studio, which will open next month, awaits the return to New York tomorrow of Clarence L. Menser, the net's vice-president in charge of programs... Allen B. Du Mont coined a nice synonym for tele home receivers when he called them teleseats at the luncheon of the American Marketing Association in Gotham last week... Edward L. "Robbie" Robinson, publicity chief of General Electric's electronics department in Schenectady, N. Y., is reported to be in 1-A... Ken Patrick, head of GE's public relations department in Gotham, also 1-A... B. A. Brink, CBS video switcher, has returned to the web's tele technical staff after a medical discharge from the Navy.

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Eye-and-ear production will be dominated by broadcasters in the early stages, with ad agencies authoritatively predicted as taking over after a while... Directors of the Television Broadcasters Association, Inc., will meet Friday at New York headquarters... Name of the newly formed Television Producers Association will be changed to Television Producers and Technicians Association, which will set up professional standards for working tele staffers. Associate memberships will be available for tyros... Philco is rumored not to have made any concrete tele plans, despite a well-publicized rush of activity.

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North American Philips Co., domestic offshoot of the famous Holland manufactory which pioneered tele on the Continent, is promising a post-war future to electronics specialists taking jobs at its Dobbs Ferry (N. Y.) war plant... Scopphony's experimentation may meet with some stiff competition along the same lines from GE and RCA... Now that the American Television Society has become a New York State membership corporation, the latest perpetuation move by the present regime has been to appoint a nominating committee for the selection of a new slate... Romance of tele has so caught the public fancy in Gotham that the metropolitan market in secondhand sets is booming, with dealers buying and reconditioning home receivers for resale.

# AGENCIES

A WORLD-WIDE shipping organization also prominently known as an importer of coffee has now established its own coffee brand name and will introduce it on WOR. Isbrandson Moller Company, operator of steamships and big motorship-freighters the Atlantic and through the Panar Canal to the Far East, is calling coffee "26," probably as a tribute to its New York offices at 26 Broadway. It will be advertised on "Breakfast with the Fitzgeralds" on WOR five mornings a week. Media in addition radio will be used later.

CARL H. HENRIKSON, JR., has been engaged by J. M. Mathes, Inc. as associate director of research, newly created position in department headed by Dr. O. L. Tinklepaug. Hendrikson formerly was business consultant for the New York region of the Department of Commerce.

WINTHROP HOYT, former president of Charles W. Hoyt Company Inc., now on leave with the armed forces, has been promoted to the rank of major, according to word received here by his brother, Everett W. Hoyt, the company's present chief executive. Maj. Hoyt entered the army in April, 1942. At present he is Intelligence Officer of a heavy bombardment group of the Army Air Force and will shortly be assigned to overseas duty.

ROBERT J. BODKIN is now associated with Hillman Periodicals, their Eastern Circulation Representative. He formerly was with Cromel Collier Co. WM. W. PETERSO, former mid-western distribution representative for Hillman Publications, is now a captain in the U. S. Army ground forces, assigned to the Army War College in Washington.

JOHN V. TARLETON, former president of J. Stirling Getchell, Inc., has joined William Esty and Company in an executive capacity.

## Grant Agency Expands; In Cuba And Venezuela

(Continued from Page 1)

Havana, has been established for the past 25 years. Publicidad Inter-Americana was established in Caracas in 1939 to handle space and radio advertising throughout Venezuela for both local and American clients.

The new Grant offices in Cuba and Venezuela will be under the direction of John A. Dey, vice-president of Grant Advertising, Inc., who is in charge of the Caribbean Division consisting of the West Indian Islands, Cuba, Venezuela, Colombia and the Grant office at Miami, Florida. Before joining Grant in Florida, Mr. Dey was advertising manager for the Eastern Division of Pan American Airways in which capacity he has handled their advertising during the past five years in the countries of the Caribbean area, the north coast of South America, Brazil and Argentina.

# What happens when your hat comes down?



**S**OMEDAY, a group of grim-faced men will walk stiffly into a room, sit down at a table, sign a piece of paper—and the War will be over.

That'll be quite a day. It doesn't take much imagination to picture the way the hats will be tossed into the air all over America on *that* day.

But what about the day after?

What happens when the tumult and the shouting have died, and all of us turn back to the job of actually making this country the wonderful place we've dreamed it would be?

What happens to you "after the War?"

No man knows just what's going to happen then. But we know one thing that must *not* happen:

We must *not* have a postwar America fumbling to restore an out-of-gear economy, staggering under a burden of idle factories and idle men, wracked with internal dissension and stricken with poverty and want.

We must *not* have breadlines and vacant farms and jobless, tired men in Army overcoats tramping city streets.

*That is why we must buy War Bonds—now.*

For every time you buy a Bond, you not only help finance the War. You help to build up a vast reserve of postwar buying power. Buying power that can mean millions of postwar jobs making billions of dollars' worth of postwar goods and a healthy, prosperous, strong America in which there'll be a richer, happier living for every one of us.

To protect your Country, your family, and your job *after* the War—buy War Bonds now!

## *Let's all* **KEEP BACKING THE ATTACK!**

*The Treasury Department acknowledges with appreciation  
the publication of this message by*

**RADIO DAILY**

## Forecasts Changes In Radio Broadcasting

(Continued from Page 1)

ing, when frequency modulation, television and possibly facsimile transmission, will come definitely into the picture."

Dr. Frigon said this might mean the introduction of a new North American radio treaty.

In answer to another question he said there was little room left on CBC networks for any more commercial broadcasting and he said it was the opinion of CBC officials that they now had all the commercials they could handle and still do the job the listeners had a right to expect them to do.

### Cites "Profits" Reduction

He disclosed that only about five per cent of the CBC's 50 per cent "cut" in network profits was actually money in pocket because of the various commissions and other expenses that the corporation had to pay.

Dr. Frigon said that of last year's revenue of \$1,200,000, about \$457,000 went to pay line tolls.

Proof that the CBC was not competing commercially with private stations was the fact that "spot" and other types of local advertising—very lucrative for the stations—was not carried by the CBC.

Most private stations, Dr. Frigon said, like to be on the CBC chain which they recognize as a boon to them both financially and materially.

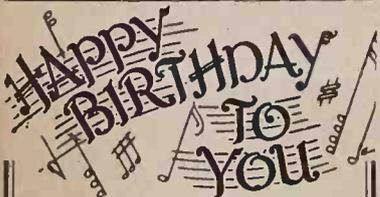
Dr. Frigon said the private stations "are firmly behind" the CBC in the matter of cleaning up medicine and other advertising copy.

He also announced that a complete job analysis of the CBC staff was being made for the purpose of readjusting personnel both as to occupation and salary.

## NBC To Re-Broadcast "Assignment U. S. A."

(Continued from Page 1)

on Feb. 22 as one of the programs of NBC's "Words At War" series. Script is taken from Selden Menefee's book which deals fearlessly with the anti-Semitism and Negro problems in America.



March 28

Robert Allen	Jon Dodson
Pauline Goodman	Ray Miller
Bertram Leihar, Jr.	Frank Parker
Frank Lovejoy	E. C. Stodel
Arthur Palt	West W. Willcox
Paul Whiteman	Joel Hevesi
	Al Stevens

## COAST-TO-COAST

### —CONNECTICUT—

**HARTFORD**—Rev. Charles Graves, public service counsellor of WDRG, recently observed his 50th anniversary as a minister. WDRG celebrated the anniversary with a half-hour Sunday noon broadcast by Rev. Graves from the Unitarian Meeting House. Ruth Provan, director of the Women's Radio Bazaar, celebrated a double anniversary last week. The occasion marked her first anniversary as director of the Bazaar—it was also her birthday. **STAMFORD**—WSRR's local early newscast is being sponsored by the SK & Retail Stores of Stamford.

### —GEORGIA—

**ATLANTA**—J. Leonard Reinsch, managing director of WSB, WIOD, Miami; WHIO, Dayton, has been appointed a member of the Allocations Committee of Panel 5 of the Radio Technical Planning Board by the federal government. Reinsch has also been appointed a member of the Legislative Committee of NAB. **MACON**—Annual spring get-together by WMAZ employes took place Saturday afternoon and evening in the backyard of "Red" Cross's new home.

### —MASSACHUSETTS—

**BOSTON**—Kingsley F. Horton, returning to Boston after a trip to New York, reports that he found CBS sales force in N. Y. listening attentively to Carl Moore's "Coffee Club." **SPRINGFIELD**—Wayne Henry Latham, program director of WSPR, was appointed a member of the city license commission recently. **WORCESTER**—Ralph S. Damon, vice-president and general manager of American Airlines, Inc., did a broadcast over WTAG recently on "The Future of Aviation in Worcester." **GREENFIELD**—Informally celebrating the birthday of the program director, Ann Erickson, the staff and their families surprised her with a party on the 25th of March.

### —LOUISIANA—

**NEW ORLEANS**—Dr. Alfred J. Bonomo, education director of WWL, recently addressed the Southern Association of Teachers at Jackson, Mississippi. He spoke on "Radio—the Baby of the Curriculum." Dr. Bonomo is professor of speech, radio and drama at Loyola U. During the 1944 Red Cross War Fund Campaign in this city, WWL went all-out in backing the effort by producing a daily one-hour program of dramatized stories of blood plasma and its importance. Program was called "That They Might Live."

### —SOUTH CAROLINA—

**COLUMBIA**—G. Richard Shafto, general manager of WIS, has been voted president of the Forest Lake Country Club and a director of the Columbia Kiwanis Club. Ray A. Furr, the station's program director, has been appointed to a three-year term directorship of the County Red Cross Chapter, as well as to edit the monthly bulletin of the Kiwanis Clubs of the two Carolinas. Leo Downs, salesman for WIS, is serving as president of the local Young Democrats.

### —NORTH CAROLINA—

**ASHEVILLE**—Effective next Thursday, WWNC will present its Army broadcast "Moore General Varieties" direct from the Red Cross auditorium of Moore General Hospital, Swannanoa. WWNC has scheduled the city's local Sunrise Easter Service to be broadcast from the Asheville City auditorium beginning at 7:05 a.m. Easter morning.

### —COLORADO—

**DENVER**—Roger Rambeau, promotion manager of KLZ, is on vacation, during which he is to serve as one of the official scorers at the National A. A. U. basketball tournament. Rambeau was formerly a star athlete at Denver U. The Public Service Company, basketball sponsors, recently featured a basketball clinic for youngsters in Denver's junior Victory league and Denver high schools in the city's Electric Institute.

### —MICHIGAN—

**DETROIT**—Jim Van Kuren of CKLW's new staff is now offering a complete coverage of the news each Sunday at 1 p.m. EWT. CKLW originated the famed Casa Loma Band with Glen Gray at the Hotel Statler.

### —KANSAS—

**SALINA**—"Kitchen Melodies" is the new KSAL program to keep homemakers entertained in their kitchens. It's a variety of transcribed popular music, broadcast at 11:30 each ayem. "Three-quarter hour in three-quarter time" is the identifying phrase for "Shall We Waltz?" a Sunday feature. Popularity of the program proves that people want relaxing music on a Sunday afternoon.

### —WASHINGTON—

**SEATTLE**—Station KJR announces expansion of its farm service, with the addition of Bill Moshier's "Farm Journal" program to its schedule. Max Dolin, conductor of KIRO's Gold Shield orchestra, predicts that Patricia Rouse, coloratura, will one fine day be seen in the Met. **YAKIMA**—Fulton Lewis, Jr., spoke to a capacity audience at the 50th annual meeting of the Chamber of Commerce. KIT carried some of the program's highlights.

### —CALIFORNIA—

**SAN FRANCISCO**—Recent tie-up between independent KYA and the daily "Chronicle," for hourly broadcasts of "Time-Clocked" news, some of which is selected from the "Chronicle" city room, has already been tabbed a "huge success" by the daily. Short time ago Dwight Newton devoted his KPO news program, "Fighting Front Facts," to a description and discussion of the Aleutian Island, starting off with the serviceman's own description of that geographical outpost as "no good—to man or beast." Response from the boys on the Aleutian front was, "first broadcast we have heard where the narrator has spoken the plain unadulterated truth." It's a boy, called William Baldwin, Jr., for Bill Baldwin, special event director, for KGO, a Blue affiliate. **OAKLAND**—Dr. Raoul Auernheimer, well-known Berkeley writer, was interviewed over KROW recently.

## Winchell-Dies Dispute Draws Wide Attention

(Continued from Page 1)

next move is regarded as being up. Dies from the radio point of view since he will be expected to prove his charges against the columnist bearing "the tool" of a well organized "smear Bund."

Winchell was heard in his usual 9-9:15 p.m., EWT time slot with the sponsor the Andrew Jergens Co. Cincinnati, which also sponsors "Lower Basin Street," 9:15-9:45 p.m. giving Dies the first 15 minutes following Winchell. Winchell did one of his usual talks and the Jergen Company cut its commercials to let the columnist conclude with his "newspaperman's personal declaration of independence." Dies made an overall plea for the Congress to be alone and defended the action on record of his investigating committee.

Both spoke from Blue Network separate studios in WMAL Washington, but met in the reception room on the way out. Winchell said he was still waiting for his subpoena and Dies said it would all come in due time.

### Widely Commented On

Importance of this unprecedented setup of the sponsor giving an aggrieved Congressman free time to answer accusations, was not minimized either in the press or by competing networks. All key outlets, as well as networks and many independent stations carried press association and their own reports of the broadcast on the first regular news programs that followed, particularly a 11 p.m. in the East. Morning newspapers including the New York "Times" devoted a column and a half to the story.

Speculation in the trade now is whether the precedent established by the Lennen & Mitchell agency and its client will become a trade practice, and whether this is good or bad from a commercial point of view for the sponsor. On this there are two distinct schools of thought, majority believing this is not a good practice as a general thing, since it would be abused.

Probably quivering in its pants is "The Chamber Music Society of Lower Basin Street" which follows Winchell and would most certainly dislike getting pushed off the air for 15 minutes everytime they decide to let someone follow Winchell.

## Kobak Lauds Broadcasters For War Effort Support

Paying tribute to the broadcasting industry's contribution to the war effort, especially the War Bond drives, Edgar Kobak, executive vice-president of the Blue Network, accepted a Treasury department certificate during a broadcast over the net yesterday. Presentation of the certificate came as a sequel to the Blue Network employees purchase of \$138,000 in Fourth War Loan Bonds for the purchase of a hospital ambulance plane for the U. S. air forces.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 26, NO. 62

NEW YORK, N. Y., WEDNESDAY, MARCH 29, 1944

TEN CENTS

# Fly Resumes Testimony

## Elmer Davis Replies To Criticism By OWI

Washington Bureau, RADIO DAILY  
Washington—Elmer Davis, OWI director, yesterday replied to several charges of "propaganda" and coloring of the news made against his agency two weeks ago by Representative Clarence Brown, Rep., Ohio. Appearing before the House Rules Committee to testify regarding Brown's resolution for a Congressional bi-partisan board to review informational matter designed for servicemen at home and abroad, Davis

(Continued on Page 6)

## WOR Station Billings Remain On Upgrade

Study of WOR's summer-winter clients reveals a decline in seasonal cancellations, according to the station which points out that 119 of the outlet's advertisers in 1943, remained on the air summer and winter despite their particular type of product thought suited to one season only. Of the 119 accounts, 77 used the station for the 52 weeks in 1943.

From a percentage angle, the 1943

(Continued on Page 5)

## Publisher To Sponsor Blue Web Broadcast

Curtis Publishing Company will sponsor another "Four Freedoms" War Bond broadcast on the complete Blue Network, Saturday, April 29, from 10:30 to 11 p.m., EWT, originating in Denver in connection with a traveling exhibit of "Saturday Evening Post" paintings. MacFarland Avedard & Company is the agency.

## Tito's Tipperary

American listeners heard over Mutual at 10 a.m. yesterday a program broadcast from London by BBC and featuring a recording made previously in Jugoslavia at the headquarters of the partisan forces of Gen. Tito. An appeal for arms was made, while a male chorus sang marching songs, one of which was described as "the Jugoslavian Tipperary."

## Two "Birthdays"

William C. Bagley, Professor Emeritus, Teachers College, Columbia University, today is celebrating two occasions—his 14th year as Chairman of the National Board of Consultants for CBS' "American School of the Air" which is meeting in the network's Blue Room and—his 70th birthday.

## Outlines Company's Television Planning

Enjoyment of television will depend on the success of the program makers and those who create for tele, declared B. May Cummings, vice-president in charge of engineering for Farnsworth Television & Radio Corp., at the monthly luncheon meeting of the Television Press Club yesterday in the Blue Ribbon Restaurant, New York.

"The largest side of television is what is done with it," Cummings

(Continued on Page 5)

## Arrangers And Copyists Get Higher Radio Rates

Arrangers and copyist members of the AFM, will come in for the most revised boost in rates according to the negotiations concluded between Local 802 and the key network stations in New York, WEA, WABC, WOR and WJZ. Increases, as already reported in these columns will go

(Continued on Page 2)

## Envisions Tele As Instrument For Effective Mass Education

## Bankhead Bill May Not Reach The House Floor

Washington Bureau, RADIO DAILY  
Washington—The House Rules Committee yesterday deferred the bringing out to the House floor of the embattled Bankhead bill, which would provide funds for government purchase of War Bond advertising space in small country newspapers;

(Continued on Page 2)

## FCC Head, At Lea Committee Hearing, Criticizes NAB As Unrepresentative Of Entire Broadcasting Industry

## CBS Program Survey Reveals Preferences

Summary of station managers' answers to the CBS questionnaire relative to the network's programming has been completed by the web's research department which studied and compiled the results submitted by 98 per cent of the 111 stations co-operating. Ten basic questions were asked for purposes of ranking and

(Continued on Page 7)

## All "Jingle" Commercials Now Barred Over WQXR

All "singing commercials" and "jingles," have been banned over WQXR, according to announcement yesterday of Hugh Kendall Boice, vice-president in charge of sales. Station's new policy follows a six-month

(Continued on Page 4)

## Mutual's Racing Season Gets Under Way April 8

Sixth consecutive season of New York horse racing will start on Mutual, April 8, with Bryan Field at the mike each Saturday.

Although actual time of the various

(Continued on Page 5)

Washington Bureau, RADIO DAILY  
Washington—James Lawrence Fly, chairman of FCC, under questioning of Representative Louis E. Miller, R., Mo., at the House Select Committee hearing yesterday, took occasion to review the administration of Neville Miller, retiring president of NAB, and to berate the broadcasters organization as not being representative of the entire industry.

"The trouble with NAB," Fly declared, "is that they are trying to control a vast industry through two

(Continued on Page 6)

## Special "V-Discs" Being Recorded

First commercial program to be designed and dedicated to the "V-Discs," Army project, is Andre Kostelanetz and his music which will be recorded for overseas servicemen's entertainment during the broadcast next Sunday. Eight thousand pressings will be made of each of seven

(Continued on Page 7)

## Editorial Comment On Dies-Winchell Feud

Washington Bureau, RADIO DAILY  
Washington—Except that it may help sell beauty aids to women, the Washington "Post" can see that nothing was gained by the Sunday night

(Continued on Page 5)

## Heckler

Eric Sevareid, covering the Naples area for CBS, has been noting the Mount Vesuvius eruption of late. First day of the violent volcanic blast he came upon an elderly Italian who was shaking his head and saying, "First we have 20 years of Mussolini, then four years of war, the Nazi's invade the north country and now, we have this!"



