

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 24

NEW YORK, N. Y., MONDAY, AUGUST 3, 1942

TEN CENTS

## Recording Stoppage

### Trammell Writes Fly Interlochen Details

Washington Bureau, RADIO DAILY  
Washington — Answering FCC  
Chairman James L. Fly's request for  
statement of facts concerning the  
cancellation of the proposed Inter-  
lochen Musical Camp broadcast, NBC  
Chairman Niles Trammell told Fly  
that the network's problems with the  
American Federation Musicians, "are  
serious and much more far reaching  
than a single Interlochen incident."  
Trammell also said that, whereas  
*(Continued on Page 7)*

### Warning Anns. Edison In N. Y. Area

Washington Bureau, RADIO DAILY  
Washington — The Edison  
Company of N. Y., Inc.,  
beginning today. Other  
in the area covered may also  
be. Announcements will ask  
workers to "keep light where it  
is as an aid to your eyes, in-  
stead of to the enemy." Account is  
by BBD&O.

### Asks Fly To Study Nolan Program Activity

Washington Bureau, RADIO DAILY  
Washington — A letter sent to James L. Fly,  
Chairman, by Loyal Americans  
for a German Descent group over the  
case of Dr. George W. Shuster,  
President of Hunter College, caused  
broad expressions of bewilder-  
ment and disbelief among local broad-  
casters over the week-end that pro-  
*(Continued on Page 4)*

### They Welcome Mats

Reporter called at NAB's new  
office this Friday morning only to  
find the Association was just mov-  
ing. Reporter asked Neville  
about the absence of the  
welcome mat. "Oh, we contributed  
to the rubber salvage campaign,  
some time ago," Miller retorted.  
New quarters of the organiza-  
tion are located at 535 Fifth  
Ave.

### AFM Relations

Washington — National Association  
of Broadcasters is currently  
in the process of tabulating and  
analyzing results of the four-page  
questionnaire it recently sent to  
all stations in order to obtain a  
"full and complete picture of broad-  
cast-AFM relationships." Close  
to 500 of the questionnaires had  
been returned to NAB headquarters  
by last week-end.

### Local-Station Status Appraised In Survey

Evanston, Ill.—That the local radio  
station has attained an indispensable  
place in the social structure of the  
American community is the most per-  
tinent fact, among a host of others,  
made apparent in a study released  
today by Charles L. Allen, assistant  
dean and director of research of the  
Medill School of Journalism of North-  
western University. Study was be-  
gun almost a year ago with an  
analysis of the available statistical  
data about WAIM, Anderson, S. C.  
In a statement preceding his dis-  
*(Continued on Page 5)*

### Hecker Products Account To Arthur Kudner Agency

Arthur Kudner, Inc., has been  
appointed to handle both radio and  
other media for the flour and cereal  
division of Hecker Products, Corp.,  
according to Albert Brown, director  
*(Continued on Page 2)*

### Both Sides Mark Time, Each Waiting For Solutions; War Disks Okay, Also Delayed ET Shows

### No Dearth Of Material Say Leading ET Firms

Apart from the regular script pro-  
ductions in work, AFM ban on mu-  
sical recordings created a hectic  
situation whereby a land-office busi-  
ness was in progress toward the  
week-end and is continuing today,  
with many spot accounts hastily con-  
verting shows that held musicals,  
from the one-minute jingle announce-  
ment to the larger transcribed shows,  
into straight scripts.  
Members of the American Guild  
*(Continued on Page 2)*

### Met. Opera First Summary: Praises Help From Radio

First comprehensive summary of  
the operations of the Metropolitan  
Opera Association, Inc. in its 59-year  
history shows an operating deficit for  
the fiscal year ending May 31, 1942  
*(Continued on Page 5)*

### Semler Co. Files Answer To Complaint By FTC

R. B. Semler, Inc., manufacturer of  
Kreml hair tonic and sponsor of Ga-  
briel Heatter on MBS, has filed answer  
to a Federal Trade Commission com-  
*(Continued on Page 2)*

Maintaining that he would  
withdraw his ban on recordings  
and transcriptions if their use  
on radio stations and in juke  
boxes could be controlled, James  
C. Petrillo, president of the  
AFM, in his second consecutive  
press interview Friday, left the  
way open for negotiations de-  
signed to solve the intricate  
*(Continued on Page 6)*

### OWI Sets Proposals Re Spot Allocations

Washington Bureau, RADIO DAILY  
Washington — The OWI's proposal  
for the allocation of government  
messages on national spot radio pro-  
grams made public here Friday, calls  
for one such message every three  
weeks, on any day of the assigned  
week, and in whatever way the spon-  
sor chooses.  
Thus, a sponsor broadcasting five  
*(Continued on Page 5)*

### New Keystone Outlets Increases Total To 188

Addition of nearly 30 stations, in-  
cluding KFQD, Anchorage, Alaska,  
the first affiliate beyond the territorial  
borders of the United States, brings  
the total of active affiliated stations  
of the Keystone Broadcasting System  
*(Continued on Page 5)*

## ★ THE WEEK IN RADIO ★

... Petrillo's Recording Stand

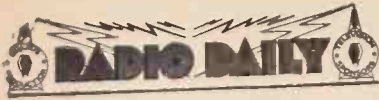
By BOB LITZBERG

DESPITE a growing united front  
composed of broadcasters and  
governmental agency heads against  
the ultimatum of James C. Petrillo,  
president of the American Federation  
of Musicians, the ban on recordings  
and transcriptions went into effect  
last Saturday. Indications earlier in  
the week that Petrillo would ease the  
ban for the duration of the war were  
negated following a statement by  
Petrillo late Thursday night in which  
he stated that "up to this moment"

the ban still holds. Statement was  
released simultaneously with a long  
letter to FCC Chairman James L.  
Fly, explaining the union's position  
as to the ban of the Interlochen Music  
Camp broadcast and also of the trans-  
criptions. Denying that he was a  
"czar," Petrillo's letter said that he  
would welcome a governmental in-  
vestigation and that musicians would  
continue production of recordings for  
the armed forces of the United Na-  
*(Continued on Page 2)*

### "Who Is He?"

Some weeks ago, actor Tom  
Tully was cast as "Pete, the Mys-  
terious Stranger," on "John's Other  
Wife" aired on the Blue Network.  
Last Friday when program left air  
for summer, it was merely ex-  
plained that "Mysterious Pete" was  
a hoarder. Tully is now trying to  
discover whether he hoarded  
bonds, bread, money, rubber, sugar  
or mousetraps.



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**FINANCIAL**

(July 31)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	115 7/8	115 1/2	115 3/4	+ 1/4
CBS, A	12 1/2	12 1/4	12 1/2	+ 1/2
Cresley Corp.	6 5/8	6 1/2	6 3/4	+ 1/4
Gen. Electric	26 3/4	26	26 1/2	+ 1/8
RCA Common	3 1/4	3 1/4	3 1/4	0
RCA First Pfd.	55	55	55	0
Stewart-Warner	6 7/8	6 7/8	6 7/8	0
Westinghouse	67 3/4	67	67 1/2	+ 1/4
Zenith Radio	14 3/8	14 1/2	14 3/4	+ 1/8

**NEW YORK CURB EXCHANGE**

	Bid	Asked
Nat. Union Radio	1/8	3/8
<b>OVER THE COUNTER</b>		
Farnsworth Tel. & Rad.	17 1/2	2 1/8
Stromberg-Carlson	5 3/8	6 3/8
WCAO (Baltimore)	15	18
WJR (Detroit)	19	22

**Hecker Products Account To Arthur Kudner Agency**

(Continued from Page 1)

of the agency's advertising and sales promotion. Fall radio plans are being developed and are expected to be well formulated shortly. Products to be handled include H-O Oats, Hecker's Cream Enriched Farina, Presto Self-Rising Cake Flour, Force, and the flours Hecker's, Ceresota and Aristos.

**Leinsdorf On Sinfonietta**

Erich Leinsdorf, Metropolitan Opera conductor, on Thursday will begin a three-week guest appearance on "Sinfonietta," heard over WOR-Mutual from 8-8:30 p.m., substituting for Alfred Wallenstein, who will be vacationing during that period.

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

**F F**

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

George P. Hollingsbery, Rep.

★ **THE WEEK IN RADIO** ★

... Petrillo's Recording Stand

(Continued from Page 1)

tions or at the request of the President of the United States; the entire situation, according to the letter, was based on AFM's desire to obtain a more equitable division of the income derived from the use of music.

Songwriters, through their organization, the Song Writers' Protective Association, may be expected to develop long-range plans, following the naming last week of E. C. Mills, former Ascaph exec, as general manager; group will move to larger quarters in Radio City. Mills, speaking to the meeting of members, predicted many changes for the benefit of the song writing fraternity. That broadcasters were "on the bond-wagon" was revealed last week, with over 600 stations accepting the Treasury Department's offer to become issuing agents for War Bonds. At a special meeting of New York and New Jersey broadcasters held on Wednesday, 100 per cent bond cooperation was pledged in putting into operation the plan whereby stations would become direct selling agents of the War Savings Staff. Pan American Coffee Bureau and its advertising agency, J. M. Mathes, Inc., it was learned, was planning to use radio in a forthcoming campaign. First six months of 1942 showed an increase in WOR sales of 24 per cent. Colgate-Palmolive-Peet Co. signed for a new show on NBC featuring Al Jolson.

War Production Board issued a higher priority rating to broadcasters for the purchase of copper for operating, construction, maintenance and repair purposes. Blue Network's income from national spot business

placed on M & O stations was reported to show a big sales rise; increases in the New York and Chicago markets was the greatest in the history of the stations in those two areas. AFM settled its week-old dispute with KSTP, Minneapolis-St. Paul, with negotiations continuing between Fred Weber, Mutual Broadcasting System general manager, and MBS affiliates. NAB was proceeding with plans to open a New York office from which it will direct the industry's battle against the AFM ban on recordings.

Savings Bank Association of New York began a spot campaign throughout the state, using a feminine angle to check inflation. National Information Bureau on Women's War Activities, sponsored by the Women's National Radio Committee, announced plans for the further mobilization of women volunteers in the war effort. NBC announced enthusiastic reception to its 10 per cent discount setup with the signing of three national sponsors. In a letter to Neville Miller, NAB president; Niles Trammell, president of the National Broadcasting Co., applied for network membership in the trade association and expressed a desire for unity within the industry. Congratulatory messages were being received by John Shepard, III, who celebrated the twentieth anniversary of WNAC in Boston. Resignation of the Board of Governors of the Canadian Broadcasting Corp. was scheduled for discussion at its next meeting in August, following the submission of the report of the House of Commons special committee on radio broadcasting.

**Semler Co. Files Answer To Complaint By FTC**

(Continued from Page 1)

plaint, denying the fact its product is sold on the condition or agreement that competing products will not be sold by the purchaser. Answer also contends that all advertising representations, except one, which has since been discontinued, are not false and misleading as alleged in the complaint. Hearings will be held in due course.

**Williams Schimek Asst.**

William A. Williams, formerly of the CBS copyright department, today becomes assistant to Jan Schimek, commercial editor. Williams' duties in the copyright department will be taken over by Rupert Graves, also a member of the department.

**"Shadow" Back Earlier**

In line with governmental agencies' urging home owners to use coal heat, D. L. & W. Coal Co., starts intensified advertising campaign for Blue Coal through Ruthrauff & Ryan. Will result in starting "The Shadow" on MBS earlier, as soon as time can be cleared.

**No Death Of Material Say Leading ET Firms**

(Continued from Page 1)

of Musical Artists, considered instrumentalists and soloists not necessarily members of the AFM were available however for such clients and recorders as wished to avail themselves of such accompaniment, introduction or solo pieces. Majority of the recording studios, it seems, appeared wanting to avoid undue conflict with the AFM edict.

Meanwhile old libraries came into heavy demand from all parts of the country, not only musical but dramatic as well in case the use of certain music would conflict with existing contracts between stations and the AFM.

**Adequate Supply Seen**

Leading transcription companies state that the market will be completely supplied with suitable commercial disks, and that old and more recently completed libraries are more than adequate to meet the demand for some time to come. Music, it was pointed out, was not absolutely essential to getting over the sponsor's message and background music is easily acquired by singing or humming, for the average radio announcement.

**COMING and GOING**

ALEX ROSENMAN, sales manager of WOR and STAN LEE BROZA, program director, returned to Philadelphia following visits to New York. The latter attended the premiere cast of the "Stage Door Canteen" program Thursday.

DONALD DWIGHT DAVIS, president of Mutual outlet in Kansas City, in town for conferences at the headquarters of the network.

MILTON W. STOUGHTON, commercial manager, and WAYNE HENRY LATHAM, of program and publicity, of WSPR, spent Friday in New York on network and returned to Massachusetts over the weekend.

J. B. FUQUA, general manager of Augusta, Ga., who has been here about a week, will leave tomorrow for a short stay in New York after which he will return to Georgia.

JAMES FISHBACK, sales manager of Washington, D. C., was in town on network and network business Friday, leaving for the Capital over the week-end.

JOHN W. BOLER, president and general manager of the North Central Broadcasting Co., Inc., on a trip to New York. Paid a visit at MBS.

HAROLD E. FELLOWS, station manager of WEEL, returned to Boston last Friday for a short stay here.

BETTY COLCLOUGH, of the "Herald-Tribune" radio department, left Friday on a two-week vacation.

TED HUSING, back today from Saratoga, he broadcast the races on Saturday, will for Ft. George C. Meade, Md., to emcee the program's stanza of the "Cheers from the morning."

MARJORIE REYNOLDS and BETTY H. Paramount players, are here from Hollywood for the premiere of "Holiday Inn" and for appearances on the Martha Deane, a lawley and "Listen Neighbor" program.

DICK JURGENS and his orchestra from New England yesterday and will engage tomorrow at the Meadowood Cedar Grove, N. J.

NORMAN SIEGEL, radio editor of the "Land Press," is back at his desk following a trip to New York.

WILLIAM CRAWFORD, of WOR, left on his vacation.

JAMES PEPPE, manager of Samy's, expected back today from an out-of-town trip.

VAUGHN MONROE is in Detroit for the broadcasting of his program from the Masonic Temple in that city.

When you buy time BUY AN AUDIENCE

**WTAG WORCESTER**

# When was the last time you spoke to a woman?



● Daily, WCAU speaks to hundreds and hundreds of thousands of women . . . women who are able-to-buy . . . women who are eager-to-buy. And upon these women WCAU exerts a tremendous influence. Advertising on WCAU produces sales which are directly checkable on the cash register. This means that WCAU is a **SELLING MEDIUM!**

If you are seeking increased sales in the boom Philadelphia market, we suggest you broadcast your advertising messages over powerful WCAU.

Philadelphia • WCAU Building, 1622 Chestnut Street  
New York City • CBS Bldg., 485 Madison Avenue  
Chicago, Ill. • Virgil Reiter, 400 North Michigan Avenue  
Boston, Mass. • Bertha Bannan, 538 Little Bldg.  
Pacific Coast • Paul H. Raymer Company.

**WCAU**  
*Philadelphia*

**50,000 WATTS IN ALL DIRECTIONS**

WCAU's ever-popular "For Women Only" program covers every phase of feminine interest from fashions to foods . . . from beauty to budget. If you want to use "rifle shot" advertising, "For Women Only" offers an opportunity to reach the largest woman's audience in the Philadelphia market.



Los Angeles

By JAC WILLEN

DICK JOY, KNX-CBS announcer-news-caster, has made a series of eight transcriptions to aid the Office of Price Administration. Previously Joy had given similar assistance to the Treasury Department in connection with its campaign to sell War Bonds.

"Town Gossip" is the title of a new dramatic serial being broadcast each Sunday over KMTR as a sustaining program. It is currently being written by Barbara Hodson, and managed by Frederic Messiter.

A thrilling tale of pioneer days in the west, "When the Law Came to Sundown," starring Roy Rogers, was heard on the "Hollywood Theater" program over KFI at 7:30 p.m. last Friday.

"Confidence Man," the prize-winning play written by the Baltimore author, Frederic Arnold Kummer, was the dramatic vehicle selected for Jean Hersholt's "Dr. Christian" production last week. Lurene Tuttle continues in the role of "Judy Price," "Dr. Christian's" alert secretary.

Jimmy Wakely has enlarged his trio to a ten-piece band for week-ends. He played Venice Pier last week-end and has been signed for another engagement there.

Group Asks Fly To Study German Program Activity

(Continued from Page 1)

Nazi domestic radio activities existed today to the extent charged.

To this, Dr. G. P. Bronish, director of the society, agreed when questioned at his headquarters at 285 Madison Ave., New York. Bronish's attitude was that such conditions had existed in the past and that recurrence of them should be forestalled.

Though the Loyal Americans headquarters indicated unawareness of the activities of the Foreign Language Radio Wartime Control Committee, which recently instituted a system of personnel checking for foreign language broadcasters with the cooperation of the Office of War Information, it urged, in its letter to Fly, "at this time, to consider the personnel engaged in German language broadcast programs presented in the metropolitan area of New York."

It was pointed out by representatives of the FLRWCC that their efforts to stamp out such broadcast activities had already received full approval of the FCC, to which the society's letter was dispatched, and of the OWI. It was indicated that Foreign Language Radio Wartime Control Committee men would meet with representatives of the society at the first part of the week in order to clarify the situation and to offer proper placement of any specific information they might have, in the hands of proper authorities.

Society said, when questioned, that it had confidence in the management of the individual stations.



Between Us And That Lamp Post. . .!

• • • ARTURO TOSCANINI: Understand you're dickering with Joe Pasternak for a picture deal... HORACE HEIDT: Is it true that you had to make Frankie Carle a co-director in your band to prevent him from leaving and taking over the Eddy Duchin crew?... THE ANDREWS SISTERS: When Lou Levy gets out of Johns Hopkins Hospital you can throw that farewell party after all. The Army medics will accept him now that the arm is okay... MEL ALLEN: If the World Series games are held at the Yankee Stadium—assuming the Yanks and Dodgers win—who and what network will carry the play-by-plays?... PHIL BAKER: What happens with "Take It Or Leave It" when "Priorities" goes on the road?... HEDDA HOPPER: When you asked for suggestions from listeners on a choice of two endings for the film, "Talk of the Town," you really started something. Most of the letter-writers preferred neither ending—and suggested new ones of their own!



• • • FRANK HUMMERT: Carroll Case, your script supervisor, is sounding out Bert Lehr for a part in his legit musical, "Sweet Danger"... PAUL ROBESON: When you refused to sing "Glory Road" in a Philly concert the other nite because "it's an insult to the Negro race," two network staff conductors immediately programmed the number to cash in on the publicity... JEROME KERN: Is it merely a coincidence that your musical composition, "Portrait of Mark Twain," will debut at the Hollywood Bowl tomorrow around the time that the film, "Adventures of Mark Twain," is being readied for release?... DON AMECHE: When you return to that coffee show in the fall, Abbott & Costello will not be with you. The comics will have their own ciggie program... UNCLE DON: When the new beer-sponsored shows take to the networks in the fall, they'll be on at nite when the kiddies are asleep!



• • • BOB NOVAK: Congratulations on being signed to write, produce and direct another "Cavalcade of Stars" on Sept. 17... You should feel doubly proud—first, because several top directors were considered for the job, and secondly, because you're the youngest director in the business... BOB CHESTER: Your record of "He's My Guy" has been picked as the theme of the Torch-Bearers Club... BILL ROBSON: Understand Randal MacDougal's scripting on "22nd Letter" is so authentic that he even wrestles with himself, checking on the accuracy of instructions used by Hollanders engaged in the practice of quietly strangling Nazi invaders... HI BROWN: Apparently you subscribe to the telephone answering service used primarily by doctors, because the person answering your 'phone chirps: "Dr. Brown's office. No, the doctor isn't in!"... BEA WAIN: I see that Dorothy Lowell, Nancy Sheridan, Betty Winkler and Dolores Gillen (all of whom have husbands either doing government work or serving with the armed forces) have formed a club called the War Widows.



• • • GEO. JESSEL: Those spots you made have proven so successful in Baltimore that they'll be used locally... JOHANNES STEEL: Did you know that Gen. Draja Mihailovic quoted one of your broadcasts in a recent short-waver from a Yugo-Slavian patriotic station?... PIERRE HUSS: Don't be surprised if your WOR news show goes network in the fall... HENRY MORGAN: What goes with you? I've been trying to get your address for a week now—and your own manager doesn't even know it!... KAY LORRAINE: You'll be happy to know you're set for a network build-up... BETTY GARDE: Nice work on "March of T"... MILTON BLOW: They're all talking about how Jacques Renard's music has pepped up "Take It Or Leave It"... D'ARTEGA: You either need a new needle or new recordings for those programs using your platters.

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

"NEIGHBORHOOD CALL," new series of programs sponsored by the OPA and giving facts about price and rent control, was inaugurated over WJJD Friday at 2 p.m. It was written by Will McMorrow of the radio division of the OPA.

Jane Webb, the "Midge" of "The Bartons," is taking flying lessons.

Marion Claire and guest star WGN's "America Loves a Mel" program will appear each week following the regular 8-9 p.m. broadcast in an informal appearance on balcony above Nathan Hale Club. Tryout last Saturday night was successful it will be continued this summer, presenting favorite songs with Marvin Mueller as announcer.

Three WGN engineers: Jay F. Robert Baird and Carl Schultz on the faculty of the Radio School Northwestern University, teaching recruits of the U. S. Naval Training School. WLS "Rangers" have expanded from a quartet to a sextet piece combo. Added are Dingus, clarinetist, and John Brown, p...

CBS "School Of The Air" To Give Nighttime Series

Americans past school age will have an opportunity to hear a program is broadcast to more than 8,000 Western Hemisphere school children on the CBS "School of the Air" when the network presents its typical programs on the evening of August 14, 21 and 28.

Group of broadcasts is designed to show adults what series has been sending to their children in schools since 1930, and especially at the present time, to reveal program present aims, in addition to educational work, in promoting effort among youngsters and them in understanding war activities, as well as its regular educational efforts.

4th Client Radio Deb Over WOR Femme

A fourth commercial, representing the first radio advertising for sponsor, was signed this week. Pegeen Fitzgerald's "Pegeen Fitzgerald on WOR. Advertiser is the Chemical Products Corp., producing "Hygenized Process," a laundry detergent. Participation will start for Monday, Wednesday and Friday, running thirteen weeks. Announcement was made by the Alvin Agency.

Have You Met The Voice

of GILBERT M... ? LEX...

## 1 Sets Proposals Re Spot Allocations

(Continued from Page 1)

a week would be asked to carry message on one broadcast out teen, while one broadcasting times weekly would be asked try it on one out of nine pro once-a-week. Spot programs e asked to contribute such mes in one program out of three. am in this plan must be at five minutes long and must be d in five or more cities.

essages, to be developed at scription of the broadcaster from ame type of fact sheets sent or the network allocation plan, range from straight announce- to a script integration, or even g. Assignments for live pro will be sent out about two half weeks in advance, and nscribed programs five weeks vance.

**Participants in Three Groups**  
The national spot advertisers agree to participate will be d into three groups, each of will carry a message a dif- week. Each of the three "sec- of each group will usually be to carry different government ges the same week. The mes- scheduled also will differ in ct from those called for during ame week in the network allo- plan.

weekly folio to be sent to network affiliate in the coun- ill shortly be expanded to list e spot advertisers scheduled to a government message during ame week.

he national spot plan, developed he OWI radio bureau and the committee of the Advertising cil is being outlined to all par- ts in the network allocation am as well as to the national advertisers.

**Lewis Lauds Spot**  
an accompanying letter, Chief am B. Lewis of the OWI's radio u states, "In terms of listeners, al spot radio represents a major of the total audience who listen dio in the United States. There- it is obvious that this plan can e one of the important keys in the advertising industry's ution to the war effort." s subsequent allocation plan will ssigned for local spot programs.

## Script Programs Now Beamed To Turkey

cial radio adaptation of Douglas r's book, "You Can't Do Business Hitler," will be shortwaved to ey via WRUL, Boston, in a new -weekly quarter-hour series be- ng this week. Programs are pro- under the auspices of the Co- ator of Information, with Walter of production department as- d to adapt the material and t the show. Author of book, is on the staff of the Office of Information, acts as adviser.

## WAR-PROGRAM IDEAS

### Australian News

WWRL, Woodside, in cooperation with the Australian News and Information Bureau, is inaugurating a series of weekly broadcasts Thursday, devoted to Australia and its part in the war effort. Commentator on the series will be Wing Commander Reginald B. Leonard, a member of the Australia Air Forces reserve. Leonard, a war correspondent for the Murdock group of 15 Australian newspapers, recorded the series while in New York for a 10-day visit before returning by plane to Australia. WWRL's schedule for Leonard's transcribed talks follows: July 30—"American Troops in Australia," Aug. 6—"Australian Spitfires in England"; Aug. 13—"Why German Cities are Bombed"; Aug. 20—"What American Aircraft Means to Australia"; Aug. 27—"Australia's Role in the War Effort."



### "Bonderee"

One of the best programs on WCED, Du Bois, Pa., is known as "WCED—Avenue Theater Bonderee" and is dedicated to the selling of War Bonds. The "Bonderee" is broadcast 30 minutes every Monday night direct from the stage of a local theater and is brought on the air and taken off, with "Remember Pearl Harbor" musical theme. LeRoy Schneck, emcee handles the entire show which includes a dif-

ferent WCED band each week, Du-Bois' "Miss Navy," group singing of new and old war songs and a 2-minute pep talk on "Why We Should Buy War Bonds." Survey shows that the listening audience has doubled since its inception a few weeks ago; the theater is packed to the door, and war bonds are really selling.



### Special Events For Victory

Depicting the importance of electric power to booming war industries, WNOX, Knoxville, presented a half-hour remote recently from TVA's new Douglas Dam, now under construction near Dandridge, Tennessee. Titled "Power for Victory!" the 8:00-8:30 p.m. broadcast featured pick-ups from all important scenes of construction, as well as on-the-spot interviews with drillers, blasters, welders and other workers. Tennessee Valley Authority officials heard on the remote included George R. Rich, chief design engineer, and Lee Warren, projects manager. Interviews and description of dam construction were handled by WNOX program director Lowell Blanchard and newscaster Tys Terwey. The entire program, designed to show the listener that TVA's working with tremendous speed to deliver the power needed by war plants, was arranged and produced by Kenneth E. Huddleston, WNOX director of public service.

## New Keystone Outlets Increases Total To 188

(Continued from Page 1)

to 188. Semi-annual report of KBS activities and sales progress is being distributed to all affiliates this week. Report covers the results of tests and nation-wide surveys, the first ever conducted on a national scale in the secondary markets of the country. Also reported is the announcement of future and further intensified surveys to be undertaken by Keystone.

In addition, the report includes a listing of the top-flight network shows for which the transcription web is negotiating, and covers the detailed activities of the KBS sales departments in New York, Chicago, and Hollywood, reviewing step by step the development of the secondary markets by KBS to date, and reporting general acceptance and consideration by major advertisers of the country.

Recent additions to the wax web are as follows: KFQD, Anchorage, Alaska; KWJB, Globe, Ariz.; KFFA, Helena, Ark.; WTMC, Ocala, Fla.; WGGG, Gainesville, Ga.; WRLLC, Toccoa, Ga.; WJPF, Herrin, Ill.; WLDS, Jacksonville, Ill.; WKMO, Kokomo, Ind.; WAOV, Vincennes, Ind.; WHLN, Harlan, Ky.; WFMD, Frederick, Md.; WHAI, Greenfield, Mass.; WSKB, McComb, Miss.; KRJF, Miles City, Mont.; WALL, Middletown, N. Y.; WSLB, Ogdensburg, N. Y.; WFAS, White Plains, N. Y.; WBBB, Burlington, N. C.; WMRF,

## FCC Compensation Study Indicates Average Salary

Washington Bureau, RADIO DAILY

Washington—Incomplete figures for the FCC's "average compensation" study reveal that the average pay envelope in radio stations for the week of October 21, 1941 contained \$38.88 which compares with \$37.75 for the corresponding week in 1937. Neither executives nor network employees were included in this study.

Technicians in the industry received an average of \$42.93, while announcers averaged \$36.76 for that week.

### T. D. Christian To S. A.

T. D. Christian, for seven years with NBC's New York engineering staff, has left the organization to become plant supervisor of the Brazilian Telephone Company. He flies with family to Rio de Janeiro in mid-month. Prior to coming to NBC he was in telephone work in Central and South America.

Lewiston, Pa.; KEYS, Corpus Christi, Tex.; KGBS, Harlingen, Tex.; KRLH, Midland, Tex.; KTEM, Temple, Tex.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.; WJMA, Covington, Va.; WINC, Winchester, Va.

In connection with the addition of its first Alaskan affiliate, KBS announced that increasing commercial importance of the territory, resulting from war activity, indicated further extensions in the area in the future.

## Local-Station Status Appraised In Survey

(Continued from Page 1)

cription of the study Allen observes that local radio stations are now regarded as essential institutions, comparable in usefulness and importance with schools, churches and the press and that among men and woman of the cities and farms served by the small radio station, its services to the community and its intense devotion to all socially significant enterprises have made it of supreme value to its listeners.

Data for the survey was obtained by a field crew of 20, who interviewed approximately 900 in the WAIM listening area and was checked later by coincidental telephone calls and by call-backs. Significant among the facts gathered and scientifically checked in order to obtain a correct sampling was that a listener potentiality of more than 90 per cent existed in the WAIM primary area, contrary to all previous estimates which ranged from 40 to 80 per cent. Equally important was the fact that 80 per cent of the persons interviewed said that they do patronize the advertisers sponsoring programs on the station. News lead the list of programs most popular with listeners of the area.

Twenty-four page promotion booklet has been prepared by the station to ballyhoo the results of the survey.

## Met. Opera First Summary; Praises Help From Radio

(Continued from Page 1)

of \$214,374.39. Accompanying the summary was a statement attributing the Met. broadcasts as largely responsible for the publication of the financial report at this time. In his report to the friends of the Metropolitan Opera, Cornelius N. Bliss, chairman of the board, gives a detailed analysis of financial operation as well as a history of business operations, concluding with an opinion as to the outlook for the 1942-43 season, during which the Met.'s two broadcasts will again be used.

Radio came in for additional praise in the report of Edward Johnson, general manager, who credited the broadcast medium for a fine public appreciation of orchestral performance.

"The Association is today more than ever before concerned with radio broadcasting," reads the part of Johnson's report dealing with radio. "The regular Saturday afternoon series is identifying the Metropolitan more directly with the musical life of the entire nation, is awakening and fostering a national love of opera, while at the same time widening the scope of our appeal."

### Help Wanted—Men

Sales promotion and publicity man for Washington station. Give experience, references, salary, in first letter. Box No. 554, RADIO DAILY, 1501 Broadway, N.Y.C.

# 1st Recording Stoppage

## ET Manufacturers Are 'Stand-offish' Says Petrillo

(Continued from Page 1)

trade problem. The interview accompanied the release of his answer to Elmer Davis, director of the OWI, who had appealed to Petrillo to rescind the ban as a patriotic move, July 28. The National Association of Broadcasters, from its newly opened headquarters here, also issued two statements Friday, taking issue with Petrillo's ban explanations.

### Repeats Proscription

The Petrillo letter to Davis reiterated his intention to stick by his ban, but at the same time assured Davis that the AFM's willingness to serve the war effort was undiminished, and that the union's fullest patriotic endeavors would continue. Petrillo pointed out that thus far, the value of the free services of the musicians, in the preparation of government transcriptions was well over the million dollar mark.

Under direct questioning, Petrillo appeared firm in his conviction that a solution was possible, but that the record companies were deliberately stand-offish. He made it clear that any change in his policy would be predicated upon overtures originating among the recording, transcription and broadcasting interests.

When asked if the ban would continue indefinitely, Petrillo declared: "What else can we do? We certainly can't get any place if no one comes to talk to us. If the government had not stepped into this in the beginning, the recording companies would have been here already. I told you in my article last night (reference to his letter to James C. Fly, FCC chairman), that that is all which is holding them back."

When it was pointed out to Petrillo, that there is no legal way, at present, to control the use of recordings on the radio, he became vehement, injecting readily:

### Questioned on "Policing"

"All of a sudden they can't find a legal way to help a poor unemployed musician!" And then he referred to "certain interests" which "easily found legal" ways to check the granting of broadcasting licenses when the granting of same was not to their advantage.

Several questions, which sought to draw from Petrillo, details on how he intends to police production of records for "home use" and how he would license production for the army, navy and patriotic programs, brought from him consistent statements typified by:

"If we get their guarantees that the records will not be used to

hurt us, we will make them. If they want to make records for army, and make requests for them, we will let them. Whoever makes the records will be responsible that they do not wind up on the broadcasting station or in the juke box. If they want to cheat, they will only cheat the government and they will hurt themselves." He intimated that a recording company, violating a permission to record for a government order, would not get a second okay.

"It's all up to them. It's up to the recording companies to see to it that the records do not get to the stations."

He summed up a reply for sundry other questions posed with: "All we are doing is that we are trying to make a living."

Giving evidence of modification of his original non-communicado policy, Petrillo left the press conference with the following statement:

"So long, I've got to get some sleep now. I'll be here over the week-end. If I'm not in the office I'll be at my hotel (Waldorf-Astoria)."

### Delayed Broadcasts Okay

Harry Steeper, assistant to Petrillo, supplemented Petrillo's interview with a report on transcriptions for delayed broadcasts. He said that the ban did not apply to them, providing their production lived up to the rules and regulations governing their use as set forth by the locals maintaining jurisdiction thereof. Steeper also commented upon, with Petrillo's approval, on the general hue and cry which accused Petrillo's ban as withholding good music from the American public. "What did the broadcasters do last year when they were fighting Ascap?" Steeper asked rhetorically. "For nine months the American public was denied the best music ever composed. But that was all right for the broadcasters to do."

At the new offices of the NAB, Neville Miller, president, and Sydney Kaye, counsel, indicated that the association's plans could not be formulated in a strict sense, until the expiration of the licenses, Friday night. Likely that NAB will await the legal moves by the department of Justice. Reports from Washington pointed to D. of J.'s expectation of filing its civil suit to enjoin Petrillo's ban in Chicago Saturday, with the possibility that it may be filed today or tomorrow. Attorney J. Albert Woll's name has been reported with the pending filing. Washington issued no explanation for its delay in filing injunction action, but it is believed preliminary investigation necessary has not yet been completed.

### Petrillo's Letter to Davis

The complete texts of Petrillo's letter to Davis, and both NAB statements follow in that order. To the OWI chief he wrote:

"In answer to your letter to me of July 28th, 1942, please note that my pledge to the President of the United States and the People of the United States, contained in my letter of December 27th, 1941, to which you refer, will be kept by the American Federation of Musicians.

"You say in part in your letter:

"I am informed that if you enforce this edict, three direct consequences will be the elimination of new electrical transcriptions for the use of radio stations, the elimination of new popular records for so-called 'juke boxes,' and the elimination of new popular and classical records for home consumption. I am further informed that this move in all probability will lead to court fights, possible strikes, and definitely curtailed musical service to the public in the critical months ahead—months which may well decide the fate of this country's war effort."

### CITES WBC CASE

"Electrical transcriptions for radio used as intended—once only—are not detrimental to the American Federation of Musicians if destroyed after such use. The proof of this is that some three weeks ago the World Broadcasting Company requested, and was promptly given permission, to make such electrical transcriptions for a period of twenty-six weeks for General Motors' employees working in our defense industries.

"Members of the American Federation of Musicians will not play for the making of records for juke boxes. The juke box industry is strictly commercial, producing tremendous revenues for all interested parties except musicians. No soldier or civilian is allowed to hear that music without putting five cents in the machine. If a soldier has ten dances it costs him fifty cents. Most of the ballrooms of the country for an admission charge of twenty-five cents furnish excellent orchestras for all night dancing.

"I can tell by your letter that you have been absolutely misinformed throughout. You say that the American Federation of Musicians' action will stop popular and classical records for home consumption. This is not so. The musicians will make records for home consumption. At our Convention last June it was announced that the musicians will make recordings for the Armed Forces of the United States and its Allies; that they will make recordings for home consumption and will make recordings at the request of the President of the United States. Those promises will be kept.

### SENDS DAVIS FLY LETTER

"I am sending you under separate cover a copy of the communication under date of July 30th, 1942, from us to Mr. James Lawrence Fly, Chairman of the Federal Communications Commission, on canned music, which will give you a clear picture. Believing you to be fair, I am sure you will realize that the American Federation of Musicians is justified in its action on canned music.

"The American Federation of Musicians has a membership of 138,000. We did not request our members to send letters to Senators, Congressmen and different Department heads in Washington. We stand squarely on the merits of the issue and will meet it in the open on that basis. The radio interests, recording companies and other agencies connected with this controversy have circulated many Senators, Congressmen and Department heads in Washington with letters to bring pressure on the American Federation of Musicians. Can you imagine the letters that 138,000 members could send to Washington? We have not urged our people to do anything of that sort.

"The American Federation of Musicians stands second to none when it comes to patriotism. Not only do our name bands play gratis for the Armed Forces of America, but these same orchestras play for bond sales throughout the different cities in the United States without compensation and without any cost to the Government.

### GRANTED ROCKEFELLER PLEA

"On April 1st, 1942, I received a communication from Nelson A. Rockefeller, Coordinator of Inter-American Affairs, requesting permission to record programs played by union musicians over radio broadcasts, such records to be promptly complied with. That request was granted to Latin America. The point I would like to make is that Mr. Rockefeller stated that if the Government had to pay for these programs, it would cost \$1,000,000.00. This approval was given to the Government without any compensation whatsoever. To quote Mr. Rockefeller's own language:

"It would mean that the United States Government would have to pay over a million dollars."

"American Federation of Musicians' members have been working gratis in campaigns for the raising of money for the Navy and

## Statement By NAB Charges Petrillo Evades Issue

Army Relief, Russian Relief, Red Cross, etc. "They are cooperating 100 per cent with the Treasury Department in making recordings of radio studio bands without receiving any compensation from the Government. Their services are also used by the Treasury Department in the selling of War Bonds without any compensation, which means that they can record and dub recordings. These recordings can then be distributed to the different radio stations in the United States. "The musicians have also donated their live talent to the Treasury Department without any compensation.

### POINTS TO D. OF J. COOP

"The United States Department of Agriculture inaugurated ten dramatic programs in the Soil Conservation and National Defense. We approved their request to re-record music so that it could be sent to other regions without any compensation.

"We are cooperating wholeheartedly with the Department of Justice in many of its foreign language radio programs.

"I repeat and confirm the following in my letter of December 27th, 1941:

"On this new slogan, this new theme for the new year, then, the Federation dedicates itself: Music for Morale."

"You have made an appeal to me. I am only a messenger for 138,000 musicians who have, through their Convention, ordered step taken by the American Federation of Musicians in the recording situation. Realizing that our Government comes first, if I thought for one moment we were doing anything to hurt morale, you may rest assured that the American Federation of Musicians would not stand in the way. Our record proves that.

"We refute any suggestion that we lack in patriotism. We will not permit hypocrisy on the part of the interests who are fighting us to hide behind the American Flag, which Flag belongs not only to a but to all Americans, including the musician who are striving to earn a livelihood.

"The above does not begin to tell the true story as to how far the American Federation of Musicians and its local units are operating with the United States Government.

"I cannot grant your request to cancel notice that the American Federation of Musicians' members will not play for transcriptions or records. That notice, however, does not apply to recording for the Armed Forces of the Nation or for the President of the United States.

"The American Federation of Musicians will continue to cooperate with the various Government Departments as heretofore with respect to free music. We will do this for the War Department, the Navy Department, the Marine Corps, the Coast Guard, the Office of Civilian Defense and the War Information."

### NAB Statement

The first statement by the NAB Friday, commented on Petrillo's letter to James Fly as follows:

"James Caesar Petrillo's reply to Charles Fly of the Federal Communications Commission evades the basic issue which himself has raised through his ban on making of phonograph records and types of musical recordings.

"In stopping all recordings, Mr. Petrillo is depriving the entire American people of recorded music in order to get at the establishments which he believes should employ Union musicians even though they no need for them, even though the establishments may be unable to afford and even though musicians suited to purpose are not locally available.

"The basic issue is the right of the American people to enjoy the fruits of living. Mr. Petrillo's ban has the effect of depriving a large proportion of our citizens the inspiration and enjoyment of the music performed by their favorites. ever much. Mr. Petrillo protests that his edict is aimed at 'commercial' use of all records, whether for private or commercial use, whether popular, class or patriotic, and whether used in the rural areas, for the entertainment

(Continued on Page 7)

# Recording Stoppage Brings NAB Protest

(Continued from Page 6)  
forces and defense workers, or other-  
the NAB added the following  
James Caesar Petrillo's ban on elec-  
scriptions and other musical re-  
going into effect at midnight, the  
Association of Broadcasters, through  
Miller, president, last Friday, issued  
ment on behalf of the broadcasting  
and of some transcription companies  
to associate members of NAB:  
Petrillo's ban on recordings strikes  
bility of hundreds of radio stations  
effectively to serve the public. We  
approve his attempt to set back the  
of the clock by abolishing one of  
Edison's great inventions which  
education and entertainment to all  
citizens, wherever located.