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JOHN W. ALICOATE : : : Publisher

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

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

## FINANCIAL

(Tuesday, March 28)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 1/2	157 3/8	157 3/8	- 1/8
CBS A	28 7/8	28 1/2	28 1/2	- 1/2
CBS B	28 1/2	28 1/2	28 1/2	- 1/2
Crosley Corp.	19 3/8	18 1/2	18 1/2	- 1/4
Farnsworth T. & R.	12 1/2	11 5/8	11 7/8	- 1/4
Gen. Electric	36 1/4	35 3/4	36	+ 1/4
Philco	29 1/2	28 1/4	28 3/4	- 3/4
RCA Common	9 7/8	9 1/4	9 1/4	- 1/4
RCA First Pfd.	73 1/4	73 1/4	73 1/4	- 1/4
Stewart-Warner	13 1/4	13	13	- 1/4
Westinghouse	97 1/2	95 1/2	96	- 1 3/4
Zenith Radio	36 3/8	35 1/2	35 1/2	- 1 3/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	29 1/2	29	29	- 1/4
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### OVER THE COUNTER

WCAO (Baltimore)	20 1/2			
WJR (Detroit)	32			

### Stork News

Harry B. Shaw, sales manager of radio station WSJS, Winston-Salem, North Carolina, is the father of a daughter, Flora Jean, born March 20.

## 20 YEARS AGO TODAY

(March 29, 1924)

The production of "Launcelot and Elaine," which featured Selena Royle and Josephine Royle, was heard on WJZ. . . . According to statistical records, more than 200,000 persons in the United States depend upon radio for a living.

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

**WSAY**  
ROCHESTER  
N. Y.

## Arrangers And Copyists Get Higher Radio Rates

(Continued from Page 1)

into effect April 1, whereby 30 minute broadcasts or less will be \$14 per man; for broadcasts beyond 30 minutes, but not more than one hour, \$18 per man; the rehearsal scale remains at \$6 per man per hour. Leader rules in the present price book remain the same (minimum of double that of the musician scale etc. if scale is paid only).

Arrangers and copyists employed on piece work rates for network stations will be credited with Social Security as of April 1.

Exactly 26 changes will go into effect relative to arrangers and copyists whose work covers a wide range of classification. Thus such employees and contractors will have to refer to the "book" constantly until well versed in the new scale. These may range anywhere from 5 to 25 per cent in increases.

Changes are also made in definition of what constitutes certain piece work such as: a score page to consist of four measures, coma sopras to be written out and paid for. Time work generally will be at the rate of \$6 per hour. Time work during broadcast to be charged for at the rate of \$10 per hour. Many of the boosts average 10 cents to 50 cents per page or job, as the case may be. A, B and C scales are eliminated and the following language added: all ditto or reproduction work to be charged for at double the page rate.

## Gets WIP Post

Philadelphia—Benedict Gimbel, Jr., president of radio station WIP—the Mutual station of Philadelphia has announced the appointment of Ralph H. Minton as promotion director. Minton was former promotion manager of the evening "Public Ledger" and public relations counsel of Philadelphia Fourth War Loan. He assumes his new duties April 3.

## CBC Official Resigns

Toronto—O. J. W. Shugg, supervisor of farm broadcasts for the Canadian Broadcasting Corporation, has resigned from that post to return to private farming at his home in Wafford; Ontario. Harry J. Doyle, CBS assistant supervisor of farm broadcasts, has been appointed to replace Shugg.

## Bankhead Bill May Not Reach The House Floor

(Continued from Page 1)

radio time purchase would not be authorized by the bill as passed by the Senate and approved by the House Banking and Currency Committee.

It is believed that a rule may be granted Thursday, despite the desire of rules committee chairman Adolph Sabath, Ill., to hold the bill in committee.

## Passover Program

Marking the 3,154th annual observance of the Passover holiday, WOR-Mutual in cooperation with the American Jewish Committee will present a special program on Sat., April 1, (10-15-10:45 p.m., EWT). Milton Geiger's dramatization of Franz Werfel's "The Third Commandment—the Story of the Modern Exodus" will be featured on the special broadcast. Philip Merivale will be the narrator. Joe Ripley will be the producer, and special music will be composed by Vaclav Moravan.

## Dunninger At Adv. Club

Dunninger, mentalist whose programs are heard on the Blue Network, will be the principal speaker today at the regular Wednesday luncheon of the Advertising Club of New York.

## Will Produce Tele Pictures

Century Productions, Inc., recently chartered in Albany, plans to produce motion pictures for television use. At present it is making industrial and educational shorts for the Navy. Company is headed by George P. Quigley.

## Renew "Sherlock Holmes"

"Sherlock Holmes" has been renewed by Petri Wine Co. over WOR-Mutual, effective Monday, April 24. Program is heard 8:30-9 p.m., EWT with Basil Rathbone, portraying the famous detective character, and Nigel Bruce, playing "Dr. Watson." Young & Rubicam is the agency.

## Farley, Leonard, Ross Guests

James A. Farley, formerly U. S. Postmaster-General; Lt. Benny Leonard, U. S. Maritime Service, and Sgt. Barney Ross, U.S.M.C., will be heard tonight on Arch Ward's "Sports Review" broadcast over the Mutual network at 10:15.

## COMING and GOING

EARL MULLIN, director of publicity for the Blue Network, returns today from a business trip to Chicago, Detroit and Milwaukee.

A. E. JOSCELYN, general manager of WCCO Minneapolis, is here to attend the meetings at the headquarters of CBS.

HOPE H. BARROLL, JR., executive vice-president of WFBR, Baltimore, is in town for conferences at Mutual offices.

DOROTHY LAMOUR has arrived from the West Coast.

M. C. WATTERS, vice-president of Scripps-Howard Radio, Inc., owner of WNOX, CBS outlet in Knoxville, Tenn., is spending several days in New York.

LOU SARGENT, manager of Specialty Sales subsidiary of WLW, Cincinnati, off on a business trip to St. Louis.

HARRY RAUCH, of the Blue Network's publicity department, leaves today for Boston, where he will help set the stage for the forthcoming program of the Boston Symphony.

C. W. MYERS, president and station manager of KOIN, CBS affiliate in Portland, Oregon, is visiting briefly in New York.

FRANK SINATRA finally has arrived in New York and will broadcast his CBS program from the local studios.

CARL BRISSON has returned from a personal appearance tour and opens today at the Versailles.

## Special Easter Program

Station WOV will sponsor a special Easter program which will feature an important message on racial tolerance by Archbishop Francis J. Spellman at 2 p.m. today. This broadcast will be transcribed so that other stations throughout the country may project the message over Italian-language programs. The Italian translation will be narrated by Diana Baldi, popular commentator.

## Heads Up

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!

## 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."

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

# They have written a Best Seller



## 263,000 COPIES

They have a program on The Blue Network. Sustaining Daytime. Five times a week.

They made five announcements during the week of March 13th offering a booklet for 5 cents.

To date, more than 263,000 letters and nickels have hurricaned in. And the end is not yet.

Who are they? What is the program? We will be glad to send you a full story because the program is for sale, and unless we are poor prophets it won't be available very long.

*The Blue Network*

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

## "Jingle" Commercials Barred Over WQXR

(Continued from Page 1)  
experiment in barring these commercials during the night-time hours and now it has been adopted for the entire broadcast time.

Only a few advertisers are affected by the ban, but their spots will be permitted until contract expiration. All expire during the next few months. Station felt that since it specializes in the presentation of good music, the "singing commercials" were too much of a transition and apt to create ill-will among listeners and advertisers as well.

Ruling is not a ban of all transcribed announcements. Spots containing other types of music conforming to the station's musical policy will continue to be accepted. For example, an excerpt or selection from a musical production—such as an opera, operetta or motion picture—may be included in an announcement advertising such production if the musical selection fits in with the musical standards of the station.

For the past year WQXR's staff has been creating its own specific type of musical transcription. The Pepsi-Cola Company, one of radio's earliest jingle advertisers, has been using announcements on WQXR as time signals on the hour. These spots, however, have not been presented in "jingle" form, but carry the characteristic tune of the jingle, played on a celeste but without the singing accompaniment.

As to non-musical transcriptions, WQXR will continue to accept those which are in "keeping with the station programming."

### Will Present New Symphony

Roy Harris' Sixth Symphony, specially commissioned by the Blue Network, will be performed for the first time Saturday, April 15, during the regular broadcast of the Boston Symphony orchestra sponsored by Allis-Chalmers Mfg. Co.

## 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.

# MAIN STREET

WITH *Ol' Scoops Daily*

### Notes From a Ringside Seat. . . !

● ● ● S'funny how that tune keeps running thru our (alleged) mind . . . . . the one Mack Gordon and Harry Revel wrote a few years back titled, "Did You Ever See A Dream Walking?" . . . . . the funny part is, that the tune is similar but the words we find ourselves humming are "Did You Ever See A Dynamo Working? well we did . . . . . and we mean none other than Nat Abramson, manager of the WOR Entertainment Dep't. . . . . in the first place, Nat has been named Production Manager of WOR's newly created commercial recording company, Feature Records, which has already pressed four sides featuring the music of Jan Garber, which will be nationally released April 7, to retail for 50 cents. . . . . Tom Kelleher of the WOREcording Studios will be in charge assisted by Bert Schmidt. . . . . realizing that there is an annual demand for 360,000,000 records but that the total national output-capacity is only 110,000,000 units and keenly aware of the fact that with the exception of Decca, Victor and Columbia, the smaller recording companies are dependent wholly on the output of the Scranton Button Works, Abramson discovered the proverbial "needle in the haystack," namely 12 presses, which he purchased for an independent business venture. . . . . the plant located in Long Island City has already contracted to supply product for WOR's new firm, Feature Records, which will wax popular songs, Sonora Records which will make albums of classical music (Nat is also this outfit's producer) and Eli Oberstein's Company. . . . . thus should you phone Nat and should his secretary inform you he's tied up "at the moment," you may rest assured that Nat is one executive, who "isn't in conference" (with a gin-rummy hand).

☆ ☆ ☆

● ● ● Baritone Earl Wrightson, who will be guest CBSerader on the Celanese program, April 19 and 26, was screen-tested Monday afternoon by Columbia filmoguls. . . . . with his voice, looks and histrionic talents, Earl should soon be warbling Joe Meyer's famous ditty, "California Here I Come." . . . ● Al Garry, former writer with the Kate CBSmith Hour staff, joins the Blue Network this week as Producer. . . ● Leonard Keller has returned to the scenes of his early triumphs as a Bandleader, namely Chicago, where he gets plenty of air time originating at the Bandbox, where his music is packing them in. . . ● Gene Carroll, WTAM songster, whose famous "Lena" characterization was born on the "National Barn Dance" program many years ago, will visit that WLSong-fest, Saturday. . . ● The Dick (Biow Co.) Lewis have just been visited by Sir Stork, who left a boyby. . . ● That "thank-you-for-wishing-me-well" letter written by Lawson Zerbe to Ann Thomas, which now hangs on the third floor bulletin board at NBC, is a classic. . . ● Frank Sinatra-la-la-la arrives in Gotham from the Coast today. ● Stuart Buchanan, script editor of the Blue Net, has just upped his secretary, Margaret Halligan to a job as staff sripter. . . ● Phil Clarke, heard on several important shows, named his newly-purchased home at Baldwin Harbor, L. I., "On the Airview." . . ● Kent-Johnson, the jingleers, have written and donated a one-minute musical announcement for the Greater New York Fund, Inc., to be used in that organization's forthcoming radio Drive.

☆ ☆ ☆

● ● ● When Ed (Archie) Gardner's "Duffy's Tavern" moves to the Coast next Tuesday, the music will be supplied by Joe Venuti's orchestra. . . . . introducing Joe, Gardner will say, "My, my, how you've changed Beny Venuti" . . . . . (in case the listeners don't get it, they'll be informed that Beny Venuta was the show's vocalovely while in Gotham).

☆ ☆ ☆

— Remember Pearl Harbor —

## WILMINGTON DELAWARE



5000  
WATTS  
DAY & NIGHT  
NBC  
Basic Network  
Station

Sales Representative  
**PAUL H. RAYMER**

## Farnsworth's Television Planning

(Continued from Page 1)

...whereupon he pointed out that technical developments had advanced such a point that it was worth thinking about the place of tele in the home. Only real reason for its existence, apart from its technical uses, he indicated, was the factor of immediacy to be gained from tele. In other respects, he went on, we could have motion pictures instead of television.

The Farnsworth official stated that the sight-and-sound medium would bring into the viewer's home entertainment of a kind not privately available and at no charge. "Economically," he commented, "it makes a change in thinking."

Television broadcasting to the home is not the only form of tele. As pointed out by Cummings before going into a discussion of its practical theater. He said: "Television signals can be carried over wire lines as well as by radio. The wire-line possibility seems to be very potent." After stating that he was not all qualified to speak on the economics of the amusement business, he said that it would be possible shortly to feed a theater over a wire line a complete show.

As for Farnsworth's position in the future, the speaker declared that it was the company's intention to build and transmit equipment and home receivers. He revealed that Farnsworth planned to resume operation of its tele outlet near Fort Wayne, Indiana, which the company chose not to operate in the war period. Farnsworth's post-war plans were not too specific, he said, and prices of sets had not yet been mentioned because the company didn't know what the prices would be.

As for picture tubes, the Farnsworth official signified in answer to a question, they were being replaced by projection tubes. Replying to a query about whether tele, he indicated that it was possible to broadcast the same show from a central studio.

## MANPOWER

AND WOMANPOWER, TOO!

IF YOU ARE LOOKING FOR A VERY SPECIAL TYPE OF MAN OR WOMAN TO FILL SOME VACANCY, LET ME ASSIST YOU.

IF I DON'T HAVE REGISTERED THE PERSON YOU ARE SEEKING, THEN I WILL ENDEAVOR TO FIND THAT PERSON.

I SPECIALIZE IN FILLING ORDERS FOR MEN AND WOMEN OF "BLUE-PRINTED" SPECIFICATIONS.

CALL FRANK McGRANN Radio Specialist

POSITION SECURING BUREAU, Inc. (Agency)

1 Madison Ave., N. Y. C. MU. 2-6494

## Mutual's Racing Season Gets Under Way April 8

(Continued from Page 1)

Races has not been set, the schedule is as follows: Jamaica, April 8 to May 6; Belmont, May 13-June 3; Aqueduct, June 10-July 1; Empire, July 8-29; Saratoga, August 5-Sept. 2; Aqueduct, Sept. 9-16; Belmont, Sept. 23-Oct. 7; Jamaica, Oct. 14-21, and Empire, Oct. 28-Nov. 4.

## Joins Blue Sales Staff

Earl B. Salmon has been named a member of the Blue Network sales staff effective April 3. He replaces Lawrence Hasbrouck who has joined the sales staff of the Chicago "Sun."

## WOR Station Billings Remain On Upgrade

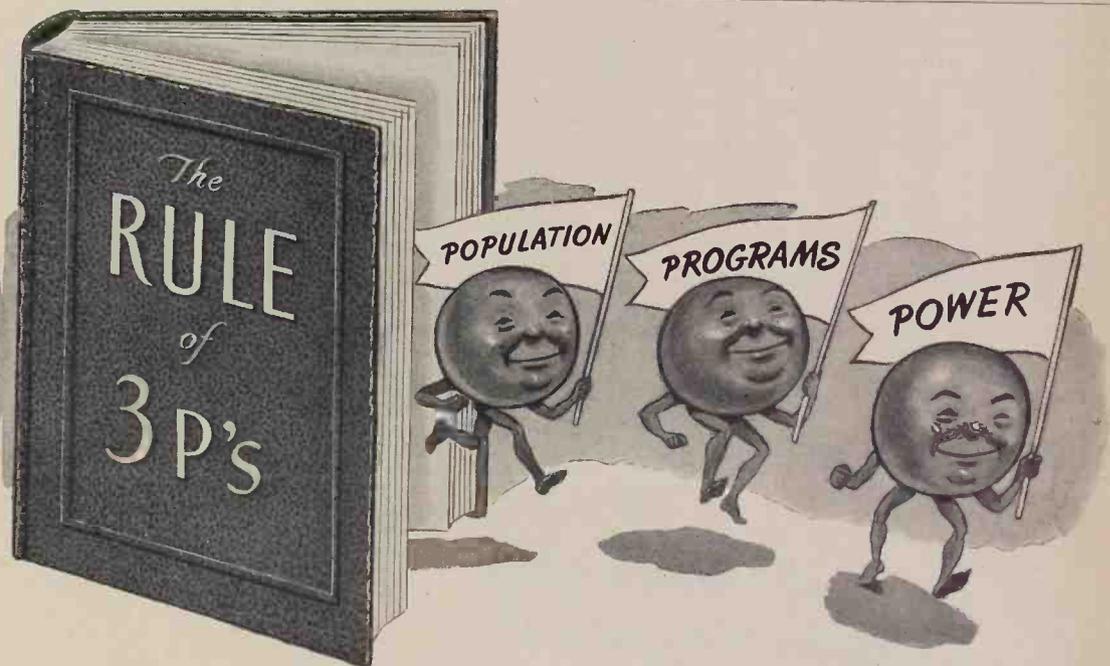
(Continued from Page 1)

figures reveal that the 119 accounts represent over 38 per cent if the total number of sponsors (312) using the station last year. Breakdown shows 11 drug clients on the station summer and winter, with eight on 52 weeks; 37 foodstuffs accounts were on summer and winter and 23 for 52 weeks; 10 beverage clients on winter and summer, with eight on 52 weeks; 13 toilet goods accounts on for both seasons and eight the year 'round. Other similar percentages concern confections and soft drinks, tobacco products and soap and household supplies.

## Editorial Comment On Dies-Winchell Row

(Continued from Page 1)

debate between Walter Winchell and Representative Martin Dies, it declared yesterday. Aside from the advertising for Jergens Lotion, the broadcast was a bust, the paper said in a lead editorial entitled, borrowing from Keats' "Ode on a Grecian Urn, "beauty is truth." "The quality of the back-biting it seemed to us, was definitely inferior to that carried on by Messrs. Jack Benny and Fred Allen," said the "Post."

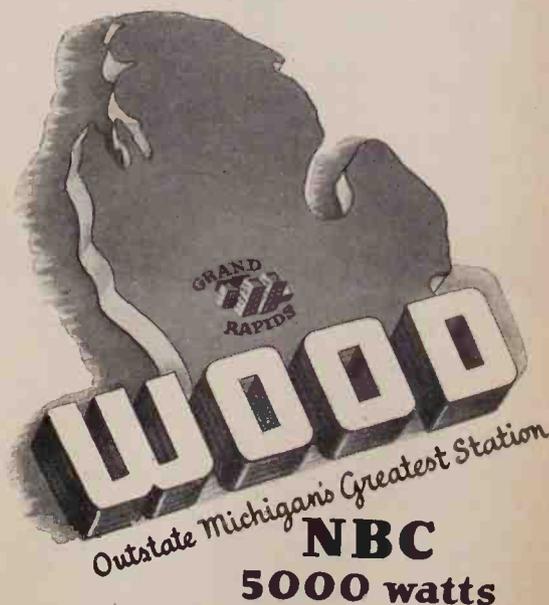


WOOD in Grand Rapids is the only Western Michigan station that can deliver the unbeatable combination of POPULATION — PROGRAMS — and POWER in Michigan's greatest market outside Detroit.