**Directs "Commercial" Claim**  
Stopping all recordings, Mr. Petrillo  
deprive the entire American people  
of music in order to get at these  
elements which he believes should em-  
musicians even though there be  
for them, even though the estab-  
lishment may be unable to afford them,  
but through musicians suited to their  
needs are not locally available.

Ever since Mr. Petrillo protests that  
is aimed at "commercial" use of  
records he knows that his order prevents  
ing of all records, whether for private  
entertainment, whether popular, classical  
or light, and whether used in the home,  
in schools, or for the entertainment of  
forces and defense workers, or other-

Industry has maintained better rela-  
tions with organized labor than the broad-  
casting industry which pays the highest  
wage to labor of any industry in  
the United States. Radio broadcasting has  
been a single union musician out of  
the contrary, it has created in-  
opportunities for work by develop-  
ing a new market for music. The  
of union musicians for services  
broadcasting have increased steadily  
with the growth of radio, until today they  
total to exceed \$15,000,000 annually,  
or the electrical transcription indus-  
try the Petrillo ban would destroy, a  
made only last year under Mr. Pet-  
rillo's auspices characterized it as "a  
necessity to the small stations."

**Cites Importance of ET's**  
Importance of the transcription in-  
dustry is even greater than  
indicated by the survey, because every  
station in the United States uses some form  
of transcription, either commercially or for  
educational purposes. Some adver-  
tising programs, such as various sec-  
tion of the country through recording dis-  
tributors through the United States mail,  
others bring them to the public by  
means of radio networks connected by tele-  
phone lines. The money paid to musicians  
for making transcriptions is identical to that  
paid for performing on network pro-  
grams. Mr. Petrillo's ban definitely dis-  
franchises against the advertiser who uses  
transcriptions.

The transcription industry also makes  
transcriptions. These are recordings  
specially designed for use on broadcasting  
and they serve a real need in  
bringing music to radio audiences everywhere.  
Transcriptions can serve the best music to  
radio audiences only in recorded form.  
It appears that Mr. Petrillo would like  
to see the transcription companies prevent  
records from coming into the hands of  
listeners which do not employ what he con-  
sider an adequate number of union mu-  
sicians. As Mr. Petrillo knows only too  
well, courts have held that any attempt  
to force transcription companies to do this  
is to make them a party to an illegal con-  
tract and subject to criminal prosecution  
under the federal government under the anti-  
trust laws.

**Calls Ban "All-Inclusive"**  
Refusing the request of Elmer Davis,  
Director of War Information, that he rescind  
his order, Mr. Petrillo insists he is not barring  
records for home use. Mr. Petrillo, how-  
ever, will not permit his musicians to per-  
form the record companies guarantee  
that their records will not come into the  
hands of commercial users. Phonograph  
records are sold at every music store in the

★
PROMOTION
★

**E. R. Squibb Scroll**  
Impressiveness of message on Amer-  
ica delivered on "Keep Singing, Keep  
Working and Fight For America"  
program on CBS sponsored by E. R.  
Squibb and Sons, inspired drug firm  
to have words printed in form of a  
reproduction of a scroll on heavy  
stock, suitable for framing. Message  
reads, "There was a dream... that  
men could one day speak the thoughts  
of their own choosing. There was a  
hope... that men could one day stroll  
through the streets at evening, un-  
afraid. There was a prayer... that  
each could speak to his own God in  
his own church. That dream, that  
hope, that prayer became... America.  
Great strength, youthful heart, vast  
enterprise, hard work made it so.  
Now that same America is the dream  
... the hope... the prayer of the  
world. Our freedom its dream. Our  
strength its hope. Our swift race  
against time its prayer. We must not  
fail the world now. We must not fail  
to share our freedom with it after-

### CBS Production Dept. Adding Two To Staff

CBS is further bolstering its pro-  
ducing and directing staff with the  
addition of two newcomers who will  
work in Doug Coulter's department.  
They are Chester "Tiny" Renier of  
KMOX, CBS St. Louis affiliate,  
where he has been for a number  
of years, and Robert Lewis Shayon  
of WOR-Mutual, where he has pro-  
duced a number of important shows.  
Prior to joining WOR Shayon was  
with Fanchon & Marco talent and  
producing agency.

### To Film "Famous Jury Trials"

"Famous Jury Trials," currently  
aired by Williamson Candy Co. on  
the Blue Network, has been an-  
nounced as the subject of a series  
of four 2-reel motion picture shorts  
in the production schedule of RKO  
Radio Pictures at the company's an-  
nual sales meeting this week.

country. Mr. Petrillo knows that the record  
companies cannot as a practical matter police  
all the record stores of the country, and  
he also knows that as a legal matter they  
cannot impose restrictions on the user of the  
record which are in any way binding on the  
purchaser. By every realistic standard, there-  
fore, Mr. Petrillo's ban is all-inclusive."

**Washington Bureau, RADIO DAILY**  
Washington—Elmer Davis, director  
of the Office of War Information, was  
non-committal concerning steps which  
the OWI might take as a result of the  
refusal of James C. Petrillo, president  
of the American Federation of Musi-  
cians, to accede to Davis' request that  
he reconsider his order banning the  
making of records by members of the  
AFL.

The OWI chief expressed satisfac-  
tion with Petrillo's promise to co-  
operate with the government but  
added that he could not envisage such  
cooperation in the fullest sense of the  
word unless Petrillo's present atti-  
tude is radically altered.

wards... *Keep Singing, Keep Work-  
ing, and Fight for America!*"  
The words, accompanied by note  
from Carleton H. Palmer, chairman  
of the board of Squibbs, has already  
been read into the Congressional  
Record.

### WCAU Folders

First in a series of thirteen promo-  
tional pieces being distributed by  
WCAU, catches attention with a strik-  
ing cover design on four-page folder.  
Hand holding 13 spades standing out  
on bright red background.

Caption beneath reads, "What a feel-  
in!" Copy beneath cartoon of four-  
handed bridge game carries out mes-  
sage in words "What a feelin' it is to  
sit in on a bridge game and draw 13  
spades. And what a feelin' it is to  
broadcast your advertising over  
WCAU's 50,000 powerful watts in all  
directions and have them return in  
the form of sales... sales... and more  
sales." Whole thing is simple in design  
and execution.

### War Relief Control Board Called 'Headache-Chaser'

**Washington Bureau, RADIO DAILY**  
Washington—The expanded War  
Relief Control Board just set up by  
President Roosevelt, with Joseph E.  
Davies in charge, is expected by trade  
circles here to develop into a power-  
ful headache-chaser for the entire  
broadcasting industry.

Davies, the national organization  
and its local fund-raising counter-  
parts—"War Community Funds"—are  
expected to coordinate time appeals  
from all private agencies collecting  
welfare funds for use in the United  
States and abroad, much as the OWI's  
radio bureau is now allocating mes-  
sages from the various federal agen-  
cies. Heretofore the authority of the  
war relief control board was restricted  
to war relief agencies collecting funds  
for use abroad.

The Davies board has been given  
broad powers to regulate, license,  
merge and even eliminate such agen-  
cies as efficiency and economy may  
dictate.

### Am. Chicle Spots On WJZ

Series of transcribed station breaks  
for American Chicle Co. (chewing  
gum) starts on WJZ, August 9, to be  
aired four times weekly for 13 weeks.  
Badger and Browning is the agency.

### Rebroadcast For WOR Show

Effective immediately, a rebroad-  
cast of WOR's "It Pays To Be Ig-  
norant" will be heard during Jerry  
Lawrence's 2-5:30 a.m. "Moonlight  
Saving Time" program.

### Wedding Bells

Miss Vivian Kelly, of the CBS edu-  
cation department, was married Sun-  
day at the Lombardi Hotel to Lt.  
Marvin Peters, childhood sweetheart.  
They'll honeymoon for a week.

# Trammell Writes Fly Interlochen Details

(Continued from Page 1)  
NBC felt that it would have faced a  
general strike of musicians had it in-  
sisted on broadcasting the Interlochen  
orchestra over Petrillo's objections,  
so far as the members of the AFM  
were concerned "the only result of  
Mr. Petrillo's edict was to force 56  
of the members of his New York  
local to work an extra half hour, for  
which they were already being paid,  
and on which they would not have  
had to perform had the Interlochen  
orchestra been broadcast."

### Terms Interlochen "Non-Profit"

In a comprehensive summary of the  
history of the National Music Camp,  
Trammell stated that it was a "non-  
profit educational institution," and  
stressed that its concert had been  
carried by NBC on a sustaining basis  
since 1931 "with the full knowledge  
and acquiescence of the AFM." He  
also explained that after Petrillo ob-  
jected to these broadcasts last year  
the question of the 1942 series was  
left open on the understanding that  
the matter would be discussed with  
him before the musical series was  
scheduled.

"However, the NBC representative  
who had had the discussion with Mr.  
Petrillo in 1941 was transferred to  
another office." Trammell went on,  
"No contact was made with Mr. Pe-  
trillo until after the 1942 series had  
been scheduled. Shortly before the  
first broadcast was to be made, we  
were notified by Mr. Benkert, secre-  
tary of the Chicago local, speaking  
for Mr. Petrillo, that AFM demanded  
not to broadcast the series."

### No AFM Contractual Commitment

The NBC president stressed the fact  
that his network "does not now have  
an agreement with the AFM grant-  
ing to the Federation a national  
closed shop," although most of its  
agreement with locals provided for a  
closed shop, which do not however  
extend beyond the jurisdiction of the  
particular local involved, according  
to Trammell. He said, "we have no  
contractual commitment with the  
AFM preventing us from picking up  
non-union orchestras outside the jur-  
isdiction of the particular locals. I  
make a point of this because the AFM  
has claimed in press statement that  
we have a national closed shop agree-  
ment with it. Despite the foregoing,  
orders from AFM issued by Mr.  
Petrillo are always backed up by an  
implied or express threat that if we  
do not accede to them, he will call  
the members of the AFM on strike  
and deprive NBC of the use of union  
musicians on all its programs. We  
felt in this case that were we to  
broadcast the Interlochen Orchestra,  
we would have been faced with a  
general strike of musicians, and it  
seemed to us that, under the circum-  
stances, the immediate public interest  
required that we should not deprive  
our listeners of all the musical pro-  
grams they now hear over the Na-  
tional Broadcasting Company, at least  
until further efforts had been made  
to work the situation out."



# Coast-to-Coast



**RAY** McGUIRE, lately announcer, special events and sports broadcaster for WNOE, New Orleans, has been added to the announcing staff of KSFO, San Francisco, by Harlan Dunning, program director... The appointment of Arthur E. McDonald to the KSFO sales staff has been announced by Lincoln Dellar, general manager of the station. McDonald was formerly sales manager of KEHE in Southern California's Hollywood and was an account executive for several years prior to that with the Don Lee Broadcasting System in Los Angeles.

Bob Walter, formerly of WWNY, Watertown, N. Y., is now a member of the announcing staff at WJTN, Jamestown... The "Trading Post of the Air" over WJTN has just consummated its biggest deal since taking the air. Slanted at the southwestern New York farm audience, the "Trading Post" last week was the go-between in a sale of a Chautauqua County farm. The program is sponsored once weekly by a local milling company.

Tom Little, formerly business manager for the Macon Peaches in the Sally Baseball League, has been added to the staff of WBML, Macon, Ga., as an announcer... Bob Dreppard, formerly of WNAC and MBS-Yankee Network in Boston, recently joined the staff of WBML, and is now acclimating himself to Southern midsummer weather.

Claude A. Mahoney, Navy Department reporter for the "Washington Evening Star" and formerly White House reporter for the "Wall Street Journal," begins a six-a-week news commentary over WMAL, Washington, D. C., this week. He takes over Earl Godwin's program for the Thompson Dairy Co. Godwin is devoting his entire time to a nightly coast-to-coast program on the Blue Network.

W. "Doc" Lindsey has been appointed manager of CKWS, new station in Kingston, Ont. Station is controlled by the Northern Broadcasting Co., which owns and operates five stations in Canada and is associated with two other Canadian outlets.

Eddie Lambert and Lewis Reid, one of radio's most prolific jingle writing teams, started their Fall radio production season this week by completing a series of transcriptions on "Vick-lax" for Marschalk & Pratt, advertising agency. Among some of the accounts for whom they have written one minute musicals are Frigidaire, Chateau Martin, Linit, Krenil and Mozie's Pure-Oxia. In addition to his radio activities Lambert operates his own publishing firm under the name of Raybert Music Co., while Reid has several radio shows in preparation for Fall presentation.

Charlotte Moore Lewis will be married on Sunday to Thomas Asa Gage. Bride's mother is Mrs. E. C. Lewis, Coordinator of Listener Activities of the National Association of Broadcasters.

WBNX, New York, will celebrate the first anniversary of its Lithuanian Hour this week, with an all-star broadcast featuring leaders and celebrities of Lithuanian descent in the Greater New York area. Program is conducted by Jack J. Stukas, Jr., 18-year old emcee, who started the program while he was still attending high school.

Neil Robinson has been added to the production staff of WSBA, new 1,000-watter scheduled to begin operations late next month in York, Pa. Robinson was formerly with WATN, Watertown, N. Y., as continuity writer, producer and announcer. His wife will also be employed at the station as secretary to the manager... Robert L. Kaufman, WSBA manager, has announced the signing of contracts with Associated Press and International News Service for their respective news wires.

Recent visitors at KOA, Denver, included Alec Templeton and Ed Letson. Former called to renewed acquaintance with Starr Yeland, who is the interviewer on KOA's "Who's in Denver" and "Who's in the Navy" program. Latter is employed at KDYL, Salt Lake City, and was visiting Colorado on a vacation... Ferry-Hanly, advertising agency, has doubled its schedule of daily announcements for Skinner Raisin Bread on KOA.

Charles Harrison, former announcer of WHBF, Rock Island, is in training with the Flying Cadets at Santa Ana, California... Jack Sherman has been made WHBF production chief... Woody Magnuson, program director, is vacationing in northern Minnesota... Van Patrick, sports director, will vacation in Cleveland next week.

Gordon Tuell, music librarian of KIRO, Seattle, is the father of a 7 1/2-pound girl, Judy Ann, born last week. The Tuells also have a boy of 15 months.

General Electric's shortwave station WGEO in Schenectady switched its frequency last Saturday, according to R. S. Peare, G. E. broadcasting manager. Reason for the change was that WGEO's signal was blacking out the Australian Broadcasting Commission's programs to this country. Station will broadcast on 9650 kc. instead of its previous 9530 kc.

With Major Kenneth D. Johnson, U. S. Army Signal Corps, as guest of honor, officials of the National Union Radio Corp. recently made an inspection tour of their new plant now nearing completion. Officials in the party, in addition to Major Johnson, were S. W. Muldowny, president; Henry A. Hutchins, in charge of construction of the new plant; O. H. Brewster, director of engineering; E. O. Sandstrom, assistant treasurer; Elwood Schafer, manager of the cathode ray tube division; Clifford Hughes, plant manager; Harold Butterfield, purchasing agent; and J. A. Clancey, traffic manager.

Initial program of a new series titled "Hands Across the Border" is scheduled for airing this week over CHEX, Peterboro. Programs consist of interviews with American tourists chosen at random on the streets of Peterboro... Velma McLellan, pianist, who has been featured twice weekly over CHEX, is leaving Peterboro to take up residence in Vancouver, B. C.

WPAT, Paterson, N. J., has a new angle for its "Victory Bond Wagon" program from Ridgewood this week. It will serve as the climax to a bond pledge campaign, in progress for several months, in 37 communities of North Bergen County. Attempt will be made to fill the monthly quota for this area in bond sales set by the government.

WAAT, Jersey City-Newark, N. J., has inaugurated a new series of Civil Air Patrol programs which are arranged by H. Emory Ellis, program director, and Joseph E. Wiedenmayer, intelligence and public relations officer of the Civil Air Patrol. Seven weekly programs are scheduled in the series.

WCHS, Charleston, W. Va., has tributed two more men to the services. Announcers Everett H. and Morton Cohn have been inducted into the U. S. Army and are stationed temporarily at Fort Thomas, Kentucky.

Making use of a mountain mountain shortwave set-up put disposal by the U. S. Forest Service, KOIN, Portland, Ore., produced edition of the July 24th edition of Columbia's "Report to the Nation" dealing with forest fire prevention as a remote from the Oregon-Idaho woods. Hank Swartz, KOIN program manager, and Cooke, production chief, planned handled details covering the W. pickup. Art Kirkham was chief, rator, assisted by Luke Roberts, Hemingway, Ralph Langley and nician Earl Langley.

Private John J. Dillon, Jr., mentioned at Fort George G. Meade, and formerly assistant to sportscaster, Bill Stern, returned radio work for an evening week serves on this week's "Cheers for the Camps" on CBS as soldier announcer. Before his induction the Infantry Dillon was an NBC nouncer, writer and publicity man.

Brandon Shafer has been appointed news editor of WLOF, Minnea, succeeding Benedict Hardman, resigned because of illness... Laws of the WLOF sales staff has turned to his desk following recent illness.

Bess Johnson, star of NBC's of the same name is on a two-vacation. In her absence S. Royle, radio and stage star, is ing the part of "Bess." Miss Johnson vacationing at the New Jersey shore, will return to the program August 10.

Bruce Matthews, formerly WLOF, WAPO and WOV, has joined the announcing staff of WPAT, Paterson, N. J. In addition to announcing, Matthews works a full shift at Wright Aeronautical Corporation of which adds up to 16 hours a seven days a week.

1	9	4	2
3	5	7	8
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	29
30			

**BIRTHDAYS**

August 3

Ray Block Paul Carson  
Gaylord Carter  
Robert Emmet Dolan  
Irma Glenn  
Marvel Marilyn Maxwell  
Johannes Steel John S. Young



## ★ TELEVISION ★

Equipment for Radio Stations

Charles Ross, Inc., carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East.

## LIGHTING EQUIPMENT

Any Purpose. Anytime. Anywhere

333 W. 52nd St., New York City Circle 6-5470-1

**CHARLES ROSS, Inc.**





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 25

NEW YORK, N. Y., TUESDAY, AUGUST 4, 1942

TEN CENTS

## J. S. Files Petrillo Suit

### Advises the BWC Spot Ann. Progress

Washington Bureau, RADIO DAILY  
Washington—Twenty thousand spot  
announcements on 600 stations, and four  
-minute talks over 97 stations of  
the National Network constitute the broad-  
-industry's participation in the  
extensive advertising campaign  
launched by the Bell Telephone  
Company to elicit customer coopera-  
-tion in eliminating unnecessary toll  
charges interfering with the war effort.  
The success of this campaign, under-  
-scored by a plea from the  
(Continued on Page 3)

### Listening Post To FCC Intelligence

Washington Bureau, RADIO DAILY  
Washington—The San Francisco  
post of Columbia Broadcast-  
-ing System became a part of the  
Foreign Broadcast Intelligence  
System on August 1, it was announced  
today by FCC Chairman James  
M. Fly. The California post,  
which has been operating recent-  
-ly in conjunction with the Coordina-  
-tion of Information's Foreign Informa-  
-tion Service, now the Office of War  
(Continued on Page 2)

### Local NAB Bulletin Re Wage-Hour Status

Special bulletin treating of the  
effect of overtime rates and talent  
contracts being prepared by Joseph  
P. Labor Relations Director of  
NAB, following his conference  
today, with C. T. Lucy, general  
manager of WRVA, Richmond, and  
chairman of the NAB Wage and Hour  
(Continued on Page 2)

### Citations

SWJZ stars can now go out  
in display frames for U. S. Coast  
guard citations received as a result  
of their appearance at the  
East Coast Guard benefit at  
Philadelphia. Dorothy Matthews,  
Vickie, Vera Deane, Mari-  
-nelli, Laura Deane Dutton and  
Christie are the recipients.  
Christie also received a miniature  
sword.

### "Hit Parade"

George Washington Hill was so  
pleased with the performance of  
his program on the CBS "Victory  
Theater" Monday, July 27, the  
Amer. Tobacco exec has ordered  
the exact performance repeated on  
the show's regular spot this Sat-  
-urday night, War Bond talks in  
particular.

### All Canadian Outlets Can Exempt Personnel

Ottawa—Employees of privately-  
-owned Canadian radio stations have  
been listed under Section 15 of the  
National War Services Regulations,  
the office of War Services Minister J.  
T. Thorson has announced. Under the  
section it is provided that the minister  
may furnish National War Services  
Boards with lists of industrial or ser-  
-vicing activities deemed to be essen-  
-tial to the successful prosecution of  
the war. An employer engaged in any  
activity so listed is termed a "war  
industry."

By listing private station employes  
(Continued on Page 2)

### Treasury Appoints Ad Men To Work With Stations

Ed Parent, executive vice-president  
of the John C. Dowd agency of Boston,  
has been appointed to handle New  
England stations for the Treasury De-  
-partment in their activity as issuing  
agents for War Bonds and Stamps.  
(Continued on Page 2)

## Investigating All Charges Language Group Informs Fly

### Technical Radio Course At Columbia 'U' Sans Fee

Training in ultra-high frequency  
radio techniques, used in aircraft de-  
-tection, will be given in two intensive,  
tuition-free courses at Columbia Uni-  
-versity. The classes, planned in co-  
-operation with the United States  
Office of Education, are scheduled  
from the middle of August through  
(Continued on Page 2)

## Argument Sked For Friday Morning On Temporary Injunction; Relief Sought For Radio—Disk Firms

### NAB Awaits Outcome Of Hearing On Friday

At the New York headquarters of  
the National Association of Broadcast-  
-ers, Neville Miller, president, indi-  
-cated that the association would await  
the outcome of the Federal govern-  
-ment's suit, or at least would wait  
until Friday, for the hearing on the  
restraining order suit, before making  
any new moves. The filing of the  
(Continued on Page 3)

### State of Calif. Buys Time To Boost Civilian Defense

San Francisco—For the first time  
in California radio history the state  
of California has bought radio time  
over a network, to boost one of its  
important functions. The state has  
just signed with KGO and the Blue  
Network in California for a 13-week  
'Civilian Defense' series, to be pro-  
(Continued on Page 2)

### MacPherson Heads KOA Succeeding Lloyd Yoder

Successor to Lt. Comm. Lloyd E.  
Yoder, U.S.N.R., as manager of KOA,  
Denver, is James R. MacPherson, who  
has been appointed in that capacity  
(Continued on Page 2)

Chicago—James C. Petrillo  
and other officials of the Ameri-  
-can Federation of Musicians  
were named defendants in an  
anti-trust suit filed here yester-  
-day in behalf of the U. S. by  
J. Albert Woll, its attorney for  
the Northern District of Illi-  
-nois, Thurman Arnold, Assis-  
-tant Attorney General, Holmes  
Balbridge, Victor O. Waters  
(Continued on Page 6)

## Shortwave Setup Hit By Capital Paper

Washington Bureau, RADIO DAILY  
Washington—The influential Wash-  
-ington "Star" charged Sunday that  
the ineptitude of the Government's  
short-wave propaganda service is  
holding up the War Department's psy-  
-chological warfare program, is an-  
-tagonizing the private companies with  
short-wave transmitters beamed for  
overseas listeners, and is displeasing  
(Continued on Page 6)

### July WOR's Best Month; Signed 33 New Accounts

Total sales volume for the month of  
July on WOR represented the best  
July in the station's history. Its new  
business, aside from renewals, listed  
33 new accounts, of which 15 had  
(Continued on Page 2)

### Fast Work

Waterloo, Ia.—Two records were  
established when KXEL, new  
50,000-watt went on the air. It  
was the first time in American  
broadcasting that a new station  
began operations with a 50 Kw.  
signal. Record for speed in get-  
-ting under way was also set;  
application for permit was made  
last December 3; FCC approval  
was granted January 21; station

(Continued on Page 3)

# RADIO DAILY



Vol. 20, No. 25 Tues., Aug. 4, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor  
MARVIN KIRSCH : : : Business Manager

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

## FINANCIAL

(Monday, Aug. 3)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116 3/8	115 7/8	116 3/8	+ 5/8
CBS A	12 3/4	12 3/4	12 3/4	+ 1/8
Gen. Electric	26 3/4	25 3/4	25 3/4	+ 3/8
RCA Common	3 3/8	3 1/4	3 1/4	.....
RCA First Prd.	55	55	55	.....
Stewart-Warner	67 1/2	67 1/2	67 1/2	.....
Westinghouse	68 1/4	67 1/2	67 1/2	+ 5/8
Zenith Radio	14 3/8	14 3/8	14 3/8	+ 1/8

### OVER THE COUNTER

Farnsworth Tel. & Rad.	17 1/2	21 1/2
Stromberg-Carlson	5 1/2	5 7/8
WCAO (Baltimore)	16	19
WJR (Detroit)	19	22

## All Canadians Outlets Can Exempt Personnel

(Continued from Page 1)

under this section, it places them in the same category as employees of the nationally-owned CBC. Exemptions may be obtained for employees called up for war service now from any section of the radio broadcasting service in the Dominion.

## KBON Promotes Two

Omaha, Nebr.—KBON of this city has announced the appointment of Paul R. Fry, as business manager and Marie Maher, as station director. Both have been with KBON since its opening March 4, 1942. Mrs. Maher was program director and has been in radio and newspaper work for the past ten years. Fry, former promotion manager, has been with KOWH, Omaha, and the Omaha World-Herald in sales and promotion capacities.

## REEVES

Sound Recording Studios Inc.  
1600 Broadway New York City

35mm. 16mm.  
Film Acetate and Wax Recording Facilities.  
Complete Location Equipment for Film, Business Meetings and Specialty Recordings.

## MacPherson Heads KOA Succeeding Lloyd Yoder

(Continued from Page 1)

for the duration of the war. Lt. Comm. Yoder was recently ordered to active duty as Navy public relations officer for the state of Colorado.

MacPherson, whose appointment became effective the first of the month, according to Sherman Gregory, manager of NBC operated stations department, joined the station's staff in May, 1934 as sales account executive and head of the sales promotion department. Prior to that he had been merchandising director for WIBO, Chicago. He will continue the duties of NBC's national spot and local sales manager for Denver.

## Technical Radio Course At Columbia 'U' Sans Fee

(Continued from Page 1)

September. Studies are designed to prepare technicians for the Signal Corps and the radio industry, where there is an acute shortage of men trained in this highly specialized field. Lectures on the theory of the latest techniques used in ultra-high frequency practice will be given, as well as laboratory practice in measuring and operating ultra-high frequency equipment. College seniors majoring in electrical engineering or physics, and anyone with an electrical engineering degree or the equivalent will be eligible for these classes.

## Farm Foundation Board Elects Harold Safford

Chicago—Succeeding Frank E. Mullen, vice-president and general manager of NBC, Harold A. Safford, program director of WLS, has been elected as a member of the board of trustees of the Farm Foundation. Foundation was instituted by Alexander Legge, president of International Harvester Co., who left a fund of several million dollars for financing agricultural research and developments.

## Coast Listening Post To FCC Intelligence

(Continued from Page 1)

Information, is expected to be of great assistance to the FCC in increasing its monitoring and intelligence service on Pacific and Far Eastern broadcasts. Had the FCC not taken over the San Francisco post, it would have been dropped by Columbia, Chairman Fly indicated. So far as is known here, however, CBS will continue operating its Eastern listening posts.

## Buys 'Cosmo Jones' Film Rights

West Coast Bureau, RADIO DAILY

Hollywood—Film rights to the program "The Adventures of Cosmo Jones" have been acquired by Monogram Pictures in a deal which includes the services of Frank Graham, who created the radio character, and Walter Gering, who wrote the radio material.

## Treasury Appoints Ad Men To Work With Stations

(Continued from Page 1)

Parent will act in the capacity of special assistant to Vincent F. Callahan, director of the radio and press section of the War Savings Staff and Charles J. Gilchrest, chief of the section.

Regional meeting will be called by Parent toward more closely organizing the stations in their drive to sell bonds direct to the listeners. Various details and problems will be ironed out and a smooth working sales method worked out.

In similar capacity as Parent, Knox Massey, vice-president of the Harvey Massingale advertising agency of Durham, N. C., will supervise the Southeastern stations. Both Parent and Massey will work in cooperation with members of SESAC's field organization.

## July WOR's Best Month: Signed 33 New Accounts

(Continued from Page 1)

never before advertised on WOR. The new business came to 40 per cent of the total sales volume, and is two and a half times better than the new business in July, 1941. Volume during the last week of July was about twice the average weekly figure for 1941, the station's banner year.

Reflecting station's increased business, also, is the report that five salesmen are to receive bonuses for beating their own quotas for the past quarter which ended last week. The five are Otis P. Williams, Victor Bennett, John Nell, John Shelton and Robert Wood.

## Special NAB Bulletin Re Wage-Hour Status

(Continued from Page 1)

committee. Miller, who stopped off in New York on his way to Chicago, reported that the aim of the report was to marshal facts in a way which would enable stations to conform to standard practices. Because of the pressure of other matters, he said that he could not specify the publication date of such a report, but that he would try to squeeze it in soon.

## Hollister Firm Moves

Boulder, Colo.—Effective August 1, Hollister Crystal Co. has located its offices and plant in this city. Firm was formerly located in Wichita, Kans., and is headed by Herb Hollister, well-known in national radio circles.

**WBNX NEW YORK**  
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET

**5000 WATTS Directional**  
OVER METROPOLITAN NEW YORK

## COMING and GOING

JOHN ELMER, president of WCBM, Baltimore, Md., in New York on business.

WILLIAM S. CHERRY, JR., president of WIPR, Providence, R. I., to New York for conference at CBS.

OVELTON MAXEY, WSNJ, Bridgeton, WVCB, Atlantic City, and WTTM, Trenton, N. J., in New York.

JOE MILLER, director of NAB labor relations to Chicago yesterday on business.

HERMAN STEINBRUCH, WKNE, Keene, N. H., to New York for several days.

GEORGE R. DUNHAM, supervisor of production for CBS O. & O. stations, on vacation.

RUTH KIERSTED, NBC production, New York, on six-week leave to visit husband, Lieut. F. F. Dziuban, at Fort Benning, Ga.

SAMUEL L. ROSS, secretary-treasurer of the National Concert and Artists Corporation, on three-week vacation in Laurentian Mountains, Canada.

CHARLES F. PEKOR, SID DESFORS, SALLY WARREN of NBC Press, New York, back from vacations.

IREN KRAFT and ED HITZ, NBC Sales, ELsie BERGER, NBC Sales Promotion, New York, off on vacation.

ANNE COWPERTHWAIT, CBS Personnel, New York, on vacation.

GLENN RIGGS, on vacation in Pittsburgh, New York each week for announcing on Prescott Show.

GLENN MILLER and his orchestra, playing today, tomorrow and August 6, from Palace, Youngstown, Ohio.

## State of Calif. Buys Time To Boost Civilian Defense

(Continued from Page 1)

duced here at KGO by femme producer Helen Morgan, and relayed to six other outlets. The account placed by the Gene Kelly agency, Sacramento, the state capital.

Nearly all western stations have been airing their own sustainment shows on civilian defense, but forthcoming production, which include narrative, drama and music, will be the first ever paid for.

## CBS Names Pryor On Coast

San Francisco—Don Pryor has named San Francisco representative for news and special events broadcasts for CBS according to announcement made by Fox Case, direct public relations for the CBS Pacific network.

What about WOL?

...it's first in news  
...first in sports  
...first in music

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

# Investigating Charges Language Men Tell Fly

(Continued from Page 1)  
 They are chairman and publications director respectively. It is reported that a meeting was to be held yesterday between Lang and Dr. G. P. Bronish, chief of the Loyal Americans Society, but was not consummated. Dr. Bronish is being out of town. At the time, it was learned that Simon is in Chicago, for conferences with J. Hopkins, president of WJBK, and Arnold B. Hartley, commander of WGES, Chicago, but was expected future action in this situation would be discussed.

**Text of Telegram**  
 The FLRWCC wire sent by Simon to Fly follows:  
 This is to advise that Foreign Language War-time Control immediately began investigation of charges against German language personnel in New York City stations made in your office and released to press by George N. Shuster, head of Loyal Americans of German Descent. We have an appointment Monday with Bronish, director of this group, to determine if they have specific information of improper broadcasting and adoption of our code, which has already been handled by the FLRWCC, by our control, or by Lee of the Office of War Information. (Language Chief for Radio). A preliminary check has revealed that Americans of German Descent have made any contributions to a pro-democratic program and nor provided speakers to the New York stations with German names—WBNX, WWRL, WHOM. Insert "Committee On Toes"  
 I want you to know that our office has been on its toes since the formation and we know of no one that required attention that has not been promptly acted upon by Foreign Language Control. We hope you advised of developments. If anything further is called for, attention which our committee is aware of, we will appreciate your from you."

**WGSN**  
 AND  
**Alabama**  
 Anonymous... and with 5,000 watts  
 day on its superb frequency, WGSN  
 offers its top farm programs to more  
 farmers than ever before.  
**610 Kc.**  
 BIRMINGHAM  
 Headley-Reed Company, Reps.  
 BLUE NETWORK and Mutual

# PROMOTION

**KQW Remote Studios**  
 Following the opening of Oakland studios in the Fox Newsreel Theater, other promotional activities in the trans-bay area have been planned by KQW, San Francisco. Every Friday night, from 9-9:15 p.m. Eddie Tabor will broadcast "Tabor Newsreel" from the new studios. From 10:15-10:30 p.m. Fridays, Noyes McKay will broadcast "Sky Views"; and Glenn R. Dolberg, manager of operations, has consummated arrangements with the Fox West Coast Theaters to carry trailers on the screens of their twenty-two theaters, pictures of CBS-KQW personalities.

**Bookstore Tie-up**  
 Coincident with the drive by Grosset & Dunlap, publishers of "Kitty Foyle," KQW, San Francisco, has arranged with several San Francisco book stores to display counter cards promoting the sale of the book by calling attention to "Stories America Loves," General Mills program broadcast over the CBS network, released in the San Francisco Bay area on KQW, and currently serializing Christopher Morley's best seller "Kitty Foyle."

## AT&T Advises The BWC Of Spot Ann. Progress

(Continued from Page 1)  
 Board of War Communications, was sent by Keith McHugh, vice-president of the American Telephone & Telegraph Company, to BWC Chairman James Lawrence Fly, who made it public yesterday. Fly also commended AT&T for its "very cooperative approach to the problem."  
 "The number of listeners reached by the radio effort will be many million," McHugh wrote Fly, "but accurate figures are not obtainable." The Red Network announcements are believed to refer to those made during the "Telephone Hour." Besides direct mail, requests to telephone subscribers, employee education and display material in telephone company offices and booths, McHugh said, the campaign in its first 30 days would include the placing by the telephone company of 16,900 "relatively large" advertisements in 5,800 newspapers with a circulation of 185,000,000 and of 110 large advertisements in 100 magazines with a national circulation of 55,000,000.  
 McHugh, told the BWC Chairman that the campaign would be adjusted from month to month as experience warrants. "By frequent repetition, at the points where it is most needed, over a period of several months, we believe the campaign will show appreciable results," he continued. "In general, national advertising will be undertaken as to the parts of the program which are common to the nation as a whole; but most of the effort must be devoted where it is needed to the situation existing in individual localities or areas."

**Unexpected Compliment**  
 KDYL, in Salt Lake City, was unexpectedly the recipient of an unusual publicity break recently at the closing session of Utah's annual Covered Wagon Days' Rodeo. Announcers Charlie Buck and Tom Cafferty handling the mike at the rodeo, on a special event, and dressed in western garb for the occasion, were invited by Leo Cremer, rodeo chief, to ride some of his stock in the grand entrance parade. As the boys passed the reviewing stand, Cremer grabbed the public address microphone—stopped the parade and introduced the boys to the five or more thousand spectators on hand—and complimented them and KDYL on their exclusive coverage of the event. Afterward he made them honorary members of his troupe of riders.

**Station Bulletin**  
 Former employees of KSTP, Minneapolis, now stationed with the armed forces as far away as the south seas are kept posted on all the latest station gossip through a weekly multi-graphed bulletin. The four page letter edited by Corrine Jordan is called "Ye Little Newse Sheete."

# NAB Awaits Outcome Of Hearing On Friday

(Continued from Page 1)  
 government's action, however, brought the following official statement from Miller, who returned to Washington today, but will be back in New York later in the week:  
 "Broadcasters in common with all other citizens in the United States who are interested in bringing music to all the people welcome the institution of injunction proceedings by the Anti-trust Division of the Department of Justice against James Caesar Petrillo in Chicago today.  
 "It is to be hoped that the Courts will grant prompt relief against the arbitrary interference with education, entertainment and communications which has aroused indignation on the part of all persons, including the friends of labor.  
 "It is significant that the Department of Justice features in its complaint the fact that Mr. Petrillo's ban will prevent the manufacture of records for home use. Thus it sees through Mr. Petrillo's effort to create the impression that his attack against the manufacture of electrical transcriptions and other musical recordings will not affect the ability of private citizens to buy records for home use."

*Let's* **Look at**  
**the RECORD...**

**RESULTS COUNT MOST**

EVERY station we represent has enjoyed a steady, substantial increase in business from the day we took over their national selling problem.

This record of outstanding successful achievement is impressive evidence of our worth as radio station representatives.

**WEED**

**AND COMPANY**  
 RADIO STATION REPRESENTATIVES  
 NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

# MAIN STREET

OL' SCOOPS DAILY

## Bigtown Small Talk . . .!

• • • Irene Rich's sponsor will scrap her "Dear John" series and will move her to Sundays in a series adapted from the play, "Bill of Divorcement," Aug. 16th. . . Buddy Rich, drummer for T. Dorsey, has enlisted in the marines, but remains with Tommy until called for active service. . . Jack Meakin has taken over the direction on "Bess Johnson" . . . Uncle Sam has changed his mind about Irving Gaynor Neimann, scripiter on "Joe & Mabel," who was turned down by the army a few months ago. He reports again this month and it looks like it will take this time. . . Oscar Levant and Andre Kostelanetz teamed for a Columbia record album of Geo. Gershwin's "Concerto in F" . . . Bob Hope will be Dorothy Kilgallen's first Hollywood guest on "Voice of B'way," Aug. 11th. . . There's a picture deal on for Victor Borge of the "Music Hall" programs. . . Eddie "Rochester" Anderson nursing a torn leg ligament due to a strenuous workout with one of his race horses. . . Herman Bernie raving about his new vocal find, Gale Robbins (whom brother Ben discovered in Chicago). Gale, touted as another Lana Turner, gets screen-tested by 20th-Fox this week.



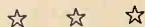
• • • Jane Ace gags that it was so hot in her apt. that she turned on the fan and got Lowell Thomas! . . . Radio's most rabid tennis trio—Bob Novak, Jimmy Boles and Harry Salter. (The last mentioned we could take ourself!) Note from Irene Wicker fan: "Why do the networks let such a tempest of talent go to pot when a little stewing around could stir up some pretty flavorful cooking?" And so say we. . . Bob Kerr didn't waste much time when he read here that the networks could use a good boy-and-girl team. He sold Joan Brooks and Jimmy Blair to the Blue the same day. . . Geo. Hogan spending his spare hours at the Melville School of Aviation . . . Warner Baxter signed for two "Crime Doctor" pictures a year for Columbia. Air series will also get a big movie name for its lead in the fall—probably Claude Rains or Edward Arnold.



• • • New Ginny Simms show, with Dave Rose's orchestra and the Bombardiers, makes its debut Sept. 8th. . . Al Jolson's new radio writers were credited in the trade press with having written his legit show, "Hold On To Your Hats." As a matter of fact, Eddie Davis and Guy Bolton, who actually did write it, weren't even considered for the air show! . . . They're so hard up for comics these days that they're scouring the Borscht Belt—where Danny Kaye, Zero Mostel, Milton Berle and Henny Youngman got their schooling. . . The Jack Landts, of the Landt Trio, are being heir-conditioned. . . Stan Lomax sez that Hitler is in such a bad mood these days because he awakens on the wrong side of the channel every morning. . . It's a girl at the Bub Mileys. He's Johnny Long's mgr. . . One of the better known young actors (and one of the busiest) is making enemies because of his constant attempts to do his own directing when he is hired merely to ACT. . . W. C. Fields sicker than supposed. . . Helen Forrest, Harry James' vocalist, flirting with movie offers.



• • • One of radio's costliest 15-minute time slots is the 7 to 7:15 period on the networks. Close to \$26,000 weekly is spent on the talent of Fred Waring, Amos 'n Andy and the Easy Aces—all sharing an audience they should have alone. The music of Waring has always been a standout. Amos 'n Andy are a tradition. "Easy Aces" is the most adult and one of the slickest writing jobs on the air. If these programs followed each other it would mean 45 minutes of sheer delight.



• • • By the way, in case you haven't heard—this is a new Scoops Daily—on the job for the past few weeks. All suggestions will be gratefully received and carefully considered.

—Remember Pearl Harbor—

## Chicago

By FRANK BURKE

**R**ODERICK G. O'CONNOR, who has been on the staff of WJLB since late last year, joined the WGN staff Sunday as announcer. O'Connors started in radio as announcer on WTCN, Minneapolis, in 1932. In 1933 he was program director of KVBC, San Louis Obispo, Calif., and for the succeeding three years was alternate announcer on KNX, KFI and KHJ, San Francisco, and appeared frequently on the Burns and Allen program as an actor.

"Trendler Sets a Mood," a new type musical program featuring symphonic arrangements of popular tunes and hits of the past, will make debut on WGN at 9:30 p.m., August 5, presenting the music of the 30-piece WGN orchestra under the direction of Bob Trendler. Singing stars of the program will be Edna O'Dell and Ray Charles.