## GRAND RAPIDS

is larger than the next three Western Michigan cities — Kalamazoo, Muskegon and Battle Creek — combined. Recent listener surveys in Grand Rapids show that WOOD continues to average better than 2 to 1 over any other station anywhere. That's why 69 National Advertisers are currently using WOOD to sell the Grand Rapids Market.

PAUL H. RAYMER CO., Sales Representatives



Outstate Michigan's Greatest Station  
**NBC**  
5000 watts

# Fly Questions NAB's Value To Radio As Lea Committee Hearing Resumes

# Elmer Davis Replies To Criticism By OWI

(Continued from Page 1)

large networks. I think the broadcasters ought to have an association that is not dominated by the big networks. The independent broadcasters have no way of being heard."

Under questioning by Rep. Miller on his relations with the broadcasting industry and NAB, the Commission chairman presented statements regarding the network rules, "public interest, convenience and necessity," and "the composition of that traffic," a passage from the Supreme Court decision of last May upholding the network rules.

He expressed surprise that former Committee Counsel Eugene L. Garey and Commissioner T. A. M. Craven should have admitted that they did not know the meaning of the term "public interest, convenience and necessity." The term "public interest" appears in Federal legislation as far back as 1806, he reported, and has been widely used in administrative and common law since then. As for the meaning of the phrase in connection with radio, he referred the committee to the second annual report of the Federal Radio Commission (1928) when "a comprehensive

although tentative list" of the elements comprising public interest was set out.

Turning then to the network decision, Fly declared that the reasons for the outcry against the phrase in the last year are clear. "The Commission promulgated eight regulations directed at the big radio monopoly, and these regulations were upheld by the Supreme Court. That is why we now hear the powerful voice of these monopolists cry that 'public interest is too vague a standard' and that the FCC, under the Supreme Court's decision 'has the power to determine what shall and what shall not be broadcast to the American people.'"

### Charges Fake Slogan

Declaring that the networks realized they could not come before Congress crying "we want our monopoly back," Fly said that they chose the words, "the composition of that traffic," as their slogan is a Legislative campaign designed to get Congress to amend the radio act in their favor.

"In other words," shouted Fly, "the president of NAB tried to blame the soap operas on the Commission. If

he can put that one over he is a better man than P. T. Barnum."

Fly then declared that the Supreme Court habitually confines its decisions to the questions before it, and that program control was not before it. He added that the court would not have ruled against Section 326 of the Communications Act, which specifically denies the Commission power over programs.

Miller opened his questioning at about this point, asking Fly for specific instances of NAB-inspired editorials. Fly did not have specific examples with him, but declared that the Scripps-Howard papers had run several, and that he could produce others. Fly suggested Congressional investigation for the NAB campaign.

### Compliments Nets' 'Reps'

Miller then asked Fly to name individuals who led the campaign particularly those active in contacting members of Congress. Fly referred to the "top group of officials of the two big networks, their local vice-presidents and the NAB." He named Harry Butcher, former CBS vice-president now Naval aide to General Eisenhower, and Earl Gammons, Butcher's successor—"both of them very competent men, very splendid men for this type of job." Questioned by Miller, he said that effective personal contact was extremely important in the job.

Miller then asked who the local NBC representative was, to which Fly responded, "Frank Russell—'Scoop' Russell,—a very good man." Ruminatively, Miller replied, "Scoop Russell—I think I've heard of him." Under Miller's questioning, Fly reiterated his famous description of the NAB management, first uttered in St. Louis in 1941. The administration of Neville Miller, said, Fly, still reminds him of "a dead mackerel in the moonlight—it shines and it stinks." Fly made it plain he was referring to administration by Neville Miller and Mark Ethridge.

Fly denied that he had ever assisted or inspired any "rump association" to compete with NAB. Miller questioned him about John Kennedy, former NAB board member. Kennedy now operates WCHS, Charleston, W. Va., and Garey had charged

(Continued from Page 1)  
declared that such a group would probably "keep us on Capitol Hill a keep us away from our work." He discussed at some length the operations of the OWI overseas branch insofar as it affects the news reaching overseas troops, and answered a number of questions about alleged Communist leanings within the organization. These came from Representative Hamilton Fish, N. Y. and E. E. C. Ga., ranking minority and major members of the committee respectively.

Brown was not present, with the publican Congressional Leader Charles Halleck, Ind., "representing him.

Davis caught Brown up on his situation that E. Palmer Hoyt, former OWI domestic director, had been brought to the post in order to appease Congress and then dropped because he was a Republican in order to get someone whose thinking was more in line with the administrative Arrangements for Hoyt's coming Washington were completed three months before he arrived, Davis said and the date of his departure was likewise decided upon at that time. Hoyt could not get more than six months leave from his paper—the Portland "Oregonian." Davis said Hoyt personally selected his successor, George W. Healey, Jr., of New Orleans.

### Shortwave Inquiry

Cox questioned Davis regarding Shortwave Research, Inc., an organization which until about a year ago held a contract with the overseas branch of OWI. Davis denied that the contract called to furnish OWI with "aliens and communistic persons whom the agency could not hire directly because of Civil Service regulations. Final action of the Brown resolution was deferred indefinitely. No decision is expected until after the recess, and it is possible that Davis may again be called to testify.

that he is actually owner also WGKV, in Charleston, Miller's intention was to link Fly with Kennedy, who was reputed to be forming an organization to oppose NAB.

FCC general counsel Charles Denny will be on the stand this morning.

**SEE NBC FOR THE TOPS IN RECORDED PROGRAMS**

**"LET'S TAKE A LOOK IN YOUR MIRROR" with Stella Unger**

Five-minute shows which brim with feminine appeal! Hints on charm, style, make-up, poise . . . by Stella Unger, the personality expert with an impressive record of successes. A series of 156 programs for 3-, 5-, or 6-a week broadcast. Expert promotional material to support these programs which are ready and waiting to sell products for women, their children and their homes. Send for information and 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 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.

★ ★ ★ ★ ★

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

★ ★ ★ ★ ★

## Tele Immediacy Value Emphasized By Joyce

(Continued from Page 1)

ing present as things happened—en at a distance of 100 miles. Proof of this point was offered by Joyce in the recent simultaneous lining of more than 200,000 air raid wardens in New York City. "School turning," he said, "need no longer be confined to academic demonstrations. It may well encompass trips to the heart of industry, and possibly into legislative bodies such as the Congress of the United States, even as our laws are being made." For the development of adult educational programs, he stated that there were countless skills, hobbies and arts that tele could demonstrate in a fascinating manner. Through television, the RCA official declared, the democratic processes could be immeasurably advanced. He pointed out that the functions of government and the meanings of legislative bills could be graphically explained. "Our future President," he went on, "will have to be telegenic. I doubt a television personality will be as essential to a future White House as a radio personality today."

### Sees Aid to Tolerance

By spreading truth, Joyce asserted, television could help overcome prejudices and foil the evil designs of dictators and demagogues. "But it must spread truth," he warned, "because in the hands of dictators it will be a more powerful weapon of propaganda than either the radio of the times." Just as tele had the power to sell ideas and ideals to an unparalleled degree, he continued, so it would be able to sell goods and services. "Speaking for our own country," he said, "television as an advertising medium can help build markets and create jobs for the 10 or 12 million returning ex-servicemen and thus assist in preventing a depression such as followed other wars."

## Basie's Smith Contract

Count Basie, who joined the Kate Smith program on CBS last week as piano soloist, has been signed as a regular feature for an indefinite period. His orchestra is currently playing in the Roxy Theater, and opens at the Lincoln Hotel.

### AVAILABLE

Female Radio Producer, with five years of agency experience, handling top shows. DEPT CASTING — continuity writing. Handled details on all shows. Write Box 124, RADIO DAILY, 1501 Broadway, New York, 18, N. Y.

### ANNOUNCER WANTED

Midwest Capital City—network affiliated station needs experienced announcer-operator. Attractive salary and working conditions. Send full details and audition transcription if possible. Write R. L. Rose, WOS, Jefferson City, Mo.

## CBS Program Preferences Revealed By Outlet Managers

(Continued from Page 1)

evaluation, the questions ranging from the best types of programs generally, to the best liked show on any network. Questions and summary of answers follow in part:

1. Which of the following program types do you believe are enjoyed by the audience to your station? Check only the ones you think a substantial part of your listeners like. Leave the others blank.

Station managers ranked the shows in the following order: Variety comedy; sports events; children's entertainment; quiz—general interest; music—popular (dance); news—commentators; drama—complete one time; drama—mystery; music-light (semi-classical) and variety shows-musical.

2. What program—on any network or station, commercial or sustaining—do you think is the outstanding program of each type? In the blank below please write in the name of the program you think is the best of each type? Please don't pull your punches.

### Results Listed in Order

Result of this question was as follows in order, each name or title representing the category it is in: Peppodent Show; Ted Husing; "Let's Pretend"; "Take It Or Leave It"; Harry James; Raymond Gram Swing; "Lux Radio Theater"; "Suspense"; "Pause that Refreshes"; "America's Town Meeting"; Kraft Music Hall; Salt Lake Tabernacle Choir; "Aldrich Family"; National Barn Dance; Report to the Nation; Army Hour; World Today; National Farm and Home Hour; One Man's Family; N. Y. Philharmonic Symphony; Mary Lee Taylor; Vox Pop; Major Bowes' Amateurs; Church of the Air and eight other programs on CBS and other webs listed, graduating down to small percentages.

Question No. 3 admittedly did a flop since it was impossible to compare some shows. The question was, "Consider the all-time best show as '100' and '0' as the poorest, write in your score or rating for each show

you named under Question No. 2."

In answer to Question No. 4 most stations answered that Columbia's programming by types, "was about right." Question No. 5, sought information on sustaining programs accepted by the stations as fed by CBS network. Out of 29 such shows, 21 programs or 72 per cent were rated as "excellent" or "good." Only eight per cent were felt to be "fair" or "poor." Result of Question No. 6, as to why certain programs were not crossed out in the previous question, it developed that only five programs were checked as "not suitable to my audience." These five were Invitation to Learning; Joe and Ethel Turp; Wings Over Jordan; Judith Evelyn Reads and Columbia's Country Journal. Since then, CBS says, Joe and Ethel Turp and Judith Evelyn Reads, were removed from the network.

### Opinions Given on Sustainers

Question No. 7 asked for reaction on the new CBS cue—"This Is CBS—The Columbia Broadcasting System."

Relative to No. 8, the bringing back of sustaining shows formerly heard on CBS "Columbia Workshop" headed the list with 11.4 per cent. To the query what is the best CBS sustainer at present, "Suspense" took 28.6 per cent of the vote. Some shows on the

## Special "V-Discs" Being Recorded

(Continued from Page 1)

musical numbers, minus commentary and commercials.

Deal was set between Paul Louis of the D'Arcy agency, producer-director of the Coca-Cola show, and Captain Robert Vincent, chief of "V-Discs" stationed with the music section of the Army's Special Services Division in New York.

Three artists are penciled in for the program: Eleanor Steber, Leonard Warren and Sergeant Eugene List.

Plans are to furnish popular music for "V-Discs" from a "Spotlight Bands" broadcast Apr. 17th, probably with Tommy Dorsey. Steve Mudge of D'Arcy is handling the agency end on "Spotlight," also sponsored by Coca-Cola.

list have since gone commercials. As to the 10 best sustainers ever put on the air by CBS, The N. Y. Philharmonic Symphony came in first (now commercial); "The Man Behind the Gun" (also come and gone as a commercial); Mercury Theater; 26 by Corwin; Forecast; Columbia Workshop and others were mentioned.

Summary is fairly complete and frank in its treatment. In back of the booklet containing the summary are answers by the network to various comment by the stations managers.

# "THE Dayton Station"

WING is the 2 to 1 choice in Dayton in local commercial programs. National time buyers may well be guided by local preference.

**BASIC BLUE NETWORK 5000 WATTS**

# WING

**RONALD B. WOODYARD, Executive Vice-President WEED & COMPANY, National Representatives**

Few Stations in the Nation Can Equal KOA's Dominance in:  
 DEALER PREFERENCE (68.8%)  
 LISTENER LOYALTY (69%)  
 PROGRAMS (9 out of top 10)  
 POWER (50,000 Watts)  
 COVERAGE (parts of 7 states)

FIRST IN DENVER

Represented Nationally by  Spot Sales



# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## — CONNECTICUT —

**HARTFORD**—In connection with the NBC network show "Now Is the Time," heard over WTIC, Hartford WACS are planning to take girls interested in seeing WACS at work on a tour of Bradley Field, Windsor Locks, where a group of Air-WACS are stationed... Jack Stevens, news commentator for WDRC, spoke before members of the Fathers and Sons Club recently... **NEW HAVEN**—WOCB, the Yale campus station, has the following new staff members: T. Lawrence Tolan, director; Homer D. Babbidge, assistant director; John C. Wells, program producer. Foregoing are students at Yale U... **STAMFORD**—Bob Henry, formerly of WCOP, Boston, and WJAR, Providence, is WSRR's new spieler. Henry is a Tufts College graduate.

## — ARIZONA —

**PHOENIX**—Luise Putcamp, Jr., has resigned her post at KOY to join her family in Florida... Bob Thompson, former KOY chief engineer, paid a visit recently to his Phoenix friends... Al Johnson, KOY business manager, has been appointed program chairman for the Phoenix Kiwanis Club... Max Kohoe, new to radio, has joined the KOY newstaff as a partime writer.

## — MASSACHUSETTS —

**BOSTON**—Gracie Fields, English comedienne, guested on Evelyn Howe's "Follies" program over WEEL a short time ago... **SPRINGFIELD**—Estelle Alpert, winner of the Warner Brothers singing contest, made her radio debut over WBZ recently... **WORCESTER**—Manhattan Soap Company for Sweetheart Soap has signed for a 52-week contract renewal on Midred Bailey's "Afternoon Journal" aired over WTAG... **GREENFIELD**—H. W. "Bob" Nichols, manager of WHAI, was co-recipient of a visit by Sir Stork. The new son is to be called William Taylor Nichols.

## — CALIFORNIA —

**LOS ANGELES**—Tom Collins, versatile Hollywood radio actor, was recently projected in the "Star Performance" program on KFI in an original radio story by Caryl Coleman and John Elliott titled "Adaptation From Life"... Mrs. Margaret Lambert has joined the radio division of Hillman-Shane-Breyer, advertising agency as radio copywriter. Mrs. Lambert was formerly in public relations and research with NBC, New York, and the radio division of Benton & Bowles... **OAKLAND**—Euel Labhard has joined the announcerial staff of KROW. He had formerly been associated with KFBK, Sacramento, and KYMC, Marysville.

## — MISSOURI —

**ST. LOUIS**—Charles Edward Bahr, former continuity director of KMOX, has reported for his "bo" training in Idaho. He has been placed by Milton Monroe, who was his assistant... John Sherman Chapman has joined the announcer force at KMOX. He was formerly with WHN, WKAT, WHBQ, WNU, and WCPO... **KANSAS CITY**—the rest of 1944, the Blue-Baukh Co-Op will be sponsored by Crown Drug Company on KCM. Crown has also bought three other daily spots to be transcribed and played back by the KCMO company.

## Standard Radio

### ANNOUNCES

## THE OPENING OF A NEW YORK OFFICE

at

ONE EAST 54th STREET

PHONE: PLAZA 3-6690

in charge of

Mr. ALEX SHERWOOD

**E**FFECTIVE April 1st, 1944, our New York office will assume the complete servicing of Standard Radio's eastern clientele. Standard Radio Program Library subscribers in the east, heretofore contacted from our Chicago office, will now be handled directly from New York by Mr. Sherwood. The New York office will also take over the full stock of all Standard Radio Super Sound Effect records, replacing our former eastern Sound Effects representative.



March 29

Bill Berns                      Joe Cook  
Ginger Dinning              Jean Dinning  
Nancy Douglas              William H. Ensign  
Harvey Goldin              Leon Levine  
Harry Von Tilker

## CHATTANOOGA

IS THE HEART  
OF A POWER  
EMPIRE SERVED BY

## WDOD

### CBS

5,000 WATTS  
DAY AND NIGHT  
PAUL H. RAYMER CO.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 26, NO. 63

NEW YORK, N. Y., THURSDAY, MARCH 30, 1944

TEN CENTS

# Denny Defies Probers

## Government Dissolving Electronics Prod. Unit

Washington Bureau, *RADIO DAILY*  
Washington—Rep. Robert Ramspeck, (D.-Ga.), chairman of the Committee on Civil Service, House of Representatives, announced yesterday that an investigation conducted by the staff of that committee had resulted in an agreement that the Army-Navy Electronics Production Agency be liquidated. The agency was established as a joint separate operation of the War and Navy Departments in October, 1942, to clarify the situation then existing in the produc-

(Continued on Page 6)

## Walter Winchell Reveals Admiral Hepburn Letter

Revealing that Admiral Arthur J. Hepburn, former commander-in-chief of the U. S. Fleet, advised him to stay on the radio rather than go on active duty, Walter Winchell yesterday released a letter from the Navy officer. The letter, written, Dec. 17, 1941, read in part as follows:

"We all feel that you are doing better work for the Navy in your present broadcasting activity than

(Continued on Page 2)

## Education-By-Radio Assn. Announces New Officers

Chicago—I. Keith Tyler, director of radio at Ohio State University, was elected president of the Association for Education by Radio in the balloting by mail just concluded among the association's 900 members. Luke Roberts of KOIN, Portland, Ore., was elected first vice-president; Robert B. Hudson, of the Rocky

(Continued on Page 7)

## Back Home

John Daly, CBS correspondent just returned from Italy, was given a guest spot on "Report to the Nation" Tuesday night inasmuch as he was formerly narrator on the show. To make him feel at home, he was led early into the dark studio, a disk played "God Save the King." (He was born in So. Africa) then "Dixie," followed by the crash of bombs and big guns.

## Radio's Quads

The Nation's birth rate was upped by four yesterday when quadruplets were born to Mrs. Harry Zariel, wife of a CBS staff violinist, at the Sloane Hospital for Women in Gotham. Mother and quads getting along excellently at latest report. The welcome foursome ranges in weight from five pounds to four pounds, twelve ounces.

## CBS' C-O Managers Close 3-Day Meeting

Three-day meeting of managers of Columbia-Owned stations, was concluded yesterday in New York with Frank N. Stanton, CBS vice-president presiding over the series of discussions and talks which thrashed out matters of operating problems, policy, etc. and various routine items usually taken up at the semi-annual sessions. Talks were heard by CBS departmental heads on phases of broadcasting

(Continued on Page 6)

## Clem McCarthy Joins Sports Staff Of NBC

Clem McCarthy, noted turf expert, has signed an exclusive contract with NBC and will be heard Mondays through Fridays at 6:40 p.m., EWT, with a resume of the day's sports activities. Under the exclusive contract with NBC, McCarthy's only outside assignment this year will be the Kentucky Derby which he will do for the CBS under a previous commitment.

## Ex-Servicemen Prove Source For Personnel Replacements

### NBC News Reporter Takes Mike To Front

A new phase of radio war reporting developed Tuesday night when George Thomas Folster, NBC news reporter, was heard on the "News of the World" program speaking from a fox hole on Bougainville Island in the South Pacific. Folster, according to reports, inched his way beyond

(Continued on Page 2)

## FCC General Counsel Declines Answer To Question From Lea Committee; May Be Cited For Contempt

### Chi. Radio Council Reviews Activities

Chicago—In its radio education survey for first semester, '43-'44, the Radio Council of Chicago Public Schools reveals that the total hours of operation for its FM station, WBEZ, for that period was 206 hours, 50 minutes. Radio Council broadcasts carried by other Chicago stations—WIND, WJJD, WMAQ, WBBM, WCFL

(Continued on Page 2)

### Wrigley Resigns As Pres. Of Chicago Gum Corp.

Chicago—Philip K. Wrigley, president of the William Wrigley, Jr., Co., announced his resignation at the annual meeting of stockholders. He will continue as a director of the company. James C. Cox, first vice-presi-

(Continued on Page 2)

### Kobak Reviews Blue's Growth In Personnel

Akron—Speaking before the Akron Rotary Club, Edgar Kobak, executive vice-president of the Blue Network, told the club members that the net's

(Continued on Page 2)

Washington Bureau, *RADIO DAILY*  
Washington—The Lea committee meets this morning to determine whether it would cite FCC General Counsel Charles R. Denny for contempt. Denny refused yesterday to tell the committee whether he thinks Stefano Luotto, Italian time-broker of Chicago, is a fit person to be on the air. Republicans Louis E. Miller and Richard B. Wigglesworth yesterday insisted that Denny reply within 24 hours or be cited for contempt. Miller, Wigglesworth and Chairman

(Continued on Page 7)

## CBS Correspondent Returns From Italy

Back a few days from the Italian front, John Daly, CBS correspondent who has been overseas for the past 14 months was guest of honor yesterday at the Hotel Ambassador Garden Room where he told newspaper and radio guests of existing conditions and situations on the Italian fronts, most of it off-the-record.

Daly said that facilities in Naples

(Continued on Page 2)

## Treasury May Continue Local-Sponsorship Disks

Washington Bureau, *RADIO DAILY*  
Washington—The Treasury is considering continuing its "Treasury Salute" and "Treasury Song for Today" series—disks first made during

(Continued on Page 7)

## Farm Help Wanted

Montreal—The CBC farm broadcasts department will cooperate with the Ontario farm service force, this year, in securing 100,000 workers needed to harvest Ontario's crops. Under the title, "Help Wanted" a 15-minute dramatized program will be broadcast over an Ontario network of the CBC, on Fridays, at 8:30 p.m., EDT, beginning April 7th.



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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FINANCIAL (Wednesday, March 29)

Table with columns: NEW YORK STOCK EXCHANGE, 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, Bid, Asked.

"Victory Troupe" To Sunnyside Joe Seiferth and the WJZ "Victory Troupe" will give their 233rd performance Saturday, April 1, in Sunnyside, L. I., for the Red Cross.

20 YEARS AGO TODAY

(March 30, 1924) The fourth annual banquet of the Association of Motion Pictures Advertisers, Inc. was aired yesterday by WJZ direct from the Astor Hotel, New York. Listeners heard addresses by Douglas Fairbanks, Mary Pickford, Will Hays, D. W. Griffith and Rupert Hughes. Samuel L. Rothafel acted as toastmaster.

ANNOUNCER WANTED

In Midwest Capital City—network affiliated station needs experienced announcer-operator. Attractive salary and working conditions. Send full details and audition transcription if possible. Write R. L. Rose, KWOS, Jefferson City, Mo.

CBS Correspondent Returns From Italy

(Continued from Page 1) for sending news reports back to the U. S. were fairly perfect and that since RCA had installed its services there it was about 90 per cent on the nose. Beyond the perusal of the censors, little if anything prevented the news from being radioed to the U. S. within 10 minutes after being submitted. Daly also mentioned some amusing incidents relative to the rivalry among newspaper and radio correspondents and stated that the free competitive method of news gathering as practiced was found highly satisfactory.

Future Duties Unrevealed Pending the return of Paul White, CBS head of news broadcasts, Daly's future assignment was indefinite. He joined the network after having been with the affiliated outlet WSJV, now WTOP, in Washington and subsequently accompanied Roosevelt and Wilkie on their campaign tours. In the fall of 1942, he was assigned to the CBS London office and remained there five months, transferring to North Africa at the opening of the campaign there. Among other items he broadcast the first eye-witness account of the fall of Messina and other Sicily victories.

Walter Winchell Reveals Admiral Hepburn Letter

(Continued from Page 1) you would do in some active station of minor importance." Winchell released the letter as a sequel to charges made by Rep. Martin Dies during a broadcast last Sunday night on the Blue Network. Dies had said: "Who is this great personage with so much power that he can reach into the Navy and keep Mr. Winchell on the air and off the sea for propaganda purposes; and who is so exalted that his name cannot be breathed until the war ends."

It was pointed out that Admiral Hepburn was serving as Director of Navy Public Relations in Washington at the time Winchell was seeking active duty.

NBC News Reporter Takes Mike To Front

(Continued from Page 1) front lines carrying a microphone connected by a trailing wire to a rear communications center. Signal Corps engineers co-operated in unreeling wire which enabled Folster to take his mike to a point of vantage on the actual fighting front.

Joins Marks Staff

Victor Parfony, representative of Latin-American and Spanish composers and publishers, has been named head of the Latin-American and Spanish department of the Edward B. Marks Music Corp., it has been announced by Edward B. Marks, president of the music publishing company.

Chi. Radio Council Reviews Activities

(Continued from Page 1) —for the semester totaled 147, equivalent to 31 hours and 30 minutes of air time. The broadcasts, including those carried by WBEZ, were heard by 3,981 classes in 234 public schools, representing 182,110 students. The number of receivers in all schools was given as 1,191. "Despite the Fact," that a number of schools purchased FM equipment during the semester, "the survey notes," that total number of receivers in the schools decreased. This decrease is due to two factors: first, the normal depreciation of sets coupled with the impossibility of obtaining repairs, and, second, the loss of sets through burglary of schools. Theft has increased to the point where in some districts principals hesitate to replace equipment.

Wrigley Resigns As Pres. Of Chicago Gum Corp.

(Continued from Page 1) dent and treasurer, succeeds Wrigley as president. It is believed that Wrigley as a director of the company will continue to take an active interest in the company's radio advertising program. Company has been an important CBS account for several years.

Kobak Reviews Blue's Growth In Personnel

(Continued from Page 1) employees has increased from 324 to 832 including 134 in the armed services since it became an independent network in January, 1942.

Burke Leaves OWI

Dick Burke, for the past nine months associated with OWI overseas division in New York, has resigned and is returning to Buffalo to resume radio work. Burke was formerly news editor of WBNY, Buffalo.

Advertisement for WKY featuring a logo with 'WKY is for FORCE' and 'WKY advertising is a force you can feel at the sales counter.' Includes 'WKY HAS EVERYTHING - FROM "A TO "Z" and 'OKLAHOMA CITY The Katz Agency Representative'.

COMING and GOING

LEONARD KAPNER, president and general manager of WCAE, Pittsburgh, is in town for conferences with the New York representatives of the station.

J. FRED CASE, vice-president and general manager of KWON, Mutual affiliate in Bartlesville, Okla., left for the home offices yesterday following a few days here on network business.

PHIL SPITALNY and the members of his all-girl orchestra are in Albany, where they open an engagement of one week at the Palace Theater.

MARCIA RICE, formerly staff soloist at WTAG, Worcester, Mass., has returned from a tour of South America, North Africa and Italy and shortly will be heard on a series over WMCA for Steuben Tavern and Crossroads.

FULTON LEWIS, JR., Mutual's commentator on national affairs, who recently completed a coast-to-coast lecture and news-gathering tour, will broadcast from the West Coast tomorrow, after which he will return to his home office at Washington, D. C.

FRED PALMER, manager of WCKY, Cincinnati, in Chicago this week on station business. SARA JANE PETTY, secretary, and ESSIE TOP-MILLER, secretary to Robert Fleming, program director, have returned from a visit with Miss Topmiller's family at Bowling Green, Ky.

Night Club Stars On WOY

"Tolerance through Music," the WOY program series featuring jazz musicians and outstanding liberals as guest speakers, will feature the entire lineup of stars currently appearing at Cafe Society Downtown, New York night club, next Monday, April 3, 10-10:30 p.m. All musicians donate their services gratis to "Tolerance Through Music" with the sanction of the AFM. Guest speaker on Monday's program will be Gregory F. Noonan, prominent lawyer and former United States Attorney for the Southern District of New York.

Advertisement for WKY with the slogan 'They're GLAD we remembered them!' and 'WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED'. Includes a graphic of a stylized face.

# WPAT *presents* BOB BRIGHT

## The Jingle King

*in a new feature*

### BOB BRIGHT'S BANDSTAND

A fast moving hour and a half of music to thrill to . . . and dance to . . .

**3 to 4:30 P.M. Mon. thru Sat.**

*(Beginning April 3rd)*



ONE MORE REASON FOR SELLING YOUR CLIENTS WPAT . . . *The Fastest Growing Station in the Metropolitan Area.*

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

RADIO DAILY

LOS ANGELES

By RALPH WILK

BILL REID, commercial traffic manager for KNX and the Columbia Pacific network, has assumed new duties as CBS-KNX account executive for the handling of local and West Coast radio sales.

With his "G. I. Joe" contest going full-steam, Eddie Cantor has found it necessary to augment his secretarial staff to sort out the letters which are pouring into his home from service men and their relatives and friends.

Private Jack Levinson, son of Colonel Nathan Levinson, head of Warner Bros. sound department, was notified this week that his song, "The Mouse with a Rat in her Hair," won the contest conducted by "A Song is Born" radio program.

Judy Canova, star of the CBS-KNX "Judy Canova Show" for Colgate's, will start production of her next motion picture at Columbia Pictures studio within two weeks.

Bill Goodwin introduced something new by way of "warm-up" commercials before the Burns & Allen show recently. As Felix Mills' orchestra deliberately drowned him out, Goodwin pantomimed the use of Swan Soap to a mightily amused audience.

When Bob Crosby was being interviewed during that sparkling new luncheon program "Hollywood Star Time," broadcast over the Blue Network from the RKO studio cafe, he was asked by co-hosts Gary Breckner and Larry Keating what he was doing on the RKO lot.

Robert E. Dawn, for past year program manager of KGO, San Francisco Blue outlet, has joined NBC's production staff in Hollywood. A graduate of Stanford University, Dawn first joined NBC in San Francisco as a junior announcer in 1936.

Louise Erickson, young star of radio's "Date With Judy" program, this week was presented with a silver compact by NBC in appreciation of her appearance with Jack Benny on his special War Bond broadcast.

MAIN STREET



Radio Is My Beat. . . !

Pity poor Murray Grabhorn, energetic Blue Network Sales Executive, who, in addition to his numerous duties, is also Prexy of the Radio "Executives" Club (Gotham Branch) and therefore is beset with a problem that baffled even the Caesars of ancient Rome.



And April 6 again creeps into print... seems this is the date when Russell Swann, suave purveyor of magic and hokum, who has recently been given a medical discharge from the Army, (where he served for 18 months in Alaska) opens an engagement at the Waldorf-Astoria's Wedgewood Room.

Glancing through the data mailed us by the press dept. of WNYC, we noticed that included in the list of songs to be sung by the Coleman Brothers Quintet, is the highly-entertaining rhythmic number titled, "Stalin Wasn't Stallin'".



Mrs. Patti Pickens, mother of the famous Pickens Sisters, will be a WEAF featured guest (for the third time) on Mary Margaret McBride's program Saturday.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

MORE than 40 young women studying radio and television at Stephens College, Columbia, Mo., are in town for a couple of days for a look-see at radio and television studios here.

"Farmer's Braintrust," a new series of shortwave transcribed question-and-answer broadcasts on English agriculture, is being produced exclusively by BBC for WLS.

WJJD's singer of romantic songs, George Carol, has been signed for a two-week's stage engagement at the B & K Chicago Theater, starting March 31, after substituting the other day at the Chicago for Patricia Morrison.

James Jewell, WBBM producer, has resigned from the staff effective April 1. He will be replaced by Hooper White, formerly program director of WKZO, Kalamazoo, Mich.



CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.

WTAG WORCESTER

LANNY & GINGER HONORED to join the ranks of the Foremost, Radio, Stage & Screen Stars under management WILLIAM MORRIS AGENCY GINGER & LANNY GREY "I Go for a Man Who Wears an Adam Hat." (whistle) LEXington 2-1100

**AGENCIES**

**ALE BYERS**, WCCO newscaster, has left the station to join K&O, Minneapolis, as radio director. He had been on the WCCO staff four years.

**ENYON & ECKHARDT, INC.**, has added to its staff **Vernon Bowan**, formerly of J. M. Mathes, Inc.; **Frank Palmer**, recently with Benton & Bowles, and **Shirley Wolfson**, who has been with the War Food Administration. **Bowan** joins the copy department, **Palmer** the radio division, and **Miss Wolfson** will give her attention to the agency's publicity.

**EMER W. FROEHLICH**, director of radio media and research for MacManus, & Adams, Inc., Detroit advertising agency, has just completed a quarter of a century of service with the organization and its predecessor company. In his present capacity, he directs expenditures and supervises market research activities for principal clients of MacManus.

**EVLON PRODUCTS CORP.** of New York has appointed **McCann-Erickson, Inc.**, as its advertising agency.

**DOUGLAS WOOD GIBSON**, publicity advertising, fiction, radio and film continuity writer and editor, has joined the radio department of **V. Ayer & Son, Inc.**

**H. COTTINGTON**, radio director, **Wasey & Co., Inc.**, has left for Hollywood. He will be on the Coast for two or three weeks.

**WILLIAM L. SHINNICK**, General Accounts executive with **Benton Bowles, Inc.**, has left the agency to join the Overseas Branch of the Office of War Information. He will be in the Asiatic area.

**ARTHUR D. OSBORNE**, formerly of **Walkins and Holden** and the **G. M. Ford Company**, has joined the writing staff of **McCann-Erickson**.

**ROBERT T. MEYERS** now is a member of the merchandising department of **Young & Rubicam**. Formerly he was general sales manager of the **Synos** and **Bisodol** divisions of **American Home Products Company**.

★ **PROMOTION** ★

**Agricultural Tie-in**

Through the facilities of **KXEL** of Waterloo, Iowa, a committee consisting of prominent state and county agricultural leaders were able to reach a state-wide public recently for the purpose of stressing the importance of increased food production during 1944. Among the speakers was **Governor Bourke B. Hickel** of Iowa, who pledged complete support of the State House to the farmer in his effort to produce more food for victory. **Hugh Muncy**, farm editor for **KXEL**, acted as moderator throughout the one-hour broadcast and led the discussions which were participated in by 11 farm authorities. It was estimated that more than 3,000 families were listening to this broadcast pertinent to the inhabitants of the Iowa valley. This public service program was a meritorious achievement on the part of **KXEL**.

**Educational Tieup**

The publicity for the new "We March With Faith" series aired over **KOWH**, Omaha, Nebraska, does more than merely promote something new in program format. This new series which sponsors the talents of students, teachers and lay citizens promotes something more vital—the ideals of Americanism, good citizenship and other matters pertinent to the outcome of a deranged world.

**KOWH** is to be commended for contributing to its listening area a program that deals constructively with situations concerning vandalism and juvenile delinquency. As one leading adult participant pointed out, "In these productions, we must project that we have to learn to understand life and the world we live in, and we have to teach our children to reach below life's surface, to think, and to develop a point a view for themselves."

**Returns From Iceland**

**Manny Reiner**, formerly advertising and publicity head for **Paramount's** short subjects department, has arrived in New York from **Reykjavik, Iceland**, where he was stationed 14 months for the Office of War Information. **Reiner** was director of **Radio Reykjavik**, the island's sole station.

**Achievement Awards**

With **Henry F. Schricker**, governor of Indiana as featured speaker, station **WOWO** recently held its fifth annual Achievement Award dinner in **Fort Wayne's Anthony Hotel**.

This annual event is **WOWO's** tribute to the men and women in the **WOWO** tri-State area who have made significant contributions to Agriculture and Home Economics during the past year. Certificates of achievement this year were awarded to 12 individuals. **Tom Wheeler**, popular **WOWO** farm director, was the toastmaster for the occasion.

**Home-Front Letters**

A constructive home-front measure is being practiced by **KFEL**, Denver, Colo. Believing that letters from home are as vital to the success of our armed forces as munitions of war, **Gene O'Fallon**, manager of the station, announced this week that the station will pay \$1 for each suggested thought used on **KFEL** newscasts, to keep the home-front turning out those letters. Suggestions are to be confined to 15 words or less.

**GUEST-ING**

**HARRISON KNOX**, tenor, on **Lyn Murray's "To Your Good Health,"** Friday (**WABC-CBS**, 6:15 p.m.).

**LUISE RAINER**, on **The Kate Smith Hour,** Friday (**WABC-CBS**, 8 p.m.).

**WALTER HAMPDEN, NINO MARTINI** and **ETHEL MERMAN**, on the "Stage Door Canteen" program, Friday (**WABC-CBS**, 10:30 p.m.).

**DOROTHY LAMOUR**, at the **Barry-Wood Patsy Kelly "Palmolive Party,"** Saturday (**WEAF-NBC**, 10 p.m.).

**DIANA BARRYMORE**, on the "Inner Sanctum" program, Saturday (**WABC-CBS**, 8:30 p.m.).

**PETER DONALD**, on the **Mary Small** show, Sunday (**WJZ-Blue Network**, 5 p.m.).

**SGT. MARION HARGROVE**, author of "See Here, Private Hargrove," on "Information Please," Monday (**WEAF-NBC**, 9:30 p.m.).

**AVAILABLE**

Nationally known romantic singer on networks and transcriptions, seeks opening in live powered radio station. Can do live shows on sponsor participation basis and handle all types of ad-lib programs. Capable of doubling as production manager on station. Draft Deferred. Write—

RADIO DAILY, Box LJ

1501 Broadway

New York 18, N. Y.

**SPOT**  
The  
"VOICE OF EXPERIENCE"



**FOR QUICK RESULTS**

**MILLIONS OF FANS FROM COAST-TO-COAST. A TRANSCRIBED QUARTER-HOUR RADIO PROGRAM THAT SELLS ANYTHING—ANYWHERE**

**NEW SERIES—LOW RATES**

**WRITE—PHONE—WIRE**

**VOICE OF EXPERIENCE PROGRAM**

140 W. 42nd St., New York 18, N. Y. • Phone Wisconsin 7-4964

## Government's Dissolving Electronics Prod. Unit

(Continued from Page 1)

tion and procurement, by the two services, of electronic equipment.