Harry C. Kopt, vice-president and general manager of the NBC Central Division, has been named a member of the executive committee of Air Corps Sponsors of Chicago, which is seeking 20,000 air cadet cadets in Chicago this year.

As its part of Chicago's "Fly the Navy" drive, WBBM is inaugurating a special series of recurring broadcasts originating at the Procurement Division headquarters here, which started yesterday. This week the series will be broadcast Monday through Friday, and for the ensuing three weeks: Tuesday, Thursday. Jim Conway of the WGN announcers' staff will emcee the series.

Howard G. Newbauer graduated from the RCA Institute, has joined the Central Division engineering department as a maintenance engineer.

A Chicagoan, Laura Antone, was the winner of last week's contest on Jimmy Fidler's "Zip Your Lip" slogan campaign. Her winning slogan was "Zip your lip. If you tell it, tell it to the Marines."

WLS has been certified by the U. S. Treasury as an issuing agent for War Bonds and is selling them directly to listeners. To stimulate the sale via the air two National Dance teams have been formed. One is Arkie Anti-Axis Army, with Prairie Ramblers, Jennie Lou Mac and Bob, Joy and Jean. The other is Producer Bev Dean. The other is Battling Buttram's Bond Band with Little Genevieve, the R. Marjorie Lynne, Rusty Gilman and Producer Rod Cupp.

RADIO ARTIST  
Call

LExington 2-1111

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KVOD

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DENVER

and the

ROCKY MT.

area with

5000

WATTS ON

630

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# **KSTP**

**MINNEAPOLIS - ST. PAUL**

**. . . not only the Northwest's most popular  
radio station**

**BUT**

**ALSO**

**a substantial contributor to  
"unemployment" relief**

*KSTP has just signed  
a new contract with  
Petrillo's American  
Federation of Musicians*

# U. S. Files Petrillo Suit

## Eight More Named With Petrillo In Suits

(Continued from Page 1)

and Daniel B. Britt, special assistant, acting under direction of the Attorney General. The complaint asks for a preliminary injunction restraining the AFM and also a final injunction against the defendants. The hearing on the preliminary injunction proceedings will be held before Judge Michael Igoe in Federal Court on Friday, August 7, at 10 a. m.

### Defendants Named

Named as defendants with Petrillo are C. L. Bagley, Vice-president, Los Angeles; Fred W. Birnbach, Secretary, Newark, N. J.; Harry E. Brenton, Secretary-Treasurer, Boston; Chauncey A. Weaver, Executive Committee, Des Moines; J. W. Parks, Executive Committee, Dallas, Texas; Oscar F. Hild, Executive Committee, Cincinnati; A. Rex Ricardi, Executive Committee, Philadelphia; and Walter M. Murdock, Executive Committee, Toronto, Canada.

The complaint in part is as follows:

### Jurisdiction and venue.

That this petition is filed and these proceedings are instituted under section 4 of the Act of Congress of July 2, 1890, entitled, "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies," said Act being commonly known as the Sherman Anti Trust Act, against the above named defendants in order to prevent violation by them, jointly and severally, as hereinafter alleged, of Section 1 of said Act;

That the alleged unlawful acts and violations hereinafter described, including the combination and conspiracy to restrain trade and commerce among the several states of the United States have been and are conceived carried out and made effective in part, within the Northern District of Illinois, Eastern Division, and many of the unlawful acts done in pursuance thereof have been performed by the defendants and their representatives in said district, that the interstate trade and commerce involved in phonograph records, electrical transcriptions and radio broadcasting as hereinafter described, is carried on, in part, within said district; that the defendants have usual places of business in said district and there transact business and are within the jurisdiction of this court for the purpose of service; mechanically reproduced; that approximately 99 per cent of the phonograph records manufactured and sold in the United States are manufactured by three concerns namely, the Columbia Recording Corp. of New York, RCA Manufacturing Company, Inc., of Delaware, and Decca Records, Inc. of New York; that the total sales of phonograph records of these three manufacturers approximate, 100,000,000 phonograph records per year; that approximately 40,000,000 of these records are manufactured by Decca Records, Inc., approximately 35,000,000 are manufactured by RCA Mfg. Co., Inc., and approximately 25,000,000 are manufactured by Columbia Recording Corp.

That RCA Mfg. Co., Inc. and Columbia Recording Corp. sell phonograph records through jobbers, who in turn sell to dealers, who sell to users, such as radio broadcasting companies, juke box operators, and the general public; that Decca Records, Inc. sells its records through 35 company-owned branches operated by Decca Distributing Corp. of New York, a wholly owned subsidiary, which in turn sell direct to dealers, who sell to users, such as radio broadcasting stations, juke box operators, and the general public;

that of the total number of phonograph records manufactured and sold, approximately 80 per cent are sold for use in the home; approximately 19 per cent for use in juke boxes, located in hotels, restaurants, and dance halls, and approximately 1 per cent for use by radio stations; that these phonograph records are manufactured in the States of New York, New Jersey, and Connecticut, and shipped throughout the United States;

### CITE HOME RECORD NEEDS

That electrical transcriptions are mechanical devices upon which musical programs are recorded or mechanically reproduced for the exclusive use of radio broadcasting stations that more than 50 per cent of the United States transcriptions produced in the United States are manufactured in the States of New York and California and are shipped to approximately 900 radio broadcasting stations located throughout the United States;

That virtually all of the phonograph records and electrical transcriptions manufactured and sold throughout the United States for any and all purposes are mechanical recordings of musical performances by members of the A. F. of M.; that such recordings are made by manufacturers of phonograph records and electrical transcriptions under licenses issued to them by the A. F. of M.; that under these licenses the manufacturers contract with various bands of orchestras and artists, members of the A. F. of M., who make recordings on a so-called "Master Disc" from which in turn, thousands of reproductions are made;

That thousands of hotels, restaurants, and small dance halls throughout the country are dependent for music on phonograph records played in so-called "juke boxes" to satisfy their musical requirements; that they are either financially unable to hire live musicians or such musicians are not available;

That millions of American homes are dependent upon a steady flow of phonograph records as a means of entertainment; in radio broadcasting.

That approximately 900 radio stations are licensed to operate under authority of the Federal Communications Commission, pursuant to the Act of Congress known as the "Communications Act of 1934," that these stations are engaged in interstate commerce, since each is an instrumentality through which entertainment and ideas are transmitted across state lines to listeners; that each station is required to broadcast a minimum regular operating schedule of two-thirds of the hours authorized under its license; that the continuous existence, success, and prosperity of a radio broadcasting station depends entirely upon the entertainment offered by it to the radio listening public within the range of the station's power; that music is the principal form of entertainment demanded by the radio listening public and must be offered by stations in order to retain the continued interest and patronage of the radio listening public; that approximately 550 of these stations are not affiliated with any of the four national networks, that a substantial number of these stations are not financially able to employ live musicians for musical broadcasts; that in certain localities such live talent is not available even if it could be afforded. That such stations depend primarily upon the playing of phonograph records and electrical transcriptions to satisfy their musical requirements; that approximately 75 per cent of their time on the air is devoted to the playing of phonograph records and electrical transcriptions.

### STATE NETWORK STATUS

That there has developed in the radio industry a practice which is commonly called "Network Broadcasting"; that by this method of operation several radio broadcasting stations are connected in a chain or network by means of leased telephone wires for the purpose of broadcasting simultaneously radio programs originating at one of the stations in the network; that this method is generally inaugurated and

Controlled by what is known as a "Network Company"; that the principal national network companies presently operating in this country are the National Broadcasting Co., the Blue Network Co., Inc., the Columbia Broadcasting System, and the Mutual Broadcasting System; that approximately 350 radio stations located in the U. S. are affiliated with and engaged in such network broadcasting; that only those network stations which originate network programs have control over the selection of the contents of the programs which are broadcast simultaneously by all of the stations in the network that approximately 45 per cent of the

total time devoted to network broadcasting in this country is devoted to the broadcasting of musical compositions performed either by live talent or through electrical transcriptions and phonograph records;

### CHARGE "UNLAWFUL RESTRAINT"

Offense charged. That the defendants named herein, each well knowing the matters and things herein before alleged, have been and are now engaged in the United States, and within the Northern District of Illinois, Eastern Division, in a wrongful and unlawful combination and conspiracy in restraint of the aforesaid interstate trade and commerce in phonograph records, electrical transcriptions and radio broadcasting, in violation of Section 1 of the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies" (15 USCA1), and have conspired to do all the acts and things, and to use all means necessary and appropriate to make said restraints effective including the means, acts and things heretofore more particularly alleged; that for the purpose of restraining and destroying all interstate commerce in phonograph records and electrical transcriptions; and procuring monopolizing and controlling all performances of musical entertainment, so-called "transcribed" or "canned" music and music produced through live musicians, the defendants have arranged and agreed among themselves to do the following things:

(A) To prevent the manufacture and sale of all phonograph records and electrical transcriptions;

(B) To eliminate from the market all manufacturers distributors, jobbers and retailers of phonograph records and electrical transcriptions;

(C) To prevent radio broadcasting stations from broadcasting musical composition records on phonograph records and electrical transcriptions;

(D) To prevent the use of phonograph records in so-called "juke boxes" located in hotels, restaurants and dance halls;

(E) To prevent the use of phonograph records in the home;

(F) To prevent the sale of phonograph records to radio broadcasting stations and "juke box" operators by requiring manufacturers to boycott all distributors, jobbers, and retailers who sell such records to radio broadcasting stations and "juke box" operators;

(G) To eliminate all musical performances over the radio except those performed by members of the A. F. of M.;

(H) To require radio broadcasting stations to hire unnecessary "stand-by" musicians, members of the A. F. of M., whose services are neither necessary nor desired, by the requiring radio network to boycott affiliated stations which refused to meet defendant's demands for the hiring of "stand-by" musicians;

### "DISPUTE NOT INVOLVED"

That for the purpose of forming and effectuating the aforesaid conspiracy, the defendants by agreement and concert of action have done the things which, as hereinbefore alleged, they conspired to do, and more particularly have done, among others, the following acts and things;

(A) On June 25, 1942, the defendant, James C. Petrillo notified Decca Records, Inc., Columbia Recording Corporation, and RCA Manufacturing Co., Inc., that their licenses from the A. F. of M. for employment of its members in the making of musical recordings would expire July 31, 1942, and would not be renewed; that from and after August 1, 1942, the members of the A. F. of M. would not play or contract for recordings, transcriptions, or any other form of mechanical reproduction of music;

(B) On July 16, 1942, the defendant, James C. Petrillo, notified the National Broadcasting Company that it must cancel the Saturday afternoon symphonic broadcasts of the high school orchestras from the National Music Camp at Interlochen, Michigan and such demand was met. These concerts have been broadcast every summer for twelve years as a part of a national musical education program for young musicians;

(C) On July 27, 1942, the defendant, AFM acting through its local union, ordered all AFM bands to boycott all radio stations in Southern California affiliated with the Don Lee Broadcasting System for the purpose of forcing Radio Station KFRC of San Francisco, an affiliate of the Don Lee Broadcasting System. To hire a larger and more expensive

## Ask Final Restraint Follow The First Injunction

orchestra, although no dispute of any kind existed between the A. F. of M. local and any radio station affiliated with the Don Lee Broadcasting System except Radio Station KFRC;

That the combination and conspiracy herein charged does not involve or grow out of any dispute concerning terms or conditions of employment; that a purpose of the conspiracy is to eliminate from the market the manufacture, sale and use of musical compositions mechanically recorded on phonograph records and electrical transcriptions, unless the persons engaged in such business enter into agreements with the defendant union to hire such useless and unnecessary labor as the defendant union may demand that a further purpose of said conspiracy is to exclude from the market the competition of anyone who does not exclusively employ members of the defendant unions;

### Effect of the conspiracy:

That the defendants have adopted means and engaged in the activities aforesaid, with the intent, purpose and effect unlawfully destroying all manufacture and sale in interstate commerce of phonograph records and electrical transcriptions; of nullifying all competition between music produced by mechanical means and music produced by live musicians; of depriving the public of an inexpensive means of entertainment over the air, in restaurants, hotels, dance halls, and in the home.

### PRAYER

Wherefore, the complainant prays:

1. That summons issue to each of the defendants demanding them to appear in and to answer the allegations contained in this complaint and to abide by and perform such orders and decrees as the court may make in the premises;

2. That upon final hearing of this case the court order, adjudge and decree that the conspiracy herein described exists and constitutes an unreasonable restraint of trade and commerce and the states in violation of Section 1 of the Sherman Act (Act of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies" 15 U. S. C. A. 1);

3. That the court grant a preliminary and final injunction against the defendant A. F. of M., and each of the defendant officers and directors and all agents, employees, and all persons acting or claiming to act by or on behalf of the defendant A. F. of M., enjoining each and all of them and their successors from entering into agreement, conspiracy, contract, combination or otherwise to do the following acts and things;

(A) To prevent the manufacture and sale of phonograph records and electrical transcriptions;

(B) To eliminate from the market all manufacturers, distributors, jobbers and retailers of phonograph records and electrical transcriptions;

(C) To prevent radio broadcasting stations from broadcasting musical composition records on phonograph records and electrical transcriptions;

(D) To prevent the use of phonograph records in so-called "juke boxes" located in hotels, restaurants, and dance halls;

(E) To prevent the use of phonograph records in the home;

(F) To prevent the sale of phonograph records to radio broadcasting stations and "juke box" operators through the defendants requiring manufacturers to boycott all distributors, jobbers and retailers who sell records to radio broadcasting stations and "juke box" operators;

(G) To eliminate musical performances over the radio by media other than those performed by members of the A. F. of M. (H) To require radio broadcasting stations to hire unnecessary "stand-by" musicians, members of the A. F. of M., when such services are neither necessary nor desired, through the device of requiring network to boycott affiliated stations which refused to meet defendant's demands for the hiring of "stand-by" musicians;

4. That the complainant recover the costs and disbursements of this suit;

5. That the complaint shall have full effect and further relief as the court may deem just and proper.

**NEW BUSINESS**

Los Angeles: Nesbitt Fruit Co., Inc., thru M. H. Kelso Co., Tuesday and Thursday; Lewis, Jr., program, 26; Curtis Publishing Company (Evening Post), thru 20 anns, continuation of old; A. S. Boyle Co. (Harmony), thru J. Walter Thompson; Los Angeles, one-minute anns. on Lewis, Jr., program, Monday and Friday through Coast Federal Savings & Loan; Dennis Advertising, Los Angeles, participations in Eddie Alford and Norma Young programs; Matthews (Religious), thru Westwood, Los Angeles, renewal half-hour programs; Italian Radio Co., thru Dan E. Miner; Los Angeles, 85-second ETs, seven weekly until Oct. 10.

Hamilton, Ont.: Selo British; Lord & Thomas, Toronto, weekly; Wonder Bakeries, J. Gibbons, Toronto, 12 anns.; Javex Wife Savers, thru Ben Advertising Company, Ltd., 15-minute transcribed program three times a week; Procter & (Oxydol), three anns. weekly; Tire Co., Toronto, thru Militant Broadcasting Service, five anns. weekly; Apex Up, six anns. weekly, direct; Motors, Hamilton, six anns. direct; Ottawa Credit Jewel, Hamilton, 12 anns. weekly, direct.

**Fourth Gold Star To NBC Service Flag**

Fourth gold star has been added to service flag of NBC's New York headquarters. Lieut. (J. G.) Barron, USNR, formerly of the staff, previously reported missing when in command of a torpedo boat in the South Pacific. He has been reported killed in action. Annapolis student, Lieut. Barron was the fourth of this staff in the service of the United

headquarters and M. & O. staff. He sent 332 men to the armed forces. 130 going during the month. New York alone accounts for figures do not include the net-aliates.

1	9	4	2
4	5	7	12
17	18	19	20
21	22	23	25
26	27	28	29
30			

August 4

Boss	Henry Dupre
Friday	Bobby Griffin
Holm	Alan Kent
Levet	Frank Luther
McNamara	Carson Robison
Schubert	Earle Tanner
James Todd	June Travis

**Shortwaver's Propaganda Hit By Washington "Star"**

(Continued from Page 1)

The Washington embassies and legations of the occupied countries to which many of these programs are directed. This three-pronged indictment of what was formerly the Foreign Information Service and is now the Overseas Branch, Office of War Information, is made by Blair Bolles, one of the "Star's" leading writers on diplomatic affairs here.

**Say Hits Have Been Scored**

"Today, the master minds of psychological war have a weapon which was unavailable in previous conflicts—the radio," writes Bolles. "The radio reaches into the very heart of enemy territory. A message shot over the ether waves from the United States is heard a moment later in Germany, Japan or Italy, and the captive countries. The use of the radio is at the very core of the requirements for the unfolding of the psychological warfare plan. But because the use of the radio as an instrument of war is still a matter for experimentation in this country, the psychological warfare plan languishes in its filing case."

Referring to the private companies—NBC, CBS, GE and others—whose 12 short-wave transmitters should be the "Big Berthas" of such psychological warfare, the "Star" points out that while these have individually scored some "notable big hits," each continues to go its own way. "In time of war," it continues, "this is much as though each pilot of a fighter plane attacked according to his own scheme."

**Non-Cooperation Charged**

Reason for this setup, according to the "Star," is that the private companies have refused to cooperate with the Foreign Information Service, which was set up a year ago this month to guide the short-wave war by a process of coordination, if not actual control.

But, except for WLWO, Cincinnati, according to Bolles, the private broadcasters resisted the FIS since its inception. Asked to broadcast the official copy without attributing it to the U. S. Government, and considering it "amateurish," the broadcasters are reportedly unwilling to make themselves responsible for it.

"The FIS has been cursed through its existence by a lack of intimate understanding of the psychology and

lives of its various overseas listeners," Bolles observes. "In a record of Norwegian songs to be broadcast to cheer up the Norsemen, for instance, the FIS included a funeral dirge without knowing it was a funeral dirge."

Because of this lack of cooperation between the private broadcasters and the official propaganda agency, which is daily passing on the wishes of the War and State Departments, the Army's plan of psychological warfare is said to be thwarted again and again.

**Annual Cost \$18,500,000**

Bolles also reports that while the Czechoslovak Legation is pleased with the FIS sponsored broadcasts by two humorous commentators to Czechoslovakia, other missions for the occupied countries are less satisfied with the official American propaganda. The Polish Government has recently inaugurated a program to be broadcast to its people from the General Electric transmitter in Schenectady, (over which Poles with powerful sets used to tune in music regularly before the war). The Greek government is reported to be arranging a program from the United States to Greece.

Now that Colonel William J. Donovan has been eased out of the propaganda set-up, his former deputy chief, Robert E. Sherwood, who was at odds with Donovan over policy, is in charge as Director of the Overseas Branch, Office of War Information. Sherwood has moved his own office to Washington, but the center of short-wave operations continues in New York, with another office in San Francisco and news representatives scattered throughout the world. Another important new headquarters is being opened in London, and James Reston, former New York "Times" correspondent, has just been appointed to head it.

American short-wave operations are estimated by the "Star" to cost \$18,500,000 annually. It reports that private broadcasters spend about \$3,500,000 of this sum for overseas broadcasts, for which outlay "they receive no return except professional satisfaction." The rest is footed by the government and the Washington newspaper points out that \$15,000,000 constitutes a sum which is larger than the world-wide news-gathering budget of the Associated Press.

**Kraemer To WSAV Sales**

Savannah, Ga.—Eugene H. Kraemer, formerly Red network representative of the National Broadcasting Company, New York, has taken over the sales management of WSAV, according to an announcement by Harben Daniel, general manager of the Savannah station. For the next few months in his new capacity Kraemer expects to particularly emphasize the building up of network and national spot business on the station. Besides his background in radio, he was advertising manager of "Scientific American" magazine in New York City, and prior to that was associated with newspapers in the Middle West.

**Walter D. Humphrey**

Tulsa—Walter D. Humphrey, a principal attorney of the Federal Communications Commission died in this city on Saturday after a two-month illness. Humphrey was 66 years old and a native of North Carolina. He joined the FCC in February 1935. Funeral took place in Tulsa yesterday.

**New MBS Commentator**

Mutual network has engaged Philip Keyne-Gordon, news analyst of WJW, Akron, to replace B. S. Bercovic. Gordon, who started airing Sunday, will be heard daily 6-6:15 p.m., and 1-1:15 p.m. Sundays.

**GUEST-ING**

COL. ROSCOE TURNER, holder of many aviation speed records; COL. REED G. LANDIS, son of Kenesaw Mountain Landis and chief of staff at Stout Field, Indianapolis, and COL. WALTER F. DRYSDALE, commandant at Fort Benjamin Harrison, on Horace Heidt's "Treasure Chest" program, today (NBC Red, 8:30 p.m.).