When the investigation started the agency had in excess of 1,000 employees and a number of Army and Navy officers detailed to the operation. Most employees were civilians.

In the summer of 1943, rumors that everything was not going well with the agency came to the attention of Congress and in July Chairman Ramspeck, whose committee is authorized to investigate the employment and utilization of personnel in the various government agencies, ordered his staff to make a preliminary investigation which later developed into a complete survey of departmental and field operations of the agency.

### Agency "Overstaffed"

Interim reports to the Committee on Civil Service alleged that the agency was overstaffed with highly paid and, in many instances, inexperienced personnel. These findings were reported to the War and Navy Departments and a gradual reduction in the headquarters and field staff was effected. These changes failed to satisfy the committee and the investigation was continued, with the result that duplication of effort, irregular personnel practices as to pay and promotions and other types of alleged mismanagement were, it is understood, reported. It is specifically charged that the agency was duplicating the work of Army and Navy expeditors and to a large extent overlapping the functions of WPB.

It is understood that the functions of Army-Navy Electronics Production Agency will be re-distributed to appropriate elements of the Army and the Navy and particularly to the WPB, where the greater part of the duplication was found by the investigators. It is stated on responsible authority that a small number of technically qualified consultants and other employees of Army-Navy Electronic Production Agency may be transferred to the WPB.

It is estimated that savings from liquidation of the Army-Navy Electronic Production Agency will approximate \$5,000,000.

## Food Administrators Round Table On WJR

Detroit—Top administrators of rationing in the United States and Canada will compare systems and discuss problems at a radio round table in the WJR studios in Detroit Sunday at 12:30 p.m., EWT. Participating in the program will be Colonel Bryan Houston, deputy administrator in charge of the OPA rationing division at Washington, D. C. and Kenneth W. Taylor, coordinator of the Canadian Food Administration who previously was secretary of the Wartime Prices and Trade Board. George Cushing, WJR new editor is the moderator of the program.

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

### Undertones

A long run on Broadway usually means a play staying on the boards for more than a year. But the stage has no records to compare with the perennial beaming of the 18 current network shows produced by Frank and Anne Hummert for a run totaling 132½ years of actual time on the air. Of the prolific pair's five musical and 13 dramatic programs now on the webs, the first to take the air was the "American Album of Familiar Music," which premiered over NBC in October, 1931.

★ ★ ★

Paul Whiteman's birthday the past Monday brings to mind that this year also marks the twentieth anniversary of his famed concert at the old Aeolian Hall in Gotham. Hot standout of the tradition-shattering session in the former West Forty-second Street sanctum of classic music was a tune titled "Whispering." That affair marked the beginning of an invasion vogue, which was climaxed last January by the All-American Band's jazz concert at the Metropolitan Opera House. "Pops" sure started something. Right now, the master of modern rhythm, who gave ragtime a velvet touch, is planning a short trip to Hollywood to appear in a film called "Atlantic City," which will re-create the first Whiteman band that got under way in the seaside resort around 1920.

★ ★ ★

Jazz really arrived in New York in 1916. In that hectic pre-war year when Woodrow Wilson was running for a second White House term against Charles Evans Hughes, the Original Dixieland Jazz Band trekked eastward for a stand at Reisenweber's, celebrated Gotham restaurant and night spot that has faded into the past. The Dixieland combination at first mystified the Big Town sophisticates with renditions of its New Orleans rhythms, such as "Tiger Rag." But the hot music caught on fast, and New York began dancing to it. Similar tunes were also heard at Rector's, another rendezvous of an earlier day, where Ted Lewis was then clarinetist with Earl Fuller's aggregation.

★ ★ ★

In nostalgic vein of more recent vintage is Victor's new album release of rhythmic reveries, "Smoke Rings," which consists of an octet of all-time hits played by the bands that made them—Larry Clinton, Tommy Dorsey, Duke Ellington, Benny Goodman, Sammy Kaye, Freddy Martin, Glenn Miller and Artie Shaw... Paul Lavalle, lively little maestro of the Blue net's "Basin Street," will soon make a sweet shift when he records an album of favorite American waltzes for Musicraft... Betty Hutton, Paramount Pictures' player, is set to wax a second album for Capitol Records... Decca and Musicraft are due to cut the new ballad, "Seven Days a Week," which has already been featured on the webs by Kate Smith, Dick Haymes, Joan Brooks, Morton Downey, Mary Small, Jeri Sullivan and Kay Armen.

★ ★ ★

Duke Ellington, who has been bedded at home with an infected tonsil, expects to open tonight at the Hurricane, Broadway bistro... Benny Goodman arrives in Gotham today to complete arrangements for several personal appearances and to iron out details for his planned tour of more than 100 Army bases... The "Mairzy Doats" boys—Milton Drake, Al Hoffman and Jerry Livingston—have written a new one for Miller Music about a monkey named "Ikky Tikky Tambo," which will be sung by the Land! Trio over CBS today and tomorrow at 5:30 p.m., EWT... Bandleader Georgie Auld, young tenor-sax wiz, will be heard again over Mutual when he goes into the Roosevelt, Washington, D. C., for a three-week date, beginning Apr. 10.

★ ★ ★

When guitarist Eddie Condon's next jam session is held in Gotham's Town Hall Saturday, Apr. 8, the BBC and OWI will carry it in addition to recordings by the Co-ordinator of Inter-American Affairs for Latin-American rebroadcast. The only scheduled domestic pickup, though, is a half-hour local program over WHN, New York. Is Eddie Condon's music too hot for the webs?

## CBS' C-O Managers Close 3-Day Meeting

(Continued from Page 1)

including FM and television, as well as reports by J. Kelly Smith and Howard Meighan, general sales manager and Eastern sales manager respectively of Radio Sales division of the network.

Speakers who addressed the sessions in course of the three-day meeting included Howard L. Hausman, the CBS legal staff, who spoke of legal problems, including War Labor Board and Selective Service questions; William H. Feinshreiber, Jr., acting director of broadcasts, spoke of network programming plans; James M. Seward, CBS director of operations discussed matters pertaining to his department; John K. Churchill, research director did the same as research; William B. Lodge, acting director of engineering included Feinshreiber in his talk and related engineering matter, and Worthington Miner, manager of television spoke on his particular field. At the Monday luncheon session John Daly, CBS correspondent recently back from Italy, told his experiences and gave his off-the-record viewpoint in that theater of war.

### Out-of-Town Attendees

Those in attendance from out of town were: Don W. Thornburgh, CBS vice-president in charge of the Pacific Coast, for KNX, Los Angeles; D. Willard, Jr. manager of WBTV, Charlotte, N. C.; Carl Burkland, general manager, WTOP, Washington; J. K. Van Volkenburg, assistant manager, WBBM; Austen E. Joscelyn, general manager WCCO, Minneapolis; Harold E. Fellows, manager, WEEI, Boston, and Merle Jones, general manager, KMOX, St. Louis.

Arthur Hull Hayes, general manager of WABC, New York was the local C-O representative present at Thad Holt, president and general manager of WAPI, Birmingham, Ala. in which outlet CBS has an interest attended, but not as a C-O station representative.

Special gathering late yesterday afternoon was a social one for the C-O men, CBS executives and agencies and clients.

### Nelson S. Hesse

Nelson S. Hesse, manager of WJZ Chase Taylor, known on the radio as Col. Stoopnagle, died yesterday following a protracted illness at the Park East Hospital, He was 39 years old.

### Approve Sale Of KBIZ

Washington—The FCC yesterday announced approval of the sale of KBIZ, Ottumwa, Iowa, from J. D. Falvey to KBIZ, Inc., for \$60,000.

### Fields Series On Blue

Irving Fields, pianist, composer and conductor, will be featured in a new series which will be heard each Friday from 1:45-2 p.m. over the Blue Network, exclusive of WJZ.

**PROGRAM REVIEWS**

**"NOW IS THE TIME"**

Special Sustaining Series  
 NBC-WEAF, Sat., March 25,  
 9:30-10 a.m. EWT  
 Writer: Priscilla Kent  
 Producer: Nancy Osgood

Radio Row was quite tense Saturday morning just before the first of all-women produced broadcast "Now Is the Time" hit the air at a breathless moment of 9:30 a.m., because it also marked the first time NBC program was produced entirely by the not quite weaker sex. Doubt everybody, perhaps particularly the masculine members of engineering department, expected Mel Kennedy to faint in a heap at stroke of 9:30—just as she was about to pull the switch at the control panel. But nothing like that happened. Everything went as smooth, as in all-male company had applied infallible touch.

For that reason, and many others, "Now Is the Time," an inspiring dramatization of how some CBS have come to be WACS, would do more to inspire enlistments than the various distaff agencies of our armed services than all the spot announcements that usually cry out in various command for recruits. Instead, while these spots are important, they service mainly as reminders—whereas this program produced an inspiring message. Priscilla Kent has penned a script completely devoid of all the obvious pincer movements, and injected in their place the nuances that should and do more for the cause. Miss Kent's story is a simple one—of a woman who wants to do something worthwhile in this war just because she believes in the fighting front. Her heroine is tired of making pretty gestures such as sending goodies and handkerchiefs. Her heroine wants to help in the all-out manner. Kent's story has cited a specific example, subtly showing what this goes through from her enlistment to the final scene of actual participation in this war, with many exciting scenes included along the way. This department might mention the entire production avoided the usual maudlin through the sensitive direction of Nancy Osgood.

**"The Goldbergs" Signed for Cartoon Comic Strip**

"The Goldbergs," Gertrude Berg's popular radio favorite, will become a dedicated cartoon strip released through the New York "Post" syndicate. National Concert and Artists Association announced yesterday.

**Sholm' Skipper On WHN**

Captain Sigfrid Ericsson, the skipper of the repatriation ship "Sholm," will be interviewed over the radio today, March 30, (8:15-8:30 EWT), by William Lang, producer and writer.

**Denny Declines To Answer Question By Lea Committee**

(Continued from Page 1)

Lea pounded Denny on this matter for about an hour, with Denny protesting that it was not a proper question. He pointed out that he was not called upon to pass upon such a question at the Commission, that all he knew about Luotto was contained in the FCC report given the FBI and that this report was confidential. He was willing to discuss it in executive session. The Commission itself did not pass on such questions but merely included personnel of station in its review of over-all operation of station when it came up for license renewal, Denny said. Denny also pointed out that if he answers this question, he will be pinned down on many other persons.

**Denies Several Accusations**

Under cross-examination by acting committee counsel Harry S. Barger, Denny had earlier denied that the Commission censors programs, that it has forced supplanting of citizen broadcasters with aliens and numerous similar questions put by Barger.

The first half of the session was devoted to matters previously covered in the testimony one or more times. It was not until after the first hour that the hearing took on any particular interest. From there until the close of the hearing, Barger and the committee attempted to get Denny to state his opinion of Stefano Luotto and his fitness to be on the air, with Miller asking such questions as: "If you knew someone was a Fascist or a Nazi aren't you American enough

to say so? "And Will you admit you're an American?"

Denny pointed out that the report to the Attorney General had been classified as confidential, but that he would be willing to testify concerning the contents of the report in executive session. His only knowledge of Luotto was gained from the report, he declared, and added, "I've never taken the position that he's a Fascist; I don't think he is a Fascist."

Miller wanted to know if it was all right for Luotto to be put off the air while Browder walked the streets. Denny's answer was that the same criterion would not apply. It is a much different thing to permit a man to walk the streets from permitting him access to a microphone to influence the thinking of a large alien audience, he said. The FBI, he pointed out, has not seen fit to take any action regarding Luotto.

Wigglesworth then asked again if Luotto is a fit person to broadcast, to which Denny replied. "Passing on the fitness of a man is not the business of the Commission. I'm afraid you're going to ask me that question on each person involved in this foreign language field."

Denny continued that the Commission never passes on the fitness of any particular individual. The Commission reviews the over-all period of the license to decide if the operation of the station has been in the public interest, he said.

Denny will resume the stand this morning after the executive session.

**Treasury May Continue Local-Sponsorship Disks**

(Continued from Page 1)

The Fourth War Loan. These are designed for local sponsorship. Letters from Ted Gamble, war finance director, and Thomas H. Lane, director of press, radio and advertising, have gone out to elicit information from broadcasters as to whether they feel that continuing the series would be of value to the industry and would pay dividends to the Treasury.

Over 800 stations used the "Treasury Salute," and over 600 the "Treasury Song for Today." The series was to be discontinued after the drive, but numerous requests have come in from broadcasters that production of these discs be continued.

"Whether we continue distributing these programs for a month, or two months, or indefinitely, depends to a large extent, upon information you give us," said Lane, and added: "So far we've received scattered comments and criticism concerning the salutes. In the mass, the comments were highly favorable, the only changes requested were for musical bridges within the salutes which would enable the station to fade down the music and insert the local sponsor's message. This now is being done in both the salutes and the "Song for

**Education-By-Radio Assn. Announces New Officers**

(Continued from Page 1)

Mountain Radio Council, Denver, second vice-president; Elizabeth Goudy of the Office of Education, Washington, D. C., secretary, and George Jennings, acting director of the Radio Council of the Chicago Public Schools, treasurer.

Officers will be installed at the Institute of Education by Radio in Columbus, Ohio, on May 5.

**Will Narrate Show**

Philip Merivale, soon to open in the new show "Public Relations," will be the narrator this Saturday evening on a special Passover broadcast presented by the American Jewish Committee over WOR and the Mutual network on Saturday evening (April 1st) from 10:15 to 10:45 p.m. Merivale will be heard in a radio adaptation of a story by Franz Werfel, "The Third Commandment—The Story of a Modern Exodus."

Today" series. In the salutes, there is a musical bridge of 30 seconds duration near the opening and a bridge which enables a one-minute sponsor message near the close. In the "Song for Today" records there is a bridge permitting a 30-second message from a local sponsor."

**NEW BUSINESS**

KPO, San Francisco: Standard Brands, Inc. (Stan-B Vitamins), six anns. weekly, through Ted Bates, Inc.; Globe Mills (A-1 Flour), two anns., ETs, weekly, through McCann-Erickson, Inc.; Bernhardt Ullman Co., Inc. (embroidery wool and cotton), "Woman's Magazine of the Air," tri-weekly participation, through Grey Advertising Agency; Pan-American Coffee Bureau (coffee promotion), five participations weekly in "Woman's Magazine of the Air," through J. M. Mathes; Arvey Corp. (R. V. Lite), tri-weekly participation in "Farmers Digest," through First United Broadcasters; Mountain Coppee Co. (sprays, insecticides), weekly participation in "Farmers Digest," through Allied Advertising Agency; Shasta Water Co. (drinking water), news, six times weekly, through Brisacher, Van Norden & Staff.

**Ex-Servicemen Ease Drain On Manpower**

(Continued from Page 1)

Others are ex-servicemen who returned as casualties.

Experience with discharged ex-servicemen as wartime replacement personnel in station operations has worked out favorably at WOR, New York, it was indicated yesterday by J. R. Poppele, chief engineer, and Bert Harkins, co-ordinator of engineering traffic. The Gotham outlet, which has recently employed about a half dozen returned soldiers discharged because of minor physical defects, requires an absolute minimum of the regular Signal Corps training course plus former radio experience, or, as a substitute for the latter, mechanical ability in a related field or a definite aptitude for broadcasting.

"We're beginning to look forward to a replacement factor from that source to quite an extent," replied Poppele when questioned about how the wartime expedient was working at WOR. He pointed out, too, that the men were also given the station's training course lasting from six to eight months. Many men with schooling in the art of electronics, he noted, made good sound effects specialists since about 95 per cent of radio sound effects were electrical.

Harkins also stressed the factor of temperament. The men not only had to have the knowledge, he indicated, but also had to be quick-thinking as the operations end was exacting. Training, he stated, had to be more than a mere smattering gained from communications work in the infantry, for example. Applicants were procured from various rehabilitation centers, he stated.

**Takes Production Post**

Lou Fulton takes over production of NBC's "Hook 'n Ladder Follies" when Director Jack Roche leaves for a Hollywood assignment. Show is heard Saturdays, 11 a.m., EWT.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — PENNSYLVANIA —

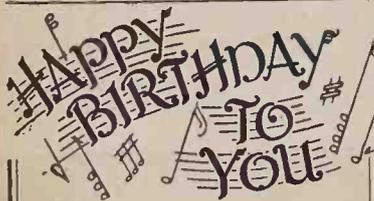
**PHILADELPHIA**—Edwin Halbert has joined the production staff of WIP. . . Bob Knox, WIBG announcer and disc jockey, has just been informed that a new fans' club has been organized naming him as its idol. . . Miss Jayne Raffo of WPEN's book-keeping department is engaged to Alan B. Lubar of the Army Air Corps. . . Doug Arthur of WIBG roller skates to and from work every day. . . Allen Joffe, formerly of WHAT, is newest addition to WCAU's engineering staff. . . Clifford C. Harris, technical supervisor at WIP for the past 12 years, has obtained a leave of absence to take a position of field engineer with the Western Electric Co. for duty overseas. . . **PITTSBURGH**—Irene Gaedes of WCAE's traffic department is week-ending in Detroit—visiting her brother in the Navy.

## — TEXAS —

**SAN ANTONIO**—Bob Premont is KTSA's new spieler. . . Jack Mitchell, KTSA's former program director, is the new manager of the Majestic Theater. . . **DALLAS**—Jim Alderman is being heard over WRR in a nightly series of quarter-hour newscasts. . . Ralph Maddox has been made program director of WFAA-KGKO. . . **FORT WORTH**—Ken McClure, news chief of KGKO, now covering the war in Europe, will be heard in a quarter-hour program sked each Sun. matinee over KGKO via transcriptions from London.

## — VIRGINIA —

**RICHMOND**—Mrs. John Coville has replaced her husband on "Market Reports" over WRVA. He's off to the Navy. . . **WHEELING**—Paul Myers, sales representative for WWVA, and Joe Barker, featured WWVA entertainer, are in Navy blue, too. . . **PORTSMOUTH**—Recent visitor to WSAP was Tom Slater, Mutual's director of special events. Slater broadcast the only coast-to-coast net description of the Shangri-La launching through the MBS affiliate.



March 30  
William H. Brown  
Preston H. Pumphrey

# WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—Bill Herson, a maestro at WRC, was recently credited by cupid for assisting in match-making. It happened via a simple introduction. . . To serve the thousands of servicemen and women stationed in this area, as well as the constant stream of visitors in uniform, WINX has begun a series of programs entitled, "U.S.O. Bulletin Board". . . Jack Lowe, WWDC's 1450 Club emcee, recently interviewed Lionel Hampton over his hep-cat program.