JUDY CANOVA, on Dave Elman's "Hobby Lobby," today (WABC-CBS, 8:30 p.m.).

BARBARA MORGAN, photographer, on the "Living Art" series, today (WABC-CBS, 4:30 p.m.).

DANIEL ERICOURT, French pianist, on the "Keyboard Concerts" program, today (WABC-CBS, 3:30 p.m.).

AMRI CALLI-CAMPI, soprano, on the program of the Columbia Concert Orchestra, tomorrow (WABC-CBS, 3:30 p.m.).

GERARD DIAZ, JOHN TUTE and MARY CURRY, of the Catholic Youth Organization, on "Children Also Are People, tomorrow (WABC-CBS, 4:30 p.m.).

SANDRA BARRETT, MIRIAM FRANKLYN, PATTI ROBBINS and ISABELLE ROLSE of the "Let's Face It" cast and PAUL LOWE, J. D. EMBREY, ROBERT FICKS and JOHN MCGIVERN of the U. S. Navy, on "Battle of the Sexes" program, today (NBC, 9:30 p.m.).

WALTER O'KEEFE, on "Nellie Revell Presents" program, tomorrow (NBC, 12:30 p.m.).

PFC ARTHUR SKELLY, on Tommy Dorsey's program, today (NBC, 10:30 p.m.).

**Relay League Text Book Presents New Methods**

West Hartford, Conn.—Designed to fill the need for a guide to the student of radiotelegraph code, the publication of a special booklet titled "Learning the Radiotelegraph Code" has been announced by the American Radio Relay League, national association of amateur radio operators.

Text presents a unique method of learning based on the aural system of approach, with the code considered in the light of another language having its peculiar pronunciation and syllables. Booklet which precludes the constant supervision of an instructor, contains much material on learning to send well, high speed operation, copying to typewriter, general operating data and code practice equipment as well as a full set of lessons in learning to send and receive. It is authored by John Huntoon, acting communications manager of the League and is expected to be used in numerous community evening radio training classes.

# ★ ★ Coast-to-Coast ★ ★

**JOHN LESLIE SCOTT**, formerly of WAKR, Akron, has been added to the announcing staff of WTTM, Trenton, N. J., for vacation relief work. Don Douglas has resigned from the WTTM announcing staff to enter the frequency modulation field. Lee Stewart, assistant program director, visited old friends this past weekend when he returned to Atlantic City to visit the WFPG studios.

The soft ball team at WTAG, Worcester, Mass., known as the "Microphones" has started a successful season, winning 3 out of 5 games played. Interest has grown so, that new uniforms have been purchased, "victory blue jackets and caps, with creme colored breeches." William T. Cavanagh, station program director and team manager, announces that games are booked five weeks in advance, with various defense plant and department store teams as opponents. The radio squad so far has poled 17 home runs, and Herb Krueger, WTAG commercial manager, and star-pitcher, has given opponents but 3 hits in 2 games.

Officials of KDYL, Salt Lake City, have announced the appointment of Ray Mace, former local musician, as leader of the staff orchestra of the station, replacing Ed Stoker, who has been inducted into the United States Army. Mace comes to KDYL with a long background of experience with name bands. His predecessor is now stationed at Fort Douglas, Utah.

Bill Malone, of the promotion department of WOWO-WGL, Fort Wayne, has been named on the merchandising committee of the Fort Wayne Drug Club.

With oil companies generally casting a jittery eye rationward, reassuring news comes from Fort Wayne in the form of a contract for sponsorship of WOWO's "Noonday News," six days weekly, by Cities Service. Gasoline, motor oil and service are to be promoted on the program, which is handled by Don Tolliver.

An outstanding record of live big-name band broadcasts has been established during the past year by radio station CHML, Hamilton, Ontario. With the cooperation of various Hamilton and district ballrooms, CHML has, within the last twelve months, aired remotes by Gene Krupa, Glen Gray, Jan Savitt, Frankie Masters, Louis Armstrong, Russ Morgan, Cab Calloway, Woody Herman, Charlie Spivak, Larry Clinton, Louis Prima, Tony Pastor, Johnny Long, Shep Fields, Andy Kirk, Gus Arnheim, Gray Gordon, Raymond Scott, Claude Hopkins, and Blue Barron. Besides this, CHML regularly broadcasts the music of Morgan Thomas, The Modernaires, Bert Niosi, and Benny Palmer from The Alexandra Ballroom, in Hamilton; Len Allen from the Wonder Grove, in Hamilton; Nick Stout from the Rainbow Room, in Hamilton, and Eddie Mack from the Pier Ballroom, in Hamilton Beach.

WTNJ, Trenton, N. J., is currently airing a weekly business review, which is presented by Paul Hanna, local Montgomery Ward advertising executive. Marion Marshall, WTNJ director of women's programs, is doing a weekly book review show titled "Book of the Month Club." Four local negro choirs are now broadcasting programs on WTNJ. Walter Lewis, program and musical director of the station, is planning to combine the groups to form a 16-man choir for a special weekly series of programs.

Harland Tucker, former stage, movie and radio network actor, has joined the artists' staff of KGW-KEX, Portland, Ore. Tucker has an all-round dramatic experience. Arden X. Pangborn, KGW-KEX managing director, is on a two-week vacation at Rockaway, Oregon resort town. Other vacationers at the station include Ken Tillson, continuity chief and Don Kneass, chief announcer.

Martha Ross Biggerstaff, formerly commentator on a program sponsored by a local department store, has joined the staff of WNOX, Knoxville, as a regular announcer, according to Lowell Blanchard, program director of the station. She uses the name, Martha Ross on her air stints.

Notes from WEBC, Duluth: Norman Page, announcer, has joined the Navy. Eleanor Barney has become promotion manager, succeeding John W. Miller, who is now with the Barnes-Duluth Shipbuilding Co. Katherine Cooke, continuity, has resigned to join the advertising staff of a Twin City wholesale grocery firm. The WEBC Monday night "Jamboree" is now playing to capacity houses at the Palace theatre in Superior, Wis. The Jamboree troupe also is to appear at the Tri-State fair this year, with Don McCall as master of ceremonies.

Plans to take "Korn's-a-Krackin'", stage presentation of KWTO-KGBX, Springfield, Mo., which played to more than 5,000 persons at a local theater early in July, to Camp Crowder and Fort Leonard Wood are rapidly taking shape, according to Lou Black, artist bureau manager of the outlets. Show features 35 KWTO-KGBX entertainers.

Ed Hoerner has been named program director of WWL, New Orleans, to succeed Henry Dupre, who has joined the United States marine corps. W. H. Summerville, general manager, announced last Saturday. Hoerner was production manager of WWL before his new assignment and conducted the Sunday evening "Elmer's boree" quiz program.

Jack Burnett and Mike Callahan, commercial manager and accounting executive respectively of KUTA, Lake City, represented the station in the city tennis tournament held recently. Both combined their "talk ability with the skill that tennis requires in the men's doubles play.

Announcer-emcee Bob Evans, back from his vacation and is conducting his regular early morning "Alarm Clock" program on WSAI, Toledo. Evans is also handling a new show titled "Housewives' Choice" which is aired once weekly on days.

Jimmy Wilson, recently attached to the staff of WRC-WMAL, Washington, D. C., and previous to that WWL, New Orleans has joined announcing staff of WDDC in Washington, D. C. His first assignment on the "Miss America" program is the latter outlet.

## "CONTACT"

**WSAI'S SALES AIDS**

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

shouts Suzy our Steno. "WSAI maintains constant personal contact with the men who handle your product, is an active member of dealer associations. Our WSA 'I Opener', mailed monthly to your dealers, keeps them informed of your program—encourages them to give your product preferred merchandising.

"It's another phase of WSAI's tested technique for building listener demand and dealer preference for your WSAI identified product."

IT SELLS FASTER IF IT'S

# WSAI IDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales.

920 CLUB

One of  
America's Greatest  
Local Radio Programs

WORL BOSTON, MASS.

**TO SELL  
WASHINGTON  
AT THE LOWEST  
COST**

USE THE ORIGINAL  
**SPORTS REPORTER**  
featuring  
**TONY WAKEMAN**  
weekdays from 1 to 5 P. M.

**15.4% of listeners\***  
\* C. E. Hooper, Dec. '41 - April '42.

## WINX

Washington's Own Station  
Washington, D. C.  
Representatives  
E. Foreman Co., New York, Chicago



# Disk Studios Organize

## Web Takes Stock Re First Six Months

First report of progress of the Blue Network since it was established as a separate broadcasting organization six months ago was issued yesterday over the signature of Edgar Kobak, executive vice-president.

Pointing out the fact that the network started its independent existence in a national tension increased and relations on personnel and equipment the ever-growing problems, the report called attention to inauguration of new policies in the sales, program and station relations fields.

Since the first of the year, Kobak

*(Continued on Page 7)*

## Freedom House Series Moving To CBS Network

Freedom House projected self-defense programs "Voice of Freedom," were designed to reveal inconsistencies and lies in Nazi propaganda, and which have been running since last January, will move to a CBS network lineup August 9, winding up its local airing with the revelation that the "serious voice" and lie detector

*(Continued on Page 2)*

## BC-AFRA To Mediate Two Contractual Points

Representatives of AFRA and BC will meet with Mrs. Lillian regional attorney for the Security Board, who has been designated mediator, September 1, at New York, to iron out two contractual

*(Continued on Page 2)*

## Old Story

happens in every war. Six months ago a somewhat harassed U. S. Army. Six weeks ago the man called Jack Mills, supervisor of the Guest Relations page staff, was first sent to Fort Dix, N. J., and was ordered to report to Scott D. Ill. Private Mills followed orders. He reported to 1st Lt. Harold Bass.

### Who's Ripley?

Without previous design, the last recording made here before the AFM ban went into effect consisted of "Taps," at the World Studios. Job, kept waiting by a big pressing schedule was for WMCA's sign-off prayer for peace and musical close.

## Further FM Activity Facilitated By FCC

Washington Bureau, *RADIO DAILY* Washington—In a move to encourage all possible FM service now FCC announced yesterday that holders of construction permits for new FM stations may obtain wartime licenses to operate their present facilities provided construction has "reached a point where the transmitter is capable of rendering a substantial public service."

Over 50 stations, 23 of which are operating under special temporary authorization pending completion of construction and an additional seven of

*(Continued on Page 6)*

## Lord & Thomas Depts. Consolidated Under Gill

Media and marketing operations of Lord & Thomas' media, research and radio time-buying departments have been consolidated under the direction of Samuel E. Gill. Gill has been made head of the entire operation, with the

*(Continued on Page 2)*

# NAB-AFM Quietly Awaiting Outcome Of Friday Hearing

## WBZA Engineer Honored For 20 Years Service

Springfield, Mass.—Harold S. Randol, chief engineer of WBZA at East Springfield was honored Monday at a luncheon at the Hotel Kimball, this city, marking completion of 20 years service with the Westinghouse Electric & Mfg. Co. Executives of West-

*(Continued on Page 2)*

## Form Trade Association To Handle Common Problems; Had Inception Before AFM Ban Set In

## Mutual Remotes Back As KFRC-AFM Settle

Dance band remotes were re-established last night on the Mutual Network, with the exception of WARM, Scranton, as a result of the signing of a contract between Local 6 of the American Federation of Musicians, and KFRC, Mutual's San Francisco outlet. In a special honor system contract, between Mutual and its

*(Continued on Page 2)*

## Esso Marketers Renews Local Shortwave News

Renewal of news broadcast sponsorship of Esso Marketers for both New York area and men in service abroad have been reported. Both contracts are for 13 weeks. Local news periods are on WJZ's "Say It With Music," with programs six times

*(Continued on Page 6)*

## OWI's Radio Bureau Moves Into New Offices

Washington Bureau, *RADIO DAILY* Washington—Radio bureau of the Office of War Information moved yesterday into new offices in the third

*(Continued on Page 6)*

After several abortive attempts to unite the recording industry, thirteen recording studios here have succeeded in forming a trade association, "to foster the interests of those having a common trade, business, financial or professional interest." The new organization, Association of Recording Studios, was incorporated in this state with directors listed as Hazard E. Reeve of the Reeves Sound Studios Inc., and E. V. Brinckerhoff of Brinckerhoff studios. Temporary officers are

*(Continued on Page 7)*

## 85 CBS Affiliates Benefit By Discount

Revised survey compiled by CBS reveals that 85 stations have benefited as a result of the more than 272 hours added to the network's schedule by the 15 per cent discount plan for use of all Columbia stations.

The 85 stations have added one or more programs to their schedules, and

*(Continued on Page 6)*

## James Orchestra Wins WNEW Popularity Poll

In a close voting contest, Harry James, won the 13th, semi-annual Orchestra Popularity Poll conducted by Martin Block over WNEW's "Make Believe Ballroom." James, who finished third last January garnered in the new poll some 68,902 votes with

*(Continued on Page 2)*

## Any Uncles?

Henry Morgan of "Here's Morgan" on WOR, believes in keeping things in the family. Several months ago he had his mother read his commercials. Yesterday he announced that during his forthcoming vacation his cousin, Keith Palmer, who is a staff announcer at CBS, would carry on the family tradition. No report as to other relatives' availability.

# RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor  
MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Tuesday, Aug. 4)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	116 1/2	116 1/4	116 1/4	- 1/2
CBS A	12 3/8	12 1/2	12 3/8	+ 1/8
Gen. Electric	26 1/4	25 7/8	26 1/4	+ 1/8
RCA Common	3 3/8	3 1/4	3 3/8	+ 1/8
Stewart-Warner	7	6 3/4	7	+ 1/8
Westinghouse	68 1/4	67 3/4	68 1/4	+ 1/8
Zenith Radio	14 1/4	14 1/4	14 1/4	- 1/8
OVER THE COUNTER				
Farnsworth Tel. & Rad.			1 7/8	2 1/2
Stromberg-Carlson			5 3/8	6 3/8
WCAO (Baltimore)			16	18
WJR (Detroit)			19	21

### WBZA Engineer Honored For 20 Years Service

(Continued from Page 1)  
inghouse radio chain and of the company present were C. S. Young, general manager of the New England Westinghouse stations; W. O. Lippman, works manager at East Springfield; H. D. Griffith, sales manager; F. H. Robb, manager of the service department and J. E. Hall, manager, Westinghouse Electric Supply Company. Randol joined KYW, then located at Chicago, August 3, 1922, and was made chief engineer there November 1928. He was transferred to WBZA in 1936. Randol received the Westinghouse 20-year service pin.

### CBS Press Ads Two

Marion Stevens, for the past four years radio and literary editor of the Miami "Herald," has joined the magazine division of the CBS press department. Also joining the publicity staff is Harry Feeney, newspaperman.

**THOMAS J. VALENTINO, Inc.**  
MAJOR SOUND EFFECT RECORDS  
Offering the Largest and Latest Selection of Sound Effects "All New Recordings"  
SEND FOR CATALOG  
1600 BROADWAY NEW YORK, N. Y.

### Mutual Remotes Back As KFRC-AFM Settle

(Continued from Page 1)  
affiliates, WARM promised not to pick up the network remotes, but to fill in the time with its own programs. Deal agreed to by the station grants the local its original stipulations. Musicians, fifteen of them, and a band leader, had been receiving \$40 per week for one hour's work, six days a week. Increase granted awards them \$56 weekly for two hours a day, six days a week. Station's offer had been \$46 a week, for one hour, six days a week, to start September 16. Final contract is retroactive to the expiration of the old contract. Differences between the union local and WARM over \$7,000 held to be arrears in salaries, are still unsettled.

### WABC-AFRA To Mediate Two Contractual Points

(Continued from Page 1)  
points which the parties were unable to agree upon at the signing of a working pact July 1. Meeting will take place at Mrs. Poses' office, 36 West 44th Street. Her appointment had been made by Arthur Meyer, chairman of the State Board of Mediation. Issues which will be mulled cover the union's request for increases other than those granted in the contract, and the length of term of the pact, which takes in staff announcers and assistant directors. George Heller will represent the union.

### Early AFRA Ballotting Indicates No Convention

Judging from a casual check through the referendum ballots returned by AFRA members, an overwhelming majority voted in favor of the constitution amendment to dispense with the annual convention this year, and retain the present slate of officers. This is in deference to the government's request that such meetings be cancelled to help out on the transportation problem. Deadline for ballots was July 31. A few stragglers from the Coast regions are expected. Official count will be read to the Board of Directors at a meeting Thursday, August 13.

### James Orchestra Wins WNEW Popularity Poll

(Continued from Page 1)  
Glenn Miller, getting 67,216 and losing first place. Two Dorsey brothers waged a close battle for third place, Tommy just nosing out brother Jimmy by 1,200 votes. Vaughn Monroe continued in fifth place; Benny Goodman moved up from the 7th spot to 6, Woody Herman from 14 to 7th place, and Kay Kyser from 18th to 8th. Charlie Spivak advanced to 9th place, and Sammy Kaye placed 10th. Other bands finishing in the top twenty were Alvino Rey, 11; Claude Thornhill, 12; Gene Krupa, Count Basie, Artie Shaw, Charlie Barnet, Johnny Long, Freddy Martin, Guy Lombardo and Hal McIntyre.

The total of 289,027 votes cast in this contest is the greatest number for any poll in the almost seven years they have been conducted, and indicates a considerably heightened public interest in bands and band music since the poll six months ago, when the total votes cast was 253,725. The importance of phonograph records to a band can be clearly seen from these ratings, as Harry James and Kay Kyser had more top-selling records in the past six months than any other bands—resulting in James sky-rocketing to No. 1 position and Kyser coming up from 18th to 8th. The Make-Believe Ballroom's Orchestra Popularity Poll, while not national in its scope, presents a picture of the standing of the various bands in popularity and money-making capacity, based on records, with the metropolitan audience.

### Freedom House Series Moving To CBS Network

(Continued from Page 1)  
has been Rex Stout, author and chairman of the Writers' War Board. WMCA will replace the "V of F" with another Freedom house series featuring war aim talks by its directors and officers. The first in this new programing will be Herbert Agar, president, Wednesday, August 12, 8:15-8:30 p.m.

Upon making the switch to CBS, the Freedom House series will adopt the title "Our Secret Weapon," debuting Sunday, August 9, 7-7:15 p.m. Rex Stout will continue as the lie detective. Program will use the facilities of the CBS shortwave listening post in New York City, and Bob Trout in London, to analyze German propaganda aimed at this country and at the German people themselves. John Dietz will direct, and Paul White, produce, the CBS productions. Other Freedom House directors who will probably speak on the new WMCA series are Wendell Willkie, Mrs. Eleanor Roosevelt, Herbert Bayard Swope, Dorothy Thompson, and others.

### Stork News

Norman Winter, former trade paper man and now an editor on the staff of the Coordinator of Inter-American Affairs, is the father of baby boy, born on Sunday. Newcomer has been

## COMING and GOING

NEVILLE MILLER, president of NAB, back in Washington. Plans to return to New York late in week.

ABE LASTFOGEL of the William Morris agency in New York from the Coast, via Chicago.

LEIF EID, new press chief of WRC-NBC news department in Washington, leaves New York for assumption of duties today.

J. B. FUQUA, general manager of WCAU Augusta, Ga., to New York on business.

MAJ. GARLAND POWELL, director of WRU Gainesville, Fla., to New York on business.

JOHN SHEPARD, III, president of the Yankee Network, in New York for business trip.

BILL THOMAS, publicity director of Young & Rubicam, left on two-week vacation.

WAYNE SHORT, president of the AFRA St. Louis local returned to the midwest yesterday after spending several weeks vacationing in the New York area.

EMILY HOLT, executive secretary of AFRA to Detroit on a trip visiting locals for discussion of various problems; Cleveland also on the itinerary.

BILL LEWIS, director of the OWI's radio bureau, in Chicago last night where he lectured to students of Northwestern University's Summer Radio Institute on "Radio Goes To War"

### Lord & Thomas Depts. Consolidated Under Gill

(Continued from Page 1)  
title of Director of Marketing and Media. Working with Gill for broadcasting is John D. Hymes, manager of radio purchases, including purchases of both time and radio talent. Hym has been with the agency eight years.



**NEW YORK'S STATION OF DISTINCTIVE FEATURES**

**NOW 5000 WATTS**

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1 The feature boxes of newspaper radio program pages.

2 The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

**WEVD**

117-119 West 46th St., New York, N. Y.

NOT JUST MONROE COUNTY  
but **WHAM** land  
**WHAM**  
140,518 prosperous farms boost year 'round buying income.  
Nat'l Rep. George P. Hollingsby Co. 50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks  
ROCHESTER, N. Y. "THE STROMBERG-CARLSON STATION"

# We're On The Air...

## "WASTE-FREE"!

Quietly, without fan-fare, comes a new radio network...young... energetic... powerful... servicing America's richest market, the populous Eastern Seaboard from Washington to Boston... a market impossible to reach, until now, without a top-heavy advertising appropriation.

Here live 6,500,000 radio families who spend over \$10,000,000,000 each year — one-fourth of the

nation's buying power—to make this the most concentrated area in the country.

*This is the market that the Atlantic Coast Network delivers "waste-free"...without the low concentration areas that usually go with network radio...all at the cost of a major New York City outlet.*

It's the only "waste-free" network in radio!

**IN PREPARATION**—complete coverage brochures of the Atlantic Coast Network. Write us immediately so that we may reserve your copy.

### BASIC NETWORK

Here, linked by Class "A" lines throughout, are the ten stations of the Atlantic Coast Network:

	WATTS		WATTS
WNEW—New York . . . . .	10,000	WELI—New Haven . (Day)	1,000
WPEN—Philadelphia . . . . .	5,000		(Night) 500
WFBR—Baltimore . . . . .	5,000	WCOP—Boston . . . . .	500
WNBC—Hartford . . . . .	5,000	WWDC—Washington . . . . .	250
WFCL—Pawtucket, Providence	1,000		(100 watt booster)

### SUPPLEMENTARY NETWORK

WBOC—Salisbury, Md. . . . .	250	WJEJ—Hagerstown, Md. . . . .	250
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**ATLANTIC COAST  
NETWORK \* INC.**

501 MADISON AVENUE • NEW YORK CITY



Los Angeles

By JAC WILLEN

**H**EDDA HOPPER'S radio audience got new additions on Monday when several stations in the mid-West and East were added to the trans-continental CBS hookup which carries her thrice-weekly "Hedda Hopper's Hollywood."

The airplane Mary Astor is flying on Civil Air Patrol over the Gulf of Mexico and the Atlantic Coast formerly belonged to CBS news anchor Garred. He sold the ship when the war grounded private fliers along the Pacific Coast.

NBC's Hollywood Recording Division has cut another series of four 15-minute transcriptions, "The Rexall Parade of Stars" for United Drug Company. Featured are Ken Murray as master of ceremonies, Meredith Willson's orchestra, singer Kenny Baker, and announcer Harlow Wilcox.

Forest Lawn Cemetery now presents Bill Hays in a series of programs called "Bill Hays Reads the Bible" Monday through Friday, 3:45 p.m. over KHJ. Starting August 10th, the same program will go to Mutual Don Lee Networks and will be heard at 9:15 a.m., PWT.

George Raft, Edward Everett Horton, Colonel D. M. Randall, and son, Second Lieutenant Stewart Randall, of the Marines, will be the guest of singing star Mary Martin and her co-partner, Bob Crosby on the "Kris Music Hall" edition, tomorrow night. Edward G. Robinson, now on summer vacation from his CBS "Town" series, will appear as narrator at the Hollywood Bowl in one of the programs scheduled for Summer Symphonies Under Stars.

**NOW.**  
For **COMPLETE** Coverage  
in  
**ALABAMA**  
it's  
**The ALABAMA TR**

Now—5,000 watts time, 610 on your makes WSGN Alabama's clearest daytime station (1,000 watts at night)

**WSGN** • BIRMINGHAM

Deep in the heart of bama's Army Base ters. WSFA blankets market whose spending power is still going

**WSFA** • MONTGOMERY

5,000 watts day and n WALA covers the Coast where war prtion payrolls are at a all-time high.

**WALA** • MOBILE

REPRESENTED BY HEADLEY-REED C

Chicago

By FRANK BURKE

**M**AYOR EDWARD KELLY of Chicago, has just named Harry C. Kopf, vice-president of NBC's Central Division to the executive committee of the Air Corps Sponsors of Chicago. Mayor Kelly heads the drive for 20,000 Air Corps enlistments in the city.

Chuck Logan, special events director, and Jim Conway, announcer on WBBM, put on a CBS show at the dedication of the U. S. Coast Guard station at Battle Creek, Mich., Saturday, August 1.

Paul Fogarty, WGN producer, writer and actor, was married Saturday to Elizabeth Sackley Davis and the couple have left for a month's honeymoon in Northern Michigan, Wisconsin and Canada. Fogarty, who at present is producing "Your Chapel in the Valley," "The Deacon," and "Chicago at Night" for WGN, also is well known as a song writer, among his tunes being "Betty Co-ed," written with Ted Fiorito; "Charlie Cadet," "She Loves Me Just the Same," and "Betty Co-ed Has Gone to My Head."

Neva Patterson, blues singer recently featured with Cee Davidson's orchestra at Chicago's Edgewater Beach Hotel, has joined the WBBM staff as regular vocalist with the Melody Weavers on the "Victory Matinee" open house.

Tom Bulita, former WBBM-CBS announcer on "Scattergood Baines," is returning to the station as staff announcer on Columbia's FM station W67C.

WGN is turning over the 3rd Annual "Chicago Tribune" Fashion Show to USO and proceeds of ticket sales at \$2.50 each for the studio broadcast night of August 7 and complete fashion parade will go to servicemen's organization.

John Lair, former music director of WLS, returned to staff. He is dividing his time between WLS National Barn Dance and Renfro Valley Show at Mt. Vernon, Ky., commuting weekly.

Howard Black, who has been announcing at WMMN, Fairmount, West Virginia, has returned to WLS as emcee of "Smile-a-While" show.

George Cook, WLS treasurer, vacationing at Edina, Missouri, the hometown.

Howard G. Newbauer, graduate of RCA Institute, joins NBC staff of maintenance engineer.

Maguire to CBS

Thomas A. Maguire, radio time buyer for Blackett-Sample-Hummert, Inc., joins the CBS Sales Service Dept., effective August 10.

RAY WINTERS  
ANNOUNCER

5 Years With Paramount Newsreel  
2½ Years With Manufacturers Trust Co.

LA 4-1200



A Thought for Today . . . !

● ● ● Radio, which has hurdled every conceivable obstacle in the past, today faces what may well be an acid test. Radio is being called upon today by the government to put across the nation-wide, direct sale of War Bonds. Offhand, there are at least five potent reasons why stations should leap at the chance to sell War Bonds: Patriotism—Promotion—Prestige—Public Service—and Post War Purchasing Power.

☆ ☆ ☆

● ● ● So far as Patriotism is concerned, 640 stations throughout the country have already agreed to sell bonds directly and to put every facility they've got at the disposal of the government, donating millions of dollars in time and talent to the war effort. From the viewpoint of Promotion, the direct sale of War Bonds, through booths, displays, tie-ups with local organizations, rallies, contests, personalities, etc., definitely help to establish the station's call letters indelibly in the community. The Prestige and Public Service possibilities are obvious. Listeners will regard the local station as something more than an entertainment or information medium. By direct contact with the listener through the sale of bonds, the broadcaster becomes a government representative entrusted with a 12 billion dollar obligation.

☆ ☆ ☆

● ● ● In sum, the job is bigger and more important than merely raising money to buy guns. Unless this campaign is successful, we are faced with inflation, compulsory savings, post war depression and curtailed buying power. The Treasury has appealed successively to post offices, banks, retail stores, theaters, newspapers and finally to radio to meet the ever increasing goal. The real job is to skim off the 17 billion dollars in increased payrolls which spells the difference between inflation and post war prosperity if placed in War Bonds now and withdrawn later as post war purchasing power. Every bond sold today means money in the pockets of your listeners after Victory to buy the products of your advertisers. In fewer words, you can be both patriotic and commercial in this War Bond sales campaign.

☆ ☆ ☆

● ● ● Some stations are waiting for instructions on how to sell bonds direct. Others have said it can't be done effectively. That's just so much eyewash. If a prospective sponsor walked in any station, he'd be handed at least a dozen program ideas immediately. Right now, Uncle Sam is the biggest client in radio's book. Now is the time to prove to him, to advertisers and to other media what we've always contended: **THAT RADIO IS THE GREATEST SINGLE SELLING FORCE IN THE COUNTRY!** Yep, the fight is that personal. We've been puffing out our chests for years bragging about the tremendous punch radio carries in either fist so far as selling drive is concerned. We're the Joe Louis of advertising mediums. We're the champ. **WELL, NOW'S THE TIME TO UNCORK THAT PUNCH.** We've got to win by a knock-out—and it's got to be in the early rounds!

☆ ☆ ☆

● ● ● There are a million ways to sell bonds and your idea is as good as the next fellow's. Radio's station managers and promotion men have been leaping over obstacles ever since Marconi first toyed with the idea of broadcasting and they won't have to be told what to do now. However, if any of you fellows feel you've got an exceptionally good idea, pass it along so it can be published and help the other boys along. **REMEMBER, WE'RE ALL IN THIS FIGHT TOGETHER!**

☆ ☆ ☆

—Remember Pearl Harbor—

WALT DISNEY'S

TECHNICOLOR

FEATURE

# Bambi



IS SCHEDULED FOR EARLY RELEASE

## The Music Is Available Now

*Here's what they say about it:*



**PAUL WHITEMAN**  
I have at least two or three important songs in the score. While I don't know yet which might be the biggest, I do feel that LOVE IS A SONG, LET'S SING A LITTLE SPRING SONG, and TWITTERPATED . . . should break through in order for top sellers.



**SAMMY KAYE**  
Though I like all the music from "Bambi", my personal preference is for LOVE IS A SONG. In it I feel that Morey and Churchill have caught the tenderness and charm of the picture.



**DINAH SHORE**  
I think LOVE IS A SONG is a "natural," and I like the others too. Wish you success.



**TEDDY POWELL**  
I am delighted to introduce the charming LOVE IS A SONG through Bluebird Records.



**LANNY ROSS**  
I have just looked over the new Walt Disney picture, "Bambi." I think it is a big song; moreover, it is one that a singer will like to sing through the years.



**FREDDY MARTIN**  
I just went over the songs from Walt Disney's picture "Bambi" and would like to congratulate you on the entire score. I have selected LOVE IS A SONG and TWITTERPATED as my favorites, but I think the other songs will also be well received.

*"Never before has music meant so much in a film."—*  
W. Ward Marsh, Cleveland Plain Dealer.

**Love Is A Song • Twitterpated • Little April Shower  
Let's Sing A Gay Little Spring Song • Thumper Song**

Free copies for the profession may be obtained from **Broadcast Music, Inc.**  
580 Fifth Avenue • New York City

**AGENCIES**

THE GRAHAM CO., INC., packers of Redbow grocery products, have announced the appointment of The Blaine Thompson Agency to handle their account. The Graham Company's fall promotion will be confined to the New York Metropolitan area. Spot radio and merchandising, including point of sale, will be used. Account executive is A. L. Lesser.

GREY ADVERTISING AGENCY, Inc., is celebrating its 25th anniversary. Lawrence Valenstein, founder, is president.

EXTENSIVE NATIONAL radio spot campaign for fall is being planned for Vimms, vitamin-mineral tablet produced by Lever Brothers. Completion of schedule for the radio drive is expected within the month, with broadcasts to start during September. BBD&O is the agency.

STANDARD BRANDS, INC., has announced the appointment of J. Thomas Schneider, formerly of the New York office of the Reconstruction Finance Corp., as chief counsel and head of the legal department. Appointment, which is effective September 1, was made by Harold G. Cutright, Standard Brands vice-president.

WALTER G. TOLLESON, salesman of KPO, San Francisco, for the last 18 months, has joined the sales staff of the A. E. Nelson Co., newly-formed ad agency in San Francisco.

BOZELL & JACOBS, INC. have announced the appointment of Philip Bernstein as a vice-president of the Chicago office.

HOWARD STEPHENSON, manager of eastern publicity of Westinghouse Electric & Mfg. Co., has been granted a leave of absence to handle copy in the current scrap metal salvage campaign.

BUCHANAN & CO. has been appointed as advertising agency for Reynolds Metals Co.

OTIS ALLEN KENYON has been elected chairman of the board of Kenyon & Eckhardt, Inc., succeeding the late Henry Eckhardt. Charles Vasoll, comptroller, has succeeded Kenyon as treasurer of the ad agency.

**New Serial Program Debuts On CBS Monday**

"Mother and Dad," new daily fifteen-minute period, featuring Effie Palmer and Parker Fennelly in the title roles, will debut on CBS on Monday of next week. Series will be aired Monday through Friday at 5:15 p.m., originating at WABC in New York. Homely philosophy enacted by the two leads will be the subject of the programs. Chester Renier produces and directs the new series.

**PROGRAM REVIEWS**

**"STAGE DOOR CANTEN"**

Corn Products Refining Co. WABC-CBS Thursdays, 9:30-10 p.m. EWT  
C. L. Miller Advt. Agency  
WITH THE WEALTH OF TALENT AVAILABLE PLUS GOOD PRODUCTION—SPONSOR HAS A SURE-FIRE SHOW FROM ALL ANGLES.

"Stage Door Canteen" is a project of the American Theater Wing which operates the canteen for men in the service passing through or stationed in New York. Entertainment and soft drinks, plus dancing is on the nose. Idea of utilizing some of this volunteer talent plus special guests on a radio program with the sponsor's money going to the canteen appears to have been worked out smoothly. It is somewhat along the lines of Gulf Oil's Screen Actor's Guild offering. This show gives approximately \$2,500 weekly to the American Theater Wing, which does various war work.

First program had Lt. Robert Montgomery as a special guest who made the introductory speech. Bert Lytell is permanent emcee, and Raymond Paige's orchestra and chorus are also a regular feature. Guests on the premiere included Helen Hayes and Selena Royle in a scene from "Mary of Scotland"; Burns and Allen handled the comedy role and Barry Wood the vocals. Program was excellently produced from start to finish and will undoubtedly establish itself as one of the regular Thursday night musts.

Future lineup of guest stars is im-

**"30 Minutes To Play"**

Ted Husing played a little harder than he expected to on the second of his "30 Minutes to Play" sustaining series on CBS Thursday night, 8-8:30 p.m. EWT. Seems that Mel Ott, usually meticulous about showing up for his broadcast dates, didn't arrive in time for the broadcast or any part of it. Husing, veteran of such suddenly difficult situations in the studio as well as in sports and special events, carried on with the musical portions of the program without so much as an apparent miss of a down or upbeat. With Jeff Alexander's Band and Mary Small, the Eight Balls of Fire and Ammons & Johnson in boogie woogie piano tunes, Husing and producers managed to weave together a show easy enough to listen to if not inspiring.

Mary Small's manner was most pleasing as she sang "Guy Who Wears Those Silver Wings," while the Eight Balls of Fire brought back "Shadrack" in a manner sufficient to make some listeners think it silly to have let it drift so completely out of style. Husing's ease in handling people and balance of program will probably show to better advantage when the guest does show up next time.

pressive and the same diversified format will be followed such as both comedy and dramatic fare, plus the popular features by orchestra and vocalists.

**85 CBS Affiliates Benefit By Discount**

(Continued from Page 1)

two outlets, WBAB, Atlantic City, N. J., and WMBS, Uniontown, Pa., have added a total of 22 new program periods. Ten affiliates have added over seven hours weekly, 24 have added five hours and 54 have added five or more program periods weekly. Total of sponsored programs now using full CBS network is 17.

**OWI's Radio Bureau Moves Into New Offices**

(Continued from Page 1)

floor of the Railroad Retirement Building adjoining the new Social Security Building in which most of the OWI office are concentrated. The move consolidates physically the editorial and writing staff of the bureau, headed by Bernard H. Schoenfeld with the staff of director William Lewis and associate director Douglass Meservey which constituted the radio section of the now defunct OFF.

The Radio Bureau will consist of some 60 persons when a few current vacancies are filled. It is reported one of these is a director of the production section, an appointment which probably will be forthcoming in a few days.

**Further FM Activity Facilitated By FCC**

(Continued from Page 1)

which are now program-testing and already have filed for operating licenses, would be permitted by this new policy to give service under the following two conditions:

First is that they show that additional construction is not possible at this time, because of the wartime equipment, materials or personnel shortages; second is that they assure the commission that construction will be completed according to its rules and regulations as soon as the required materials and engineering personnel have become available.

Since there are now only five licensed FM stations in operation the new FCC ruling is expected to make possible an important expansion in service for listeners owning FM receivers.

However, the commission will grant applications for operating licenses of the basis of partial construction only to those presently holding construction permits who can meet the above conditions and provide satisfactory if limited service. It was pointed out that applicants for new facilities would be barred under the "freeze" policy announced on April 27. This recognized the need of conserving critical materials and banned new grants for FM.

**GUEST-ING**

ANDY COAKLEY, on "30 Minutes To Play" program, tomorrow (WABC-CBS, 8:00 p.m.).

MAURICE EVANS, CONNER WELL and WALTER O'KEEFE, "Stage Door Canteen" program, tomorrow (WABC-CBS, 9:30 p.m.).

MILTON BERLE, on "The Morris Playhouse" program, tomorrow (CBS, 9:00 p.m.).

CAPT. JAMES M. IRISH, on "Engineers At War" program, tomorrow (NBC, 6:30 p.m.).

ERICH LEINSDORF, on "Sietta" program, tomorrow (MBS, 8:00 p.m.).

MARY BOLAND, on "Post Time" program, tomorrow (NBC, 8:00 p.m.).

**N. Y. Outlets Start Sale Of War Bonds**

Plans for handling the sale of War Bonds and Stamps directly to local broadcasters, were completed this week by two stations WMCA and WNEW, with indications that others will be ready within a few days. Sales already have gathered way at WNEW, which reports applications total \$10,000 for two days, credit going to Block's "Make Believe Ballroom" other program announcements. Single sales from a Greek of the amount to \$1,000 each. Considerable part of the total has resulted in several thousand dollars worth of bonds already by WNEW.

At WMCA, the sales will get way August 13, 9-10 p.m. with hour symphonic program plus after the Ford Symphony Program, which will include the Symphony Orchestra, and with the approval of Local 802 of the American Federation of Musicians feature a ten minute talk by a Man, making the plea for the War Department. Don Voorhies conduct at the opening. Admiration of the studio for the program require the purchase of bonds and stamps.

Both WMCA and WNEW a mail order plan which encourages listener's sending in a postcard asking for a bond application receipt of these, listener fill out, and returns them with the Station then replies with the

**Esso Marketers Renew Local Shortwave**

(Continued from Page 1) nightly Monday through 1:00-7:00 a.m., EWT. Broadcast service men over WRCA, WJWBOS are short wave service home news and sports resurging dominating.

# Studios Org. Handle Problems

*(Continued from Page 1)*  
 resident; Roy Lyon of the Recording Studios, treasurer; Elias. Temporary officers are Walter Wolsky, of Advertisers Service Inc., secretary. For the association was planned the Petrillo-AFM ban was announced. However, the subject will be taken up at the organization's meeting, Friday.

**Seek Better Priorities**  
 purpose of the organization, as a part in its by-laws is "to resist... to secure freedom of expression and lawful exactions, to secure accurate and reliable information as to the standing of merchant and other matters, to procure information and certainty in the consummation of trade and commerce, to settle and adjust differences between members and others, to promote a more enlarged and intimate intercourse among business

projects undertaken by the organization, through its president, has been educating the WPB as to the nature and the importance of obtaining a favorable rating for copper, lacquer and operating supplies which are granted to broadcasters. Recently, the WPB upped the ratings' rating from A-3 to A-1, placed the independent recordings at a disadvantage. The discrimination, it has been deduced, has grown from the fact that the WPB, Radio Division, didn't know much about the industry. It has been going down to Washington, D. C., conferring with the FCC, at least once a week since June, supplementing a vast amount of information, with statistics and reports of the services performed by the recording industry. It is felt that his visitations have been in vain, though the FCC has not issued any specific order regarding recordings. Verdict is expected in the near future. Understood the transcriptions companies, also, have made their efforts to identify themselves with radio rather than the business, for purposes of privileges. At Friday's meeting, the report in detail on his own conferences.

**Firms Have Joined**  
 According to other by-law regulations the new association, meetings will be held monthly, and an advisory committee of permanent officers in September arrangements call for dues averaging \$15,000 business for \$15,000 to \$25,000; and for \$25,000.  
 Membership, thus far, includes Associated Music Publishers Recording Studios; WOR Recording Service; Cliff Studios; Reeves Sound Studios; Advertisers Recording Studios; G. Schirmer Recording Studios; Most Record Co.; Frankay Recording Studios; Carle Recording Co.; Carl Fisch Recording Studios; Rock-

# PROMOTION

**KOA's Bond Wagon**  
 KOA, Denver, raised \$397,000 worth of war bond sales in the third of its outdoor street broadcasts in the "Bond Wagon" series. Highlight of the latest broadcast was the presentation of the Distinguished Flying Cross to Technical Sergeant Paul J. Leonard, the engineer gunner on Gen. Jimmy Doolittle's plane during the Tokyo raid, by Col. Henry Woodward of Lowry Field. Clarence Moore of KOA emceed the show.

Added attraction after show-time was a tribal dance performed by 30 Sioux Indians in full war regalia, who appeared through the courtesy of the Cheyenne Frontier Days celebration's management.