## — WASHINGTON —

**SEATTLE**—KIRO's "The Children's Hour" program recently sold \$30,000 in War Bonds and Stamps. Alice Emel is the writer and producer of this show. . . Fred Delano now heads the KOMO-KJR news room, and Bill Moshier is the new director of special events. . . Newly named publicity director for the two stations is Mrs. Carolyn Ashbaugh. . . **TACOMA**—Van Newkirk, formerly program director of the Don Lee network, recently visited KMO studios. Newkirk is touring the Pacific Coast stations for Uncle Sam. . . **YAKIMA VALLEY**—Lt. R. Lee Black, former KIT sales promotion manager and special events director, is overseas with an Army Special Services radio.

## — ARIZONA —

**PHOENIX**—KOY and KTUC, Tucson, have both blossomed out with "singing station breaks." The affiliated stations ordered Sonovox jingles simultaneously and are using Novacords for background. . . "Blythe Moments" is the title of a new recorded women's program over KOY. Handled by Blythe Miller, who was formerly starred on the station's "Love Story Time" daily strip for Tovrea Packing Company, the program consists of participation announcements and selected recordings.

## — CONNECTICUT —

**HARTFORD**—WTIC is taking calls from Hartfordites who were not home when Red Cross canvassers made the rounds for contributions. The station is acting as a "secretary for appointments" for both civilians and the RC. . . **NEW HAVEN**—"Yale Interprets the News," a quarter-hour Sunday eve program formerly originated at WTIC, now emanates from WOCD, the Yale Broadcasting System, for campus listeners. This program features members of the Yale faculty, who analyze headlines.

## — MINNESOTA —

**MINNEAPOLIS**—CBS' "Country Journal" originated from WCCO last week, with Jack Brainard, Minnesota AAA committee questing and commentary by Larry Haeg, WCCO farm service director. . . **ST. PAUL**—Zinsmaster Baking Co., through W. E. Long agency, Chicago, renewed its 52-week announcement sked on KSTP. . . Al & Hank, the Dakota Ramblers, featured members of KSTP's "Sunset Valley Barn Dance" program, are doing a quarter-hour strip across the board at 6:45 a.m. for sponsor Johnstone Drug Sales Corp.

## — OHIO —

**CINCINNATI**—William Dowdell, WLW-WSAI editor-in-chief, and Margaret L. Whitehead, NBC news writer, are writing a radio news book which will be published by a N. Y. firm. . . William J. Huster, prexy of Burger Brewing Company has signed for WKRC's exclusive play-by-play broadcast coverage of the Cincinnati's Reds' sked. Waite Hoyt will sports-cast. . . U. S. Meteorologist J. Cecil Alter dramatizes weather reports over WCKY with remarks as, "Better weather will be broadcast as soon as we can get it" when snow or rain are on hand. . . **DAYTON**—WING's morning variety show, "Sunny Side Up," has been expanded to 45 minutes to accommodate newly added sponsors. . . **COLUMBUS**—Frank N. Jones has been appointed national sales representative for WCOL. . . **YOUNGSTOWN**—Gilbert Simon, sales promotion manager of WKBN, enters the Army March 31. . . **MARION**—Chief Engineer Bob Morrison is the proud new parent of a baby boy.

## — INDIANA —

**FORT WAYNE**—Rosemary Stanger and Johnnie Gould of the WOWO program department were recently honored on the BBC special "Bridge Builders" program.

Originating in England, the program is dedicated to American women who have made outstanding contributions to radio. . . Guesting at WOWO-WGL during past few weeks have been Nora Thomas, thrice undaunted socialist candidate for President, and Bernie Cummins, popular orchestra leader.

## — MISSOURI —

**ST. LOUIS**—Paul Shock has turned to the engineering department of KMOX after serving in the U. S. Navy as a Looey (j.g.) for approximately 18 months. . . Merle S. Jones, station manager of KMOX, has been pointed to represent radio on newly organized St. Louis Food Industry Advisory Committee. . . order to bring the meaning of war close to home, station KSD started a new series of Sunday afternoon programs which project work and ideals of St. Louis Hero.

## — NEW JERSEY —

**NEWARK**—Gail, fashion editor of Beauty Culture magazine and public manager for Eddie Senz; John Hall, Mlle. Reif, will be the guests of Nam and Norm "Red" Benson on their "Bea Goes to Work" program tomorrow. . . **PATERSON**—Fred Young joined the announcer staff of WFYJ. Young hails from WAGE, Syracuse, entered radio as an NBC page boy.

## LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

### On 187 U. S. stations... 100 hours a week!

NBC's Syndicated Recorded Programs convincingly . . . consistently . . . prove their worth—are sought more and more for sponsorship. Now . . . 14 different program series are being heard in the United States and in U.S. possessions, over 187 different radio stations, adding up to more than 100 broadcast hours a week. In addition . . . NBC is furnishing its recorded shows to Canada, Newfoundland, New Zealand, Mexico, and Panama\*. For full details of the wide variety of NBC 5-minute to half-hour recorded programs, write today.

★ ★ ★

\*Does not include the hundreds of hours of musical shows programmed weekly by NBC Theatres on more than 225 stations.



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.

# Record Network Crowds

## Denny Testifies; Lea Com. Adjourns

Washington Bureau, RADIO DAILY  
 Washington—As the Lea committee went into recess until the middle of next month, FCC General Counsel Charles R. Denny escaped a contempt citation by testifying concerning the mess of Stefano Luotto, Italian time broker, to be on the air. If Denny had refused to answer—as he did Wednesday—the committee was prepared to press contempt charges against him. It had been definitely decided in a three-quarter hour executive session preceding the open hearing. The committee reporter opened the

(Continued on Page 6)

## Charlotte Greenwood as Bob Hope Replacement

Charlotte Greenwood, stage and screen actress, has been signed by producer as summer replacement for the Bob Hope program. It will be her first commercial radio appearance, and will start Tuesday June 13, in the 10:30 p.m., EWT spot, running upon Hope's return in the fall. Deal consummated through Foote.

(Continued on Page 2)

## Press-Radio Relations Good In Eastern Cities

Back from a survey of press-radio relations in several cities on the eastern seaboard, Charles Oppenheim, publicity director of WOR, revealed yesterday that the newspaper attitude toward radio is most friendly. He did space curtailments due to paper shortages in several cities had eliminated radio news columns but program

(Continued on Page 2)

## "In Person"

That much in evidence singing commercial for I. J. Fox entitled "All Girls Are Beautiful," got a buildup by the WHN "Gloom Dodgers" who worked it up to the point where today his identity will be made known and he will be put on "in person," more or less to settle the argument. Appears that the vocalist is really a tenor, Tony Roberts.

## 'Mayor' Ginny Simms

Ginny Simms, NBC's singing star, yesterday took office as the honorary mayor of Northridge, Calif. Ginny was "elected" to the post by the Board of Directors of the Northridge Chamber of Commerce, Northridge, in case you are interested, lies within the city limits of sprawling Los Angeles.

## Movie-Tele Tieups Take Form On Coast

Los Angeles—New angle in the exploitation of motion pictures via television developed at station W6XYZ in Hollywood the past week when Eddie Bracken, star of the Paramount picture "The Miracle of Morgan's Creek," was induced to come to the studio by station manager Klaus Landsberg. Landsberg used a series of slides made of stills from the picture which was having its premiere in town. It being a comedy film,

(Continued on Page 2)

## Cohen Names Ecclesine To Succeed Fairbanks

Washington Bureau, RADIO DAILY  
 Washington—Departure of William Fairbanks as chief of the allocation division of the OWI Radio Bureau, and appointment of Joseph Ecclesine to replace him, was announced yesterday by Philip Cohen, bureau head. Fairbanks was forced to resign for

(Continued on Page 2)

## Press Services Make Plans For European Invasion Cover

### Circus Using Radio To Ballyhoo N. Y. Date

Spot radio announcements and tie-ins with commercial shows are being used extensively in Greater New York this year in connection with the opening of the Ringling Brothers-Barnum and Bailey circus at Madison Square Garden on April 5. Circus has contracted for spots on WABC

(Continued on Page 2)

## '44 Shows Attracting Biggest Audiences To Studios In All Key-Outlet Cities, Survey By Radio Daily Reveals

### May Extend Deadline For 'Multiple Outlets'

Washington Bureau, RADIO DAILY  
 Washington—The FCC will meet next week to consider the numerous petitions it has received that the May 31 deadline for disposal of stations the owners of which own other stations in the same primary service area be postponed. A number of such petitions have been filed with either an

(Continued on Page 2)

### Ascap Annual Meeting And Dinner Held In N. Y.

More than 500 publisher and writer members attended the annual meeting of Ascap at the Ritz-Carlton Hotel, New York, on Wednesday afternoon. Annual banquet with 700 members and guests present, was held in the same hotel in the evening with

(Continued on Page 2)

### Radio Time Changes Confusing In Ohio

Columbus, O.—Semi-annual time change in many Ohio cities is again bringing gray hair to radio executives. Starting April 1 and continuing

(Continued on Page 6)

Studio audiences attending network broadcasts are at an all time high in key-outlet cities throughout the country, with New York alone now hosting more than 3,300,000 annually. This figure is a substantial gain over previous years despite the fact that many first-line programs have moved to the Coast, and paradoxically disproves the depression-born contention of motion picture exhibitors that studio audiences cut into their box-office take, since nearly every movie house in the city has

(Continued on Page 7)

## Ashley Leaves Lyons; Other Staff Changes

Arthur H. Ashley, vice-president and director of radio for A. & S. Lyons, Inc., with headquarters in the talent and production organization's New York office, has resigned as of April 1, it was learned yesterday. Understood that Ashley's contract has run out and he has chosen not to renew after an association of a

(Continued on Page 6)

### Fly Invited To Attend REC Tele Luncheon

James Lawrence Fly, chairman of the FCC, heads a list of personalities from radio and television who have been invited by Murray Grabhorn, president of the Radio Executives

(Continued on Page 2)

## Mexican 'First'

For the first time a sponsored broadcast of a prize fight will be heard in Mexico via Radio Mil, Latin American affiliated network of Mutual. Due to the fact that Juan Zurita, who fights Beau Jack at the Garden tonight is Mexican born, Gillette Safety Razor Co. decided to buy the Mexican outlets and put on a native sports announcer for blow-by-blow account.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

## FINANCIAL

(Thursday, March 30)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 1/2	157 1/4	157 1/2	+ 1/4
CBS A	28 5/8	28 1/2	28 3/8	+ 1/8
CBS B	28 3/8	28 1/2	28 3/8	+ 1/8
Crosley Corp.	19	19	19	+ 3/8
Farnsworth T. & R.	12 1/8	12	12 1/8	+ 1/8
Gen. Electric	36	35 3/4	35 7/8	+ 1/4
RCA-Common	9 1/2	9 3/8	9 1/2	.....
ilco	28 3/4	28 3/8	28 3/8	.....
RCA First Pfd.	72 1/2	72 1/2	72 1/2	+ 1/2
Stewart-Warner	13 1/8	13	13 1/8	+ 3/8
Westinghouse	96	96	96	+ 1/8
Zenith Radio	36 1/4	36	36	.....

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	29 1/2	29	29	.....
Nat. Union Radio	4 3/8	4 1/8	4 1/8	- 1/8

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	11 1/4	12 1/4
WCAO (Baltimore)	20 1/2	.....
WJR (Detroit)	32	.....

## May Extend Deadline For 'Multiple Outlets'

(Continued from Page 1) extension for a definite period sought or an indefinite postponement. Petitioners complain that if they are forced to meet the May 31 deadline "forced sales" would result.

There is no indication as to what action the Commission will decide upon.

## 20 YEARS AGO TODAY

(March 31, 1924)

WOR has announced that it will broadcast every Monday night by remote control, the weekly concert in Branch Brook Park, Newark, N. J., of the recently organized Philharmonic band. This will be the first out-of-the-studio broadcasting done by the outlet. . . Fannie Brice, musical comedy star, heard today in songs and a personal interview over W.E.A.F., New York.

## Ascap Annual Meeting And Dinner Held In N. Y.

(Continued from Page 1)

representatives of radio present on the dais. These included James Lawrence Fly, FCC chairman; Frank Mullen, executive vice-president and general manager of NBC; Mark Woods, president of the Blue Network; Edward J. Noble, chairman of the board of the Blue, and Congressman Sol Bloom, formerly a music man himself before going into political life.

At the business meeting, Ascip president Deems Taylor, stated that the first quarter dividend for 1944 was one of the largest in the society's history and nearly the same as that for the final quarter of 1943. Lawsuits against the organization he said, were at a new low. Taylor also said that efforts would be made to hold up for the time being, the putting into operation of the Fred Ahlert Plan based on a system of payment on performance. Some opposition to the plan is prevalent and it was originally scheduled to go into effect Jan. 1, 1944.

Motion by Archie Gottler was carried, the motion being to appoint a liaison writer between the Coast group and New York home office, a post formerly filled by L. Wolfe Gilbert who was not re-elected to the Ascip board at the recent election.

## Set Charlotte Greenwood As Bob Hope Replacement

(Continued from Page 1)

Cone & Belding, agency for the Pepsodent Co. according to announcement by James Barnett, vice-president of the toothpaste concern.

Miss Greenwood's half-hour will be titled, "Life With Charlotte" and be a continuity type offering, which is a package show owned by John Gudel and Martin Broones. She has appeared in the pictures "Springtime in the Rockies," "The Gang's All Here," and a forthcoming release is "Home in Indiana." She gained her theatrical fame from her roles in the two "Letty" plays, "So-Long Letty" and "Linger-Longer Letty."

## Press-Radio Relations Good In Eastern Cities

(Continued from Page 1)

listings were carried everywhere as a service to readers. Oppenheim believes that relations between newspapers and radio at the present time is good and that the editors have an eye toward post-war development of FM, television and facsimile. Among the cities visited were Hartford, Waterbury, Stamford, Bridgeport, Trenton, Philadelphia, Jersey City and Newark.

## Seeks Station License

Ashtabula, O.—Federal Communications Commission has received an application for a permit to construct a high frequency broadcast station at Ashtabula, O. The application was filed by WICA, Inc., and the proposed station would be operated on 48,900 kilocycles with a coverage of 4,116 square miles.

## Fly Invited To Attend REC Tele Luncheon

(Continued from Page 1)

Club, to attend the club's "Television Luncheon" at the Hotel Shelton, New York, Thursday, April 6. Dr. Alfred N. Goldsmith, engineer and scientist, will speak on "The Future of Television" and will answer questions submitted by club members.

Guests of honor at the luncheon will include: Allen B. Du Mont, president of the Television Broadcasters Association; Norman D. Waters, president of the American Television Society; Jack Poppele, assistant secretary and treasurer of the Television Broadcasters Association; Orrin E. Dunlap, Jr., of RCA; Arthur Levey, president, Scophony Corp. of America; Dr. A. H. Rosenthal, director of Research & Development, Scophony Corp. of America; Ralph Austrian, radio and television consultant, RKO, and Richard W. Hubbell, author of "Four Thousand Years of Television."

## Movie-Tele Tieups Take Form On Coast

(Continued from Page 1)

Landsberg had Bracken act as narrator and also work in some of the dialogue used in the picture as accompaniment to the comedy situations shown on the slides.

Paramount decided the presentation was so successful it will now exploit at least one picture each week and Bracken meanwhile was so sold on tele he has offered to make as many appearances before the camera as requested.

Thus the oldest form of projection is actually being used to complement the present day miracle. Presentation ran 15 minutes and was considered a better bet than trying to televise some of the actual film within so short a time; narration would still be needed to acquaint the spectator with what was going on unless the entire picture was run off.

## Circus Using Radio To Ballyhoo N. Y. Date

(Continued from Page 1)

and plans to use other local stations. In addition the radio department of the "big show" under the direction of Beverly Kelly has arranged guest appearances on several of the commercial shows. Merle Evans and the circus band will be heard on the Fitch Bandwagon over NBC direct from the Garden on April 9th.

## Cohen Names Ecclesine To Succeed Fairbanks

(Continued from Page 1)

reasons of health, and has already left Washington on doctor's orders. Ecclesine, who has been in charge of network sales promotion for NBC, will come to work April 16.

Cohen said he is "extremely sorry to lose Fairbanks. His contribution has been great while here. Under his able direction the number of available listeners covered by the allocation plan has doubled."

## COMING and GOING

C. L. MENSER, vice-president of NBC in charge of programs, and JAMES M. GAINES, assistant director of advertising and promotion for the network, are back in town after having toured with the NBC "War Clinic."

R. S. PETERSON, business manager of the Blue Network's Chicago office, is in New York this week for conferences at Rockefeller Center.

WILLIAM WYSE, president of KWBW, Hutchinson, who has been here for the past week or so, will leave tomorrow for the home offices in Kansas.

G. O. SHEPHERD, general manager of WAYS Charlotte, has arrived from North Carolina for confabs at the headquarters of the Mutual network.

MARTIN LEWIS, radio head of the Paramount Pictures publicity department, will return to the West Coast over the week-end. He has been conferring at the home offices during the past several days.

JAMES V. MCCONNELL, manager of NBC national spot sales department, is on a business trip to Chicago.

VIVIAN DELLA CHIESA, soprano, is in Rochester, where she will sing the title role in Puccini's "La Tosca" today and tomorrow.

BOB NOLAN, producer-director of the Readers Digest show for Transamerica Radio, leaves this week-end on his first vacation in three years. He expects to be gone about three weeks during which time he plans to get his victory garden into shape.

CHARLIE MARTIN and GEORGE RAFT have left for Hollywood.

LULU BELLE and SCOTTY, vocalists on the "National Barn Dance," are in Hollywood to begin work on their seventh film. It will be "Sing, Neighbor, Sing," for Republic Pictures.

CLAUDIO ARRAU, pianist frequently featured on the air, is in Cincinnati, where today and tomorrow he will appear as soloist with the Cincinnati Symphony.

NANCY MARTIN, vocalist on the Chicago-originated "Breakfast Club" program heard over the Blue Network, is back in the Windy City following a short visit to New York.

## Don't Close Your Eyes!

Or that spot on WITH might get away. 1,313,000 people live in the Baltimore area. 1,207,000 are within our primary area! No wonder WITH produces at the lowest-cost-per-dollar-spent.



# WITH

IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

*No other broadcaster  
can make this claim!*



**Only way to reach  
the 5,000,000  
radio listeners  
of Michigan is  
with the Michigan  
Radio Network**

LOS ANGELES

By RALPH WILK

CHARLES SWALLOW, son of John W. Swallow, NBC program head, western division, received his wings and second lieutenantcy in the United States Army Air Forces March 18 at Marfa Field, Texas. Lt. Swallow got a short leave to visit his parents in Hollywood before reporting back to duty.

If Spike Jones and his music-murdering "City Slickers" orchestra sounds even louder these days to listeners of the Bob Burns air show, blame it on the addition of Wayne Songer and his alto sax.

John Loder, director of the International Silver Company "Silver Theater" program, and Ted Bliss, producer of the program for Young & Rubicam, Inc., agency for the sponsor, will leave for New York early in April to set up the show's first broadcast from New York on Easter Sunday.

"Ish Kabibble," hair-banged member of Kay Kyser's "College of Musical Knowledge," will have his biggest movie part to date in Kyser's new Columbia flicker, as yet untitled.

J. Walter Thompson agency is talking to Bill Goodwin, announcer-actor, on a plan to build an Old Gold show around him. Goodwin will be developed as a comedy personality under the setup. Currently, Goodwin is announcing and working on the Burns & Allen, Edgar Bergen and Old Gold programs.

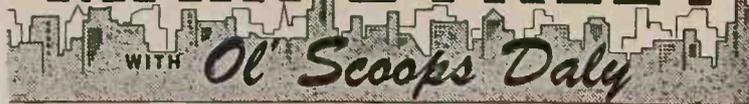
Jim Doyle, veteran news commentator, is making plans to visit Central America this fall. Doyle has been invited by Central American radio executives to instruct newscasters in microphone technique and the United States method of preparing radio news script.

Lurene Tuttle has been elected second vice-president of the Radio Woman's War Service Organization, with Verne Felton, honorary president, and Marion Lansing, first vice-president. Purpose of the group is to keep our boys in the service, who were connected with radio, informed of what is going on while they are away.

Irving Berlin Heard On Blue From Naples

Irving Berlin, currently appearing in his "This Is the Army" show in Naples, was interviewed by Gordon Frazier, the Blue's news correspondent in Italy, during yesterday's news round-up at 10:15-10:30 a.m., EWT. Berlin, sounding cheerful and confident, said he expected to take certain acts of the show to the beach-head for the "busy" boys to see. The original cast, costumes and sets, which were used for the President's performance, the Broadway production and before the King of England, are completely intact for the production now touring Italy. The uniform of the Allied Nations is the password admitting the wearer to the patriotic extravaganza.

MAIN STREET



Reporter At Large. . . !

● ● ● Last week you reporter was really at large. . . . faithful followers of Ol Scoops, read the column we wrote from Pittsburgh and the subsequent columns wherein we listed places visited in Cleveland and Chicago and radiolites we met. . . . but this is merely preamble to what we're about to chronicle. . . . what makes columning so interesting is that each morning, with few exceptions, we haven't even an inkling of what we'll write to fill this space. . . . but something always happens and presto. . . . another column has been rit (poet's license No. 379-432-001). . . . Two weeks ago, when the man who pays us our weekly stipend suggested that we might take a few days off, we literally leaped at the opportunity (a Kiddlydivey too) wouldn't you? . . . we promised a friend that while in the Windy City, we'd look up a certain vocalovely, named Nancy Martin who sings on Don McNeill's Blue Network program "Breakfast Club". . . . And so bright and early we left our suite (room and bath) at the St. Clair Hotel on E. Ohio St. (free plug), crossed N. Michigan Ave., walked past the Wrigley building where we bumped into Caesar Petrillo (but had to turn down his invitation to join him at breakfast) thence across the bridge and onto Wells St. where we hastened into the Merchandise Mart. . . . when we finally reached Don Marcotte's office, we learned that Nancy wasn't scheduled that week. . . . we tried several days to reach Miss Martin but to no avail. . . . yesterday, ye editor, accompanied by a beautiful auburn-tressed damsel, invaded our cubby hole and said, "Scoops, I'd like you to meet Nancy Martin of the 'Breakfast Club' program". . . . so you see how columns are written. . . . one of the radiolites we travelled about 2,500 miles to see (and didn't) turns up in our very own office. . . . and thus provides almost half a column.



● ● ● Joe Bolton, remembered for his fine "Wheaties Play-by-Play Baseball" series and as emcee of the WOR "Go Get It" novelty show, is now comic-emcee heard every Tuesday nite on that station's television show, "Video Varieties". . . ● When Harry Link the Leo Feist biggie, returns next week from Culver City, he'll bear happy tidings to Irving Caesar and Gerald (Dixie) Marks on their swiny-little-thingy titled, "Good-Lookin' It's Good Lookin' At You". ● George (star-maker) Evans is now handling the press affairs for Radio Row's one and only Duke. . . . who else but Ellington, whose rhythmakers return to the Hurricane in Gotham. . . ● When items like this start blooming, can Summer be far away? . . . ● "Terry and the Pirates" Blue Network program, written by Al Barker and directed by Cy Armbrister, will not take a summer vacation this year. . . ● A shake-up in the production department of NBC (Gotham) will take place shortly. . . . Wynn Wright, National Production Manager of that net is currently huddling with his assistants Bruce Kamman and Garnett Garrison on details etc. . . ● Stephen Daye will publish (set for release end of April) a book titled, "Measuring a Radio Audience" written by C. E. Hooper and M. N. Chappel. . . ● Count Basie and his crew return to the Blue Room of the Hotel Lincoln, Thursday.



● ● ● Dave Gould and Fay Lehman of the Bill Burton office entrain for Hollywood next week where temporary offices will be maintained at the Beverly-Wilshire Hotel. . . . another lucky lad headed for the sunny environs of Sunset Blvd. and Vine, is Al Friedman, who resigns as Chicago manager for Southern Music, to accept a similar post for ABC Music. . . ● Radio can use his talents. . . ● Frances B. Kaye, publicist, has opened her own office at 65 Central Park West. . . ● Ethel Smith, triple-threat star (organist, singer actress) who is featured opposite Harry James in the forthcoming M-G-Movie, "Bathing Beauty," will make a radio appearance Sunday on Paul Whiteman's "Hall of Fame."

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

SEVERAL WGN programs have been recommended to Wisconsin listeners in "Good Listening," monthly publication of good radio programs prepared and distributed by the American Association of University Women, Madison branch. WGN "Chicago Theater of the Air" operettas and operas were singled out for special commendation. Other WGN programs cited include "Cathedral Music" (Sundays, 8 a.m.), "Northwestern University Reviewing Stand" (Sundays, 11 a.m.), and the "Human Adventure" (Thursdays, 7:30 p.m.).

George Jennings, acting director of the Radio Council of the Chicago Public Schools, has been appointed to the National War Writers' Board, radio division.

The Falstaff Brewing Corp. (Falstaff Beer), St. Louis, Mo., through Dancer-Fitzgerald-Sample, Chicago, has contracted for 52 weeks with the Blue Network for sponsorship of thrice-weekly musical variety series known as the "Falstaff Show" and featuring Alan Reed, the "Falstaff Openshaw" of the Fred Allen program. The quarter-hour program starting April 3, will be heard Mondays, Wednesdays and Fridays, 10:00 to 10:15 p.m., CWT, over 38 midwestern stations of the Blue Network. Also appearing on the program will be singer Evelyn Knight and the John Gart Trio. Commercial announcer for the series, which will originate in New York, will be Dan Seymour.

Old Ben Coal Corporation will sponsor a series of 15-minute transcribed programs over WLS featuring Dr. Preston Bradley, noted churchman, starting Monday, April 3, and continuing daily, Monday through Friday, 7:45 to 8:00 a.m. CWT.

Arthur C. Page, WLS farm program director, will deliver an address April 14 before the agriculture section of Illinois Educational Association at its annual meeting in Springfield, Ill.

MANPOWER

And Womanpower, Too!

If you are looking for a very special type of man or woman to fill some vacancy, let me assist you.

I specialize in filling orders for men and women of "blue-printed" specifications. . . .

— CALL —

FRANK McGRANN  
Radio Specialist

POSITION SECURING BUREAU, Inc.  
(Agency)  
331 Madison Ave., N. Y. C. MU. 2-6494

## GUEST-ING

# Press Services Make Plans For European Invasion Cover

(Continued from Page 1)

lets carry one or more of the major news services.

Consensus of those queried was that there would be no advance information of the invasion date here, thus requiring a constant alert by broadcasters and news agencies. If, as appears to be the case, there was some advance knowledge of the North African landings, which were directed from Washington, that must have been a word-of-mouth proposition. Situation in the case of the European invasion is considered different since advance news will probably emanate from the continent, making any cabled advances a mark for the enemy.

### UP Organization Ready

Phil Newsom, radio news manager of the United Press Associations, disclosed that the UP London Bureau, which is still in the process of being built up, now numbers 40 newsmen under the direction of Virgil Pinkley, European manager. Further increases, he stated, will depend on the Army. He said, "The armed forces are being very liberal in the number of newsmen that they are allowing to be assigned to the various branches."

From the London Bureau of the UP, nerve center of invasion coverage, he noted that a front-line staff will go out with the troops. This advance group, he pointed out, will include Ed Beattie, who covered the Ethiopian and Finnish incidents and the Polish and Norwegian invasions, and Richard D. McMillan, who has been covering the war since the BEF evacuation from Dunkerque.

"We've been mailing out a good deal of special pre-invasion copy to our more than 600 radio clients," said Newsom, "and, as the time for the invasion draws nearer, we'll begin putting out special copy on the wire." The UP radio circuit, he stated, operates 24 hours a day. Most client stations carry the 24-hour service, he declared, and, where they close up for the night, a wire has been sent to them reading: "Please notify nearest United Press Bureau if any special protection is desired on the Western European invasion, if the break comes after your office has closed."

### INS Plans Outlined

J. C. Oestreicher, director of foreign service of International News Service, said: "We're setting up two separate commands in London." He indicated that the home staff in the British capital, which will number about 25 under the management of Charles A. Smith, will handle the sources of information in London itself, which will be the U. S. Army, British Army, U. S. Army Air Force, Royal Air Force and the British Ministry of Information. The second command, he stated, will be the uniformed invasion staff itself, which is headed by Pierre J. Huss, who was for more than eight years Central European manager of INS with headquarters in Berlin.

Basil A. Caparell, INS sales manager, stated that his agency serviced

in the neighborhood of 175 stations throughout the country. When asked whether the contemplated invasion coverage would be reflected in an increase of outlet clients, he answered: "I don't think that the invasion coverage will in itself be responsible for any increase in client stations but rather the total quality of the International News Service will operate to increase clients in the normal course of events." Both UP and INS representatives took the view that there were sufficient printers on hand to take care of their requirements.

### PA's London Setup

Data gleaned from PA revealed that the parent AP organization had gathered a group of about 30 U. S. newsmen for the London operational center under the supervision of Bureau Chief Bob Bunnelle. AP also has its own radio listening post, which is being augmented for wider coverage of the European air waves, according to an article in the news service's current house organ, "Inter-Office," by Alan J. Gould, assistant general manager in charge of news and news-photos, who recently returned from Britain. Heading the invasion team, Gould noted, is J. Wes Gallagher, who has had broad experience on the continent as well as in the Mediterranean theater.

## NEW BUSINESS

KFRC, San Francisco: Bell Brook Dairies (milk), anns. ETs, 13 weeks; Loma Linda Food Co. (varied products), four weekly participations in Emily Barton program, through Gerth-Pacific Adv., indefinite; Denalan Co. (Denalan), two anns. weekly, through Rhoades & Davis, four weeks; Marlin Firearms Co. (blades), anns. ETs, tri-weekly, 13 weeks, through Craven & Hendrick Adv.; Seven-Up Bottling Co. (beverages), weekly anns, 13 weeks, through Rhoades & Davis Adv.; Bond Stores, Inc. (Bond clothes), six news shows weekly, through January, 1945, through Neff-Rogow, Inc.; Ex-Lax Inc., five weekly anns. ETs, 13 weeks, through Joseph Katz Co.

KFEL, Denver: McClanahan Clothing Company, seven weekly spots as of March 16, for 52 weeks, through Ted Levy Agency; Janney, Semple Hill & Co., 25 weekly announcements, for 13 weeks, through Manson-Gold Advertising Agency, Minneapolis; Hassenstein Co., six weekly five-minute run of schedule, through Dean L. Simmons, Hollywood; Gragnano Products, Inc., two weekly announcements, for 13 weeks, through Brisa-cher, Van Norden & Staff, San Francisco; Kindel Bedding Co., five weekly spots for 20 weeks, through Galen E. Broyles Advertising Agency.

SKIPPY HOMEIER and JAY JOSTYN, on "Armstrong Theater of Today," Saturday (WABC-CBS, 12 noon).

PAUL V. McNUTT, chairman of the WMC, on Billie Burke's "Fashions in Rations," Saturday (WABC-CBS, 11:30 a.m.).

JOHN W. BRICKER, Governor of Ohio and aspirant for the Republican Presidential nomination, on "Victory F.O.B.," Saturday (WABC-CBS, 3 p.m.).

DR. BARNETT BRICKNER, Rabbi of the Euclid Avenue Temple, Cleveland, on the "Church of the Air," Sunday (WABC-CBS, 1 p.m.).

OLIVER ST. JOHN GOGARTY, Irish lecturer and author; WILLIAM D'NEARA, professor of philosophy at the University of Chicago; KENNETH E. OLSON, Dean of the Medill School of Journalism, Northwestern University, and CLIFTON UTLEY, of the Chicago "Sun," discussing "Ireland and the War," on the "Reviewing Stand" program, Sunday (WOR-Mutual, 12 noon).

LINDA KEENE, vocalist, on the Bob Crosby-Les Tremayne show, Sunday (WEAF-NBC, 10:30 p.m.).

ELLIOTT NUGENT, starred on Broadway in "The Voice of the Turtle," on "Green Valley, U. S. A.," Sunday (WOR-Mutual, 5 p.m.).

MAJ. GEN. CHARLES M. WESON, senior assistant administrator, Soviet Supply Service in the office of Lend-Lease, as intermission speaker during the program of the J. Y. Philharmonic-Symphony, Sunday (WABC-CBS, 3 p.m.).

DR. ELAM J. ANDERSON, president of Redlands University, California, on "Mutual's Radio Chapel," Sunday (WOR-Mutual, 10:30 p.m.).

JOAN EDWARDS, vocalist of "Your Hit Parade," on Louis Sobol's "Bright Lights of New York," Monday (WOR-Mutual, 7:30 p.m.).

EDWARD G. ROBINSON, MARQUERITE CHAPMAN and DENNIS KEEFE, in an adaptation of "Destroyer," on the "Lux Radio Theater" program, Monday (WABC-CBS, 9 p.m.).

HELEN TRAUBEL, soprano, on the Great Artists Series of "The Telephone Hour," Monday (WEAF-NBC, p.m.).

### "Magic Flute" Tomorrow

"The Magic Flute" last opera written by Mozart, will be broadcast in English over the Blue Network tomorrow afternoon from the stage of the Metropolitan Opera House.

# ED EAST

## HAS DONE IT AGAIN!\*

\*SWAMPED THE BLUE NETWORK MAIL DEPARTMENT WITH 263,135 REQUESTS FOR "ED EAST AND POLLY'S FUNBOOK" AFTER ONLY FIVE ANNOUNCEMENTS WERE MADE ON THEIR "LADIES BE SEATED" PROGRAM.

# NCAC

## Denny Testifies; Lea Com. Adjourns

(Continued from Page 1)

session, at the chair's direction, by reading to Denny the questions put to him yesterday by Representative Richard B. Wigglesworth, R., Mass. Denny was asked whether, from the Commission standpoint, there was any reason why Luotto, should not be permitted on the air. He replied that he personally knew of no reason, but that he had not polled the Commission. If Luotto were to be put on

### New Counsel Today?

Washington—The Lea committee is expected to name its new chief counsel today, in order to give him a chance to study the records of the investigation thus far during the Congressional recess. Appointment was expected yesterday, but the matter was finally deferred, with no definite statement as to when the announcement would be made. All members, however, are agreed on the need for counsel, and action today is likely.

the air today, he said, Denny would not recommend that he be removed, he said.

Asked next if he knew of any justification for the removal of Luotto from WGES, Chicago, in Nov. 1942, and from WHOM, New York, in May, 1943, Denny opined that there appeared to be some justification. He pointed out that Luotto came to this country in 1931 but did not apply for citizenship until 1940, and read from a letter written the Chicago Immigration Office by Gene T. Dyer, owner of WGES and two other Chicago stations. Dyer, although he said he felt Luotto would make a good citizen, stated that when he had asked Luotto prior to 1940 why he did not become a citizen, the time broker had replied that he was "not sure I am thoroughly sold on America."

### Officer In Italian Society

Luotto was also vice-president of the Chicago Chapter of the Dante Alighieri Society, and Denny revealed that the Attorney General has held that the holding of office in the Chicago and New York chapters of this society, "raises a question for further investigation" as to whether the individual should be interned. During the hearing, Mrs. Hilda Shea of the FCC law department checked with the Department of Justice and reported that the opinion of the Attorney General was to be held confidential. It had, however, already been put on the wires by the news services.

Representative Ed. J. Hart, (D.) New Jersey was visibly upset.

The rest of the session was devoted to questioning by Committee Counsel Harry S. Barger on matters previously covered in the testimony. At one point, Denny remarked when asked about individuals named in his testimony last week as suspect among foreign-language broadcasters, that one had been denaturalized only Wednesday of this week.

## ★ AGENCY NEWSCAST ★

**ASSOCIATION OF NATIONAL ADVERTISERS** will hold its semi-annual membership meeting at the Westchester Country Club, Rye, N. Y., on May 1st, 2nd and 3rd. The meeting will be open only to members of the Association.

**JOHN H. (JACK) KELLY**, for a number of years head of the marketing department of BBD&O, has been appointed advertising director of the Emerson Drug Company, Inc. He will take over this post on April 15th, with headquarters in Baltimore, Md.

**WILLIAM T. CAVANAGH**, radio director of the Blackstone Agency, announces the expansion of the radio department, with an additional suite of offices on the tenth floor of Blackstone's present quarters on 57th St.

**PARKER WATCH COMPANY**, through its newly-appointed agency, Mercury Service Company, San Francisco, is including radio in the media which will be used to advertise its product to retail dealers throughout the country.

**C. A. SYNDER** on April 1 will join the Biow Company in an executive capacity. He formerly was manager of the New York office of Russel M. Seeds Company.

### Claims Wide Coverage For CBC In Canada

Montreal — Programs over the Transcontinental network of Canadian Broadcasting Corporation reach 90 per cent of the Dominion's population and 96 per cent of the Canadian homes with receiving sets and in a short time with opening of the short-wave station at Sackville CBC call letters will be heard around the world, Maurice Goudrault, KC, CBC official declared in an address before St. Lawrence Kiwanis Club.

CBC owns ten of Canada's 89 broadcasting stations Mr. Goudrault explained.

CBC regulations assure protection of freedom of the air, Mr. Goudrault declared; no citizen or commercial enterprise can buy time to express personal views or opinions. Political broadcasts are permitted during general election campaigns while citizen societies and associations interested in public affairs are allowed to discuss matters of interest without having the right to buy the network for this object.

### New Zoog Agency

Trenton—A. Harry Zoog, former general manager for the Trent Broadcast Corporation, has newly organized a specialized radio advertising agency with main offices at the Broad St. Bank building, Trenton, New Jersey, and a branch office in Philadelphia. Mr. Zoog's associates in his new venture will be Joseph Fries and T. J. Cagney.

**WILLIAM H. RANKIN COMPANY** announces the removal of headquarters to Chrysler Bld., New York, and Willoughby Bld., Chicago, where they will specialize in war time and post-war planning in advertising, public relations and workers relations. Mr. Rankin has completed all of his obligations to promote government war time campaigns and will devote his entire time to the business of advertising and public relations, with ample man and woman power Associates and specialists.

**WARREN L. BASSETT**, formerly executive editor of "Advertising Age," has joined Maxon, Inc., advertising agency.

**EARL B. SALMON** has been added to the spot sales staff of the Blue Network. He formerly was with Headley-Reed Company, station representatives.

**ALFRED C. THOMPSON**, of the Retail Research Association, will be the principal speaker at the luncheon meeting of the American Marketing Association which will be held next Tuesday at the Hotel Sheraton.

**AL PAUL LEFTON CO., INC.**, has opened an office in Washington, D. C. Col. Charles M. Piper, vice-president of the agency, will direct activities in the Capital.

### Bob Bright Will Debut On WPAT, Paterson, N. J.

Bob Bright, chosen from 20 disc jockeys who auditioned for the post, makes his debut on WPAT, Paterson, N. J., next Monday replacing Steve Ellis. Bright's new show, according to Sidney Flamm, general manager of WPAT, will be heard from 3 to 4:30 p.m., Monday through Saturday, and has been titled, "Bob Bright's Bandstand." Bright is known in radio as "The Jingle King."

### Shortwave Construction

San Francisco—Construction on an expansive shortwave plant have been started by KPO, NBC outlet, with expenditures expected to reach the amount of \$1,000,000, John W. Elwood, station's manager, announced recently. The plant will contain four powerful transmitters which will be utilized to project government propaganda. Elwood also revealed that KPO has concrete plans for the installation of a television transmitter and an FM transmitter at the end of the war.

### Chico Marx Guesting

Chico Marx, nimble fingered pianist of the Four Marx brothers, will be the guest artist on the broadcast of the Chamber Music Society of Lower Basin Street" over the Blue Network on Sunday, 9:15 p.m., EWT. Marx is coming East from Hollywood for a role in a new Broadway show.

## Ashley Leaves Lyons; Other Staff Change

(Continued from Page 1)

year and four months with the Lyon outfit.

Ashley's resignation follows the recent departure of Earl Thomas, general manager of the New York office. Thomas, who was only there about three months, came in after John Zanft had left the Lyons' general management to go to the Coast. While there, it is believed that Zanft worked out a deal with Arthur Lyon to return to his former Gotham position which he had held for a couple of years. Zanft came back and replaced Thomas but left shortly afterward about three or four weeks ago. Before going to Lyons on what is understood to have been a six-month deal, Thomas had been a captain in the Army Specialists Corps and was formerly radio director for Henry Souvaine and for the Chicago office of McCann-Erickson. Both Thomas and Zanft have not made known their plans.

Future activities of Ashley have not been revealed by the outgoing vice president and radio chief, but it is believed that he has already negotiated for a new spot, which will be disclosed when he returns from planned vacation. Ashley was associated with the William Morris Agency for a considerable period until he left a few years ago to start his own foreign-language radio business serving national accounts such as Procter & Gamble. He conducted his own firm until the war broke out. His association with A. & S. Lyons followed shortly afterward. Successors to the vacated posts at the Lyons office have not been announced.

## Radio Time Changes Confusing In Ohio

(Continued from Page 1)

ing through the month, many cities will turn their clocks ahead an hour from Central War Time to Eastern War Time for the summer months continuing through September.

While Mansfield and Shelby changed to fast time in February most cities do not switch until April. On April 1 the following cities will change their time: Toledo, Portsmouth, Zanesville, Mt. Vernon, Nelsonville and Painesville.

On April 2 the same will happen in Columbus, Fremont, London, Springfield, and Bellefontaine. Lisbon will change on April 15, and Cincinnati is expected to change "sometime in April." On April 30 Cleveland, Akron, Youngstown, Alliance, Barberton, East Palestine, Kent, Lakewood, Lorain, Salem, Sandusky, Van Wert, and Warren set their clocks ahead.

Expected to change but no date set are the cities of Canton, Dayton, Huron, Massillon, Middletown, and St. Mary's. Cities remaining on Eastern War Time the year around, mostly near the Pennsylvania border, are: East Liverpool, Steubenville, Martins Ferry, Bellaire, Ashabula, Conneaut, Ironton and Willard.

## PROGRAM REVIEWS

## CORONET STORYTELLER

Coronet Magazine  
 Blue-WJZ, Monday through Friday,  
 9:55-10 p.m., EWT.  
 Schwimmer & Scott (Chicago)  
 Producer: Al Fishburn

When effectively projected, a short, fascinating story is as easy to listen to as it is to read. Proof of this statement is the five-minute program entitled "The Coronet Storyteller." Perhaps you're puzzled, wondering how much a brief performance can command any attention. It does, though. Of course, you've got to have your dial turned to 770 five minutes before the five-minute program is announced, otherwise you're apt to find yourself five minutes too late.

Most of the short-shorts aired on these programs are written with great skill and narrated by Marvin Muller with equal dramatic force. He doesn't melodramatize the characters in his stories in the manner other narrators do. Nonetheless, his readings are pleasant. Should one expect the trimmings in a flash performance? Incidentally, music plays an important role on some of these sketches, and is well handled. Commercials are also nicely phrased and do a lot to punch that you-must-get-it-forthcoming - copy - of - Coronet ea.

## CBS Staff Additions

Personnel additions at CBS bring Robert Larrabure to the production and announcing staff of the portwave division and Ralph Brass network operations as announcer. Before coming to Columbia, Larrabure was associated with WBYN, Brooklyn, N. Y., and the NBC international division. Brass was formerly announcer on outlets in Pensacola, Fla., and Wilkes-Barre, Pa., and had also appeared as a free lance actor on NBC, the Blue and Mutual networks.

## WWL 22nd Anniversary

New Orleans—Station WWL will celebrate its 22nd anniversary this week in accordance with wartime regulations, by purchasing extra War Bonds, contributing to the Red Cross War Fund Campaign and going en masse to the Red Cross Blood Donor Center. A 15-minute program was the highlight of the war effort programs which have been aired during the past year, with special emphasis on the all-out effort for Victory.

## Renews Coast Show

Manhattan Soap Co., has renewed its audience participation program, "Scramby Amby," on seven Pacific coast stations effective April 19 for two weeks, the National Broadcasting Company has announced. "Scramby Amby" is heard Wednesdays at 9:30-10:00 p.m., PWT, over KFI, KMJ, KO, KGW, KOMO, KHQ and KFSD. Franklin Bruck Advertising Corp., is the agency.

## Record Audiences Attending Programs In Webs' Studios

(Continued from Page 1)

been playing to record-breaking business for the past two years.

Conservative compilation by RADIO DAILY, places the combined weekly radio studio audiences in theaters and studios in New York at 64,500 guests, which allows rather more for occasional unfilled seats than the many shows with unfilled requests for tickets to favorite shows.

Quick picture of the patronage weekly is as follows, in New York:

NBC Studios and Theater, including use by Blue of same Radio City Studios	25,000
CBS Studios and four Theaters	22,000
Mutual-WOR Studios and Theater	12,000
Blue Network-Theater	5,500
Grand Total	64,500

NBC which has the Vanderbilt Theater particularly for the Fred Waring Chesterfield show, includes repeats in its total and also the seating at Carnegie Hall where the Friday night "All Time Hit Parade" originates. Carnegie Hall seating capacity contributes 2,760. This auditorium is also used by CBS during the off-season for the New York Philharmonic Symphony sponsored by U. S. Rubber Co., but no figures relating to the Hall are in the current CBS' total. Same network uses Liederkrantz Hall where Andre Kostelanetz holds forth for Coca-Cola, but this show does not have an audience as a usual practice. Therefore no figures are included on this hall.

## CBS' Four Theaters

CBS currently is operating four former legitimate theaters on or just off Broadway, formerly known as the Avon, Hammerstein, New Yorker and Maxine Elliot, now called numbers 2, 3, 4 and 5 respectively. From these four theaters 25 programs weekly are originated. From two CBS auditoriums in the Studio Building, 17 programs are originated weekly. This makes 42 CBS shows with studio audiences.

Blue Network operates the Ritz Theater which does a busy week with eight shows weekly. These include the Philco "Hall of Fame," "Blind Date," Connee Boswell show, "Famous Jury Trials," "Chamber Music Society of Lower Basin Street," the new RCA musical show, as well as "Ladies Be Seated," a morning show, twice weekly.

Mutual and WOR originate 18 audience programs many from its Playhouse which formerly housed the Theater Guild productions. In addition there are some morning shows at the studios such as that of Bessie Beatty and these are comparatively small studios, but operate five days weekly. Mutual also uses the Barbizon Plaza Theater, an auditorium in the Hotel Barbizon Plaza. "Wide Horizons" originates on Sundays for Boots Aircraft. This has a seating capacity of 400 and has been used also for other shows.

Ticket demand continues to be both a pleasure and a headache to stations, networks and agencies. Best programs

are usually far behind in supplying the over-all demand. NBC has its "Information Please" and the Toscanini concerts sponsored by General Motors. The demand is great no matter who conducts. As compared to this more or less demand from a certain type audience, there is no let-up in requests for "Truth or Consequences" which when in town uses a studio seating about 600 guests and usually runs 1,000 tickets less than the average weekly demand. With many strong shows on the Coast, NBC is relieved in New York considerably, what with Jack Benny, Bob Hope, Bing Crosby, Charlie McCarthy et al also stacking up vast amounts of ticket requests. This situation is again eased on the Coast due to the traveling of the programs and originations at Army and Navy posts. For an across-the-board show Fred Waring probably piles up the largest audience weekly.

## "Hit Parade" Champ

CBS' champ still seems to be "Hit Parade" heard Saturday nights for Lucky Strikes. This perennial favorite was a strong audience show even before the advent of one Frank Sinatra; since then the theater is mobbed at each performance. Kate Smith and Fred Allen shows, along with Jimmy Durante are much in demand. "Take It Or Leave It," now on the Coast also is among the "sellout" shows. Quiz-show tickets give some of the best comedians a run for their money. Major Bowes' Amateurs continues as a steady audience draw. "It Pays to be Ignorant," Tom Howard zanie comedy a newcomer to CBS is developing a powerful demand for tickets.

On the coast CBS has Groucho Marx, Burns & Allen, Lux Radio Theater, etc. all drawing large audiences.

## Good Music a Factor

Good music as well as that of the better popular dance orchestras are a strong factor in bringing audiences to the studios. Neither NBC nor General Motors ever is able to fully supply the weekly demand for the NBC Symphony concerts and when the summer season makes sponsor tickets available for the New York Philharmonic Symphony, Carnegie Hall fills to the proverbial rafters. (Nobody climbs to the roof in C. H. because he dislikes music). On the Blue, "Metropolitan Auditions of the Air" has a steady demand both from professional and lay people. Philco's "Hall of Fame" with Paul Whiteman and guests newly started this season is another strong draw for the Blue. This network's "Duffy's Tavern" now going to the Coast has been a tough one on which to fill requests and "Blind Date" seems to have a decided pull with servicemen and younger generation of gals. Still another Blue Network program that has the fancy of listeners who wish to attend broadcasts is the Joseph Dunninger mind-reading act which packs them in on tour or in New York. "American

## PROMOTION

## Country-Wide 'Breakfast Club'

Plans for the formation of a "Breakfast Club," made up of listeners to the Blue Network's "Breakfast Club" program all over the nation, has been announced by E. J. (Mike) Huber, sales promotion manager of the Blue's central division. Thousands of persons have written to Don McNeill, the program's emcee, suggesting that either he, or the network, consider the club idea, Huber said. A conference between McNeill and network officials provided the green light for the plan and the entire promotion was okayed after McNeill had queried his regular radio audience for about a week on the idea and drew some 5,000 letters and cards asking that a "Breakfast Club" be formed.

The network's sales promotion department has designed a large souvenir folder, Blue in color, containing information and pictures on the "Breakfast Club" cast, as well as attractive membership cards for the "signer-uppers". Listeners who express a desire to join the "Breakfast Club" will be sent both items and will be urged to invite their friends to join.

All Blue stations have been sent special promotional kits containing spot announcements, courtesy plugs, publicity stories, mats, glossy prints and other material necessary for the success of the drive in the area served by the station. More than 1,000,000 listeners are expected to join the club, according to Huber.

## Sticker Campaign

To call attention to its key programs, WPEN, Philadelphia, is plugging them with a novel method. They've had printed a series of small gummed stickers to be sent out on all outgoing mail. Each week a different program is featured. The stickers are carried out in the station's colors of blue and yellow, and make an attractive addition to the mail of the outlet.

## Given New Post

Cleveland—Carl M. Emerson, general manager of station WHKC, has been appointed vice-president of the United Broadcasting Company, owners and operators of stations WHK and WCLE, Cleveland, and WHKC, Columbus. Everson is also president of the Ohio Association of Broadcasters. He will continue in the capacity as manager of WHKC.

Town Meeting of the Air," has a steady patronage.

Mutual-WOR has a wide variety of shows during the week including "Double or Nothing" quiz; "Green Valley, U.S.A." for which a new theater, The Forrest, has been leased, which has not been included in its audience figures. One of its shows running an hour however, originates in Chicago studios, "Chicago Theater." Newly leased Forrest Theater may subsequently house other Mutual shows such as "Pick & Pat" now at the Barbizon Theater.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — MASSACHUSETTS —

**BOSTON**—Louise Morgan is femceeing the preliminaries of the national sewing contest over WNAC... Judge Willis E. Brisbin, columnist of the "Daily News," Burlington, Vt., has challenged Carl Moore to a five-minute battle on WEEF's "Coffee Club" program in which to uphold the humor and intelligence of Vermonters... **SPRINGFIELD**—Approximately 350 members of the Boston Market Gardeners Association visited the WBZ studios recently as guests of the New England Farm hour... **WORCESTER** — George Pethick, formerly of WATR, Waterbury, Conn., is WTAG's new spieler. And before that, he was with WNAB, Bridgeport, and WLIB, Brooklyn.

## — OHIO —

**TOLEDO**—Bob Wright, from Erie, Pa., and Charles Norman, from Ottumwa, Iowa, are new announcers at WSPD, Toledo... Bob Evans, war program director and special events chief at WSPD, Toledo, has in addition taken over the duties of Glenn Jackson, former program director, now in the Navy stationed at Great Lakes (Ill.) Training Station... Don Mathers, formerly an announcer at WSPD, Toledo, has resigned to join Broadcast Music, Inc., as station relations representative in the midwest or z.

## — NEW YORK —

**NEW YORK**—Dick Bell, WBYN staff announcer, assumes additional duties as an OWI news commentator. He broadcasts shortwave three evenings a week... Trimount Clothing Company sponsors Dorothy Thompson over 71 stations of the Blue. Emil Mogul Company is the agency... Del St. John, Harlem blues singer, is featured on the "63 Club" Sunday program over WMCA... Sgt. Walter Gross, Carson Robinson, Lt. Catherine McCune and Captain Harry Salter and his orchestra featured recently on WHN's "Army Service Show."

## PICTURE OF THE WEEK



Photo By Robert E. Harding

*Nancy Comerford's "Port of Missing Song Hits" Easter dress creation explains what becomes of some professional copies of sheet music which flood radio studios. Nancy, on the staff of the program department of WCAU, Philadelphia, fashioned her outfit from songs that never rated radio popularity.*

## — MINNESOTA —

**MINNEAPOLIS**—Cedric Adams, WCCO newscaster, appealed to listeners for six pianos for Marines stationed in North Carolina. Seven listeners came through!... Darragh Aldrich, femcee on WCCO's "Calling All Women" program, will speak before the Art section of the College Women's Club next week on "How To Listen To Radio"... **ST. PAUL**—Newcomer to Bee Baxter's "Household Forum," on KSTP, is the Glidden Company for 13-week, thrice-weekly aired participation in behalf of its Spred, paint product.

## — CALIFORNIA —

**LOS ANGELES**—Bill Holmes, prominent in radio circles in Hollywood and San Francisco, has been

added to the production staff at KFI-KECA. He replaces Sid Goodwin who resigned to be producer for the Blue in Hollywood... Diana Lynn, rising starlet and a featured player in the film "Miracle of Morgan's Creek," was recently interviewed by Erskine Johnson over KECA... Elliot Paul, author of "The Last Time I Saw Paris," and many others, was recently tele-interviewed on W6XAO by Thomas S. Lee... **OAKLAND**—Bert Winn, program director for KROW, recently celebrated his 31st birthday.

## — COLORADO —

**DENVER**—Hugh B. Terry, manager for KLZ, has been appointed to the governing board of the Denver Gyro Club...

Earl McCain, KLZ news editor, and his staff were the judges in a recent contest held by the Colorado Press Women... Mrs. Betty Wright, formerly of NBC's International Short-Wave Division, New York, has joined KOA's staff to do secretarial work and to act as assistant director of the "Home Forum" program... Fox Denver theaters have sked a series of daytime and night-time transcribed station breaks and one-minute spots on KOA.

## — NEW JERSEY —

**NEWARK**—Jonas W. Swenson, deputy administrator of New Jersey's War Finance Committee and state director of "Schools at War" program, spoke on the success of radio programs in cooperation with the schools war projects over WAAT... **PATERSON**—After a long and thorough search, during which many topnotch radio record spinners were auditioned, WPAT signed Bob Bright to replace Steve Ellis on the station's popular recorded sweet and hot music program from 3-4:30 p.m., it was announced by Sidney Flamm, viceprexy and general manager.

## — FLORIDA —

**MIAMI**—June Cotton, director of women's activities at WIOD, gained a host of new listeners for her "June Recommends" program when she did a broadcast about the Merrick Demonstration School, Coral Gables. Radios in each class room were tuned to the program and the parents of pupils were requested to tune in, too. Fan mail is more overabundant ever since... Members of the Order of Elks in South Florida were addressed by their Grand Exalted Ruler, Frank J. Lonergan, via WIOD recently.

## — OHIO —

**CINCINNATI**—Jimmy Leonard, WSAI program director, recently celebrated his second anniversary as program chief... Capt. Ken Church, general manager of WKRC, is commanding the first new company of the recently expanded Ohio State Guard unit... The name of Rex Davis, news editor-in-chief, for WCKY, has been suggested for inclusion in the 1944 edition of the Biographical Encyclopedia of the World. Davis was notified of the honor by C. A. Nichols, associate editor of the publication... **STUEBENVILLE**—Robert Sherwood is WSTV's new spieler.

## Will Broadcast Opening Of Veterans' Service Center

Opening ceremonies of the Veterans' Service Center, New York, will be broadcast Saturday over WOR-Mutual from 1 to 1:30 p.m., EWT. Speakers will include: Brig. Gen. Frank T. Hines, head of the Veterans' Administration and administrator of retraining and reemployment; Paul V. McNutt, chairman of the War Manpower Commission; Bernard Baruch; Anna M. Rosenberg, regional director of the WMC in New York State, and Mayor Fiorello H. LaGuardia.

**HAPPY BIRTHDAY TO YOU**

March 31

Grace Breene William Carley  
Fred W. N. Crouch Bab Reynolds  
Lester Damon James L. Saphier  
William Hickey Bob Coe  
Dwight E. Rorer

April 1

Eddy Duchin Arthur King  
H. C. Hudson, Jr. Linton Wells  
Roland Martini

April 2

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