**Film Star Street Map**  
 A map of streets bearing names of movie stars, in preparation at WNEW, New York, by Bill Berns, the station's Hollywood news commentator, assumes larger proportions daily as a result of Bill's request to listeners to send in the names of such streets in New York and New Jersey. Over 300 have already come in from such points as Poughkeepsie, N. Y., all parts of Jersey and the five New York boroughs. A walk along Crosby Street in Manhattan the other day started Berns wondering whether Bing Crosby knew

of the existence and location of the street—and how many other thoroughfares in the area bear names similar to those of famous screen stars. He took the query to his audience on that day's program, suggesting that all streets submitted by the listeners be plotted on a map with the name of the sender at the bottom. A copy of the map when completed will go to each star whose name appears, and to each listener who helped compile the list. Bern's program, "The Movie Camera Turns," is heard daily at 12:35 noon and is broadcast in the lobbies of newsreel theaters throughout the metropolitan area.

**KIRO Program Brochure**  
 KIRO, Seattle, has brought out a six-page brochure on their five weekly quarter-hour program, "Housewives, Inc." The layout gives the program's audience rating, mentions the tie-in between the program and 10 community newspapers which print the weekly column, "Housewives, Inc.", makes a note of the book of the same name which is soon to have national distribution, explains the organization of this closed corporation of homemakers and gives general information on the participating sponsorship available.

## Week's Notice Waived By WMCA For 'Politics'

In view of the heated race expected in the coming local elections, WMCA is waiving those provisions of its contracts which had required a week's notice and submission of scripts to be used on the air. New regulation now permits contractors for the political campaign to submit their talks by noon of the evening of the broadcast. If the talk is timed for any hour before 5 p.m., texts have to be submitted by the noon of the day before. Another phase of WMCA's service in the political campaign is its current plan to arrange for coverage of the Democratic State Convention at the Hotel St. George, Brooklyn, starting August 19. These arrangements have not been completed.

**Will Air "Blossom Time"**  
 "Blossom Time," Sigmund Romberg operetta dramatizing the life of Franz Schubert, will be broadcast over CBS on the "Great Moments in Music" program on Wednesday, Aug. 12.

hill Radio Inc. and Tone-Art Recording Co.  
 Others may be added according to Article III of the by-law which provides that "any person, firm or corporation in the vicinity of New York City may become a member of this association in conformity with these by-laws provided only that such person, firm or corporation own, lease or operate professional recording or transcription machinery."

## Blue Web Takes Stock Re First Six Months

*(Continued from Page 1)*  
 pointed out, 19 advertisers have been added to the sponsor list. Attention was called to the fact that the first seven-day-a-week network sponsored program on record, the Ford Motor Company's news series, was signed by the Blue.  
 Report, made in letter form and mailed to clients, advertising agencies and prospective advertisers, stated that "coast to coast, the Blue now serves a total of over 21,000,000 radio families, approximately 71 per cent of the nation's radio homes, concentrated chiefly in the 561 counties where 80 per cent of the retail sales are made and whereby far the largest proportion of all wartime production is centered."

In the matter of publicity and promotion, the letter directed attention to its advertising and trade paper campaign and through direct mail, "designed to help all advertising mediums—ourselves included—by promoting the important wartime function of advertising, to 'keep 'em remembering'."

In covering the Blue's sales policies, the report reemphasized the coast-to-coast network discount rate it inaugurated, its two per cent cash discount principle, its teamed sponsorship plan, and the "daytime flat rate" which makes it possible for advertisers to purchase nationwide radio time on a unit basis rather than on the basis of accumulated rates of a selected number of stations."

# NAB-AFM Mark Time Pending Fri. Hearing

*(Continued from Page 1)*  
 in Chicago for the past three days. At the NAB offices here it was stated that no further move was contemplated until after the results of the Chicago hearing were made known. Indicative of the widespread interest of the daily press, the NAB reports some 2,400 clippings received to date.

Meanwhile, it is understood that at least two major networks already had mapped out a plan in case of a general musicians strike, the possibility of such a move being considered remote however. No such threat has been intimated by the AFM.

CBS as part of its plan has notified agencies and clients that it would waive network rules and permit recordings to be used for theme song and other incidental music. Script transcriptions continue to be made as distinguished from the musical recordings coming under the AFM ban.

## Chicago 'U' Commentator Marine Corp Recruit

*Washington Bureau, RADIO DAILY*  
 Washington—Present address of Paul H. Douglass, former University of Chicago professor and "Round-Table" radio commentator, has been revealed by the Marine Corps as Parris Island, South Carolina. Having himself completed the training program at this Marine recruiting depot, the 50-year-old scholar who enlisted as a private is now making recruits "fully aware of what this year means to them and to our nation" Marine Commandant H. L. Smith, reported.

## Canada Lee On CBS

Canada Lee, star of last season's Broadway hit, "Native Son," heads an all-negro cast on "Green Valley, U. S. A.," to be heard over CBS on tonight, from 7:30-8 p.m. Himan Brown will produce and direct.

**Denver Named Nation's No. 1 Test Market!**  
 KOA meets "the acid test" in Denver, America's best test market. With 50,000 watts, it reaches more people at less cost. To put it over, put it on...  
 \*Authority: Leading Eastern newspaper  
**KOA** **FIRST**  
 50,000 WATTS **IN DENVER**  
 Represented nationally by **Spot Sales Offices**



# Coast-to-Coast



**BERT WINN**, announcer and emcee of "Lucky Lager Dance Time" on KSFO, San Francisco, Calif., has been named local representative for Records For Our Fighting Men, Inc. ... Austin Fenger, KSFO's "Radio Rancher" is currently on the second week of his three-week vacation. Cliff Naughton, announcer, is taking on the "Farm Journal" in addition to his "Dial For Dollars" programs until Fenger returns.

Nearly a million smokes were sent overseas as a result of "Fag Fund" campaign promoted by the six stations owned by Northern Broadcasting & Publishing, Ltd. Promotion lasted only one week and was participated in by CKGB, Timmins; CKRN, Rouyn; CJKL, Kirkland Lake; CFCH, North Bay; CKVD, Val d'Or; and CHEX, Petersborough.

Ralph Edwards is supposed to be having a vacation while "Truth or Consequences" is off the airlines for the summer. But, it turns out, he's working almost as hard as if he were on the air regularly. He's just finished work before RKO cameras in a picture titled "Seven Days Leave." Starting August 14th, he will do two weeks of summer stock at the Holyoke, Mass., strawhat theater. On August 16th, he'll also do a special "Truth" broadcast for the U. S. Treasury Dept.'s "Victory Parade" series. Following his summer theater appearance he'll make the rounds of the camps until "Truth" returns to the air in September.

**WHIO**, Dayton, Ohio, broadcast another "star" interview last Thursday. Una Merkel, film comedienne, in Dayton for a brief visit, was interviewed by Evelyn Hart, radio editor and theater writer of the "Dayton Daily News." The list of famous personalities interviewed over WHIO in the past year includes: Laurel and Hardy, Carveth Wells, Frazier Hunt, Martha Raye, Gypsy Rose Lee, Ben Bernie, Cab Calloway, Jerry Lester, Ted Husing, Brig. Gen. Miller, Pierre Van Paasen, Chico Marx, and many others.

James Wahl, former staff announcer of KOY, Phoenix, Ariz., returned to the station recently via transcription. Wahl, now with KGU, Honolulu, cut a special disc, which was aired on KOY's "Of This 'n That" program. Broadcast took the form of an open letter to Jack Williams, who conducts the program on the Phoenix station.

### WANTED

Experienced announcer. Permanent position for aggressive man draft exempt. State qualifications, experience, voice recording, references, salary expected. WRAC, Williamsport, Pennsylvania.

**Joe Frassetto** and his staff orchestra at WIP, Philadelphia, is currently on a five-week vacation from the station. Band will go several weeks of one-nighters before taking a well-earned rest.

**KTKC**, Visalia, Calif., which recently increased its signal to 5,000 watts, has expanded its new coverage by the acquisition of the 24-hour special AP radio wire from Press Association, Inc.

**Glenn Miller** and orchestra broadcast their Chesterfield "Moonlight Serenade" program from Youngstown, Ohio last week via WKBN, the CBS outlet in Northeastern Ohio. Band played theater date in Youngstown and broadcasts originated from stage of Palace Theater.

**Janet Jenkins**, former secretary to Ty Tyson, sportscaster of WWJ, Detroit, is now taking officer training with the WAAC at Ft. Des Moines. ... **Zack Hill**, formerly with WJBK, Detroit, has been added to the WWJ announcing staff. ... **Myron Golden**, continuity writer, is now with NBC in Chicago, after seven years with WWJ.

"The Aldrich Family" is the first of the big-time radio shows to wind up its summer holiday from the airwaves. The Clifford Goldsmith comedy will return to the NBC network on Thursday, August 13, at 8:30 p.m., EWT. Five weeks off the air, the cast of the popular show will return intact for its fourth season as a half-hour radio feature.

**Arthur J. Kemp**, Pacific Coast sales-manager for the Columbia Broadcasting System, headquartered in San Francisco, has left for a three week vacation. ... **Ray Noble's** orchestra from the Rose Room of the Palace Hotel, San Francisco, will have two transcontinental releases weekly over CBS on Sundays and Tuesdays from 9:30 p.m. to 10:00 p.m. Supplementing this schedule, Noble's orchestra is piped to the CBS Pacific network four times a week: Wednesdays at 11:00 p.m.; Thursdays at 9:00 p.m., Fridays at 9:00 p.m., Saturdays at 4:30 p.m. and 11 p.m.

The public relations office at Lowry Field, Colorado is cooperating with Denver station KMYR in presenting a fifteen minute "News of Servicemen" every Friday night at 7:30. Offered as a public service feature, the program is a compilation of news from Colorado men serving in the various armed forces of the nation. Three soldier announcers take turns reading the newscast: Sgt. John Connors, Cpl. Jack Angell and Sgt. Hal Kanter. The scripts are prepared by the Lowry PRO from material submitted by listeners who are urged to write in quoting from letters written by their relatives and friends in uniform.

**Larry Elliott**, free-lance announcer, will give a two-hour lecture on the various phases of radio to the seniors of the Scarsdale High School in the school auditorium next Thursday night. Elliott, who probably has the largest station-coverage of any announcer in the country, is heard on such programs as Bob Hawk's "How'm I Doin'?" "You Can't Do Business With Hitler," "American Melody Hour," "Treasury Star Parade," "Waltz Time," "Great Moments In Music" and Adelaide Hawley's "Women's Page Of The Air." Elliott and his family have been residents of Scarsdale since they came from Washington, D. C., where Elliott was the official White House announcer for a number of years for CBS.

**J. Howard Ackley**, traffic manager and chief announcer WOWO-WGL, Fort Wayne, has been appointed industrial relations representative for both stations by Lee B. Wailes, general manager of Westinghouse Radio Stations, Inc., which owns and operates the outlets.

**Bob Roberts**, former manager of KYA, San Francisco, is now producing and voicing the nightly KQW program "Music You Know," sixty minutes of classic, standard and popular records, at 11 o'clock. ... **Glen Dolberg**, new KQW-manager of operations, and former KPO program chief, has decided to settle in northern California, and has purchased a home in Oakland.

**Tom Moore**, former announcer at WIBG, Philadelphia, now an Aviation Cadet, has found romance with **Uncle Sam's Flyers**. He recently became engaged to **Dolores Yvonne Mellberg**, daughter of Captain Carl C. E. Mellberg, Chaplain of the 34th Bombardier Group, to which Moore is attached.

Presentation of a \$25.00 War Bond to both **Marcia Rice**, WTAG vocalist and **Eileen McGorty**, narrator, by the Mayor of Worcester was broadcast over WTAG under the direction of **William T. Cavanagh**, program director. This brought to a close the "Retailer's for Victory Campaign" sponsored by the merchants of Worcester, of which Miss McGorty and Miss Rice were official hostesses. The bonds awarded were given in appreciation of the hostesses fine work and extensive sales of War Bonds and Stamps during the campaign.

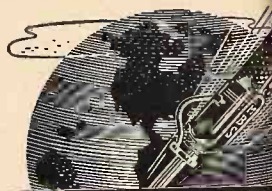
**William Woodson**, announcer WOY, New York, has answered second call from *Thespis* in the few months. Two months ago he sent for by **Helen Hayes** to join road company of "Candle In The Wind" after which he returned to the station. He is now back on legitimate stage with a part in Theater Guild's production of "Ole" starring **Paul Robson**.

**Ruth Mary Morton**, former city chief of WBOW, Terre Haute, has reported to Fort Des Moines for active duty with the WAAC. She was the leader of the Indiana which recently volunteered with new women's army.

**Loren Stone**, assistant manager KIRO, Seattle, has assumed the managerial responsibilities of commercial manager of the station. Stone is filling the vacancy created by the departure of **J. A. "Arch" Morton** left to take over national sales vice work at CBS-KNX. The assistant manager directed national sales for the Seattle station. Morton served in the capacity of commercial manager.

Lightning which struck his at Pitt Meadows near Coquitlam Saturday, blew out the front radio receiving set to which **Murray**, 91, father of Major **stone Murray**, general manager CBC, was listening. He suffered severe shock.

**W. O. Pape**, owner of WAL, Mobile, Ala., has just been elected president of the Mobile Country Club.



**KFEL NEWS HOUR**  
9:30-10:30 Night  
MOST VITAL  
HOUR IN RADIO

**FULTON LEWIS, JR.**  
PHILLIPS 66 NEWS REPORT  
Associated Press  
Exclusive Foreign Service  
The Chicago Daily News

**KFEL DENVER**  
5000 WATTS  
MUTUAL NETWORK  
REPRESENTED BY BLAIR

1 9 4 2

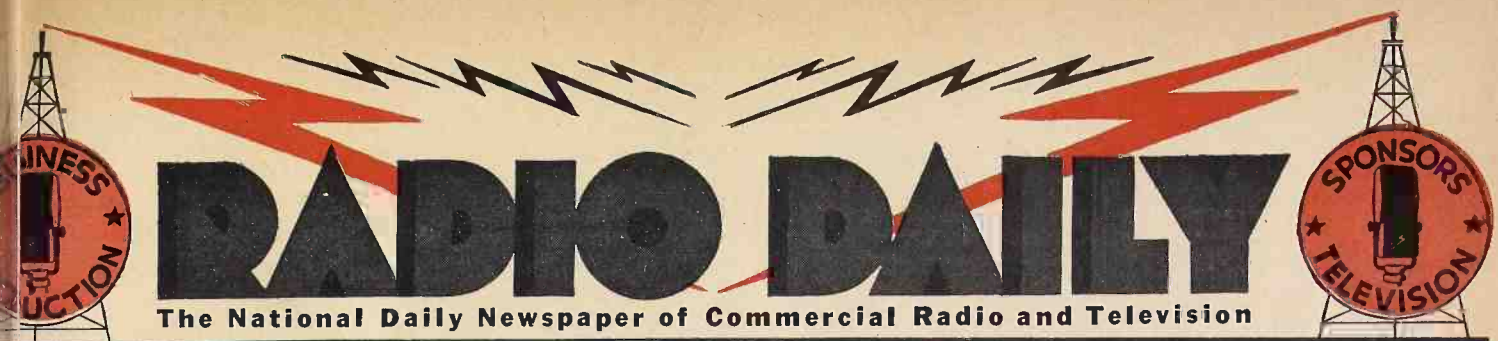
**BIRTHDAYS**

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

August 5

Arthur B. Church    Malcolm Claire  
Wilbur Evans        Vick Knight





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 27

NEW YORK, N. Y., THURSDAY, AUGUST 6, 1942

TEN CENTS

## AFM Clarifies ET Status

### Strong Lineup Official Speakers

...ing the Army-Navy Production program this Sunday on "Spirit of '42" series, CBS has up a powerful array of speakers including Elmer Davis head of FBI making his first radio talk playing CBS and Admiral William Leahy, also making his first appearance since being appointed as FDR's Chief of Staff. Subsequent program will be "The Program Crisis."

...s on the show will be General (Continued on Page 2)

### 6-Month Net Profit; 10c Dividend Declared

...st on a net profit of \$1,647,738.50 for six months ending July 4, 1942. Board of directors of the Columbia Broadcasting System, Inc., yesterday declared a cash dividend of thirty cents per share on the present Class B stock. Dividend is payable September 4 to stockholders and at the close of business on August 21.

...income for the six-month period (Continued on Page 2)

### Canadian Affiliate Joining Mutual Sept. 1

...Canadian affiliate for Mutual, Toronto, has been signed to work around Sept. 1. Outlet on 580 kc. has 1,000 watts and is the second Canadian station to become an MBS affiliate, after being CKLW at Detroit, which has long been affiliated to the network.

### Loyal Fans

...Telephone service at WHN, New York, was completely jammed last week when over \$75,000 in War Bonds were sold to loyal Red Banners in answer to Red's premium appeal on the Brooklyn twilight broadcast from this Field. Barber announced he would name purchasers on the broadcasts, so as not to conflict with war regulations.

### Spirit of '42

Hartford, Conn.—Ben Hawthorne of "Morning Watch" series on WTIC, Hartford, Conn., intends to become a ski trooper in the U. S. Army, while his wife becomes a radio trouper in his place. Hawthorne, according to J. F. Clancy, of the station, has already volunteered, and Mrs. Ben takes over his series with the same format with minor exceptions.

### 'Language' Men Meet On Warlike Practices

Meetings of representatives of the Foreign Language Radio Wartime Control Committee and Loyal Americans of German Descent Society which began Tuesday following last week's letter sent by the society to FCC Commissioner James L. Fly alleging questionable domestic radio foreign language practices, are to be continued today. It is learned that Joseph Lang, general manager of WHOM and public relations director (Continued on Page 7)

Buy War Savings Bonds and Stamps

### FCC Denies Two CP's To Puerto Rico Firms

Washington Bureau, RADIO DAILY Washington.—In unusual proposed findings in which perjury in a previous matter was charged to the official of one broadcasting company, and objectionable financing methods were ascribed to another company com- (Continued on Page 7)

Buy War Savings Bonds and Stamps

## National Music Council Asks AFL Head To Settle Disk Ban

### Patriotic Sign-Off ET Offered Station Gratis

Permission to record a stirring patriotic sign-off has been given by James C. Petrillo, AFM prexy, to Donald Flamm, former owner of WMCA, New York, and originator of the sign-off idea which he is producing. Disks of the sign-off will be offered to all American radio stations (Continued on Page 2)

Buy War Savings Bonds and Stamps

## States Commercial Disks May Be Made If Performed Once And Destroyed Or Deposited With Union

### Editorial Defends CBC's Gen. Manager

Toronto—Citing a brilliant war record and an outstanding career in journalism and radio and also charging political pressure, the Toronto "Globe & Mail," in an editorial, gave vigorous defense to Major Gladstone Murray, much criticized general manager of the Canadian Broadcasting Corp. Partly justifying the expense accounts of the CBC general manager, (Continued on Page 2)

Buy War Savings Bonds and Stamps

### Spot Business On WJZ Reveals Rise Of 75%

Figures obtained yesterday from WJZ reveal increase of 75 per cent in station's national and local spot sales for last month as against the corresponding 1941 period. Announcement, made by John H. McNeil, net- (Continued on Page 2)

Buy War Savings Bonds and Stamps

### Jergens Set More Guests To Bat In Winchell Spot

Personalities writing and making news who are replacing Walter Winchell on his next three "Jergens Journal" broadcasts before he re- (Continued on Page 2)

Buy War Savings Bonds and Stamps

That there is no intention on the part of the AFM to interfere with the regular commercial transcribed program which follows the procedure of being used but once and is not a repetitive recording, was reiterated yesterday by the musicians union.

In a communication to the Association of National Advertisers, which queried the AFM on Petrillo's answer to the Elmer Davis letter, the AFM gave its position as follows:

"The AFM will, at its discretion, permit its members to make transcriptions for commercial broadcasts (Continued on Page 7)

Buy War Savings Bonds and Stamps

## Musical Programs Up In CAB Summer Survey

Fact that four of the 10 highest shows in audience popularity in the latest report of the Cooperative Analysis of Broadcasting were musical productions indicates that American radio listeners apparently turn to music for relief from sweltering mid-summer temperatures. Report, which was published yesterday, also in- (Continued on Page 3)

Buy War Savings Bonds and Stamps

## RCA 6-Month Earnings Equal To 10c A Share

Consolidated statement of income for RCA and subsidiaries for six months ended June 30, released yesterday by David Sarnoff president, re- (Continued on Page 2)

Buy War Savings Bonds and Stamps

### Radio Service

Jan Murawski, Polish soldier, recently stationed at Ft. Hamilton, N. Y., after helping defend Tobruk, appealed to Polish language commentator Karol Sobolewski of WHOM, Jersey City, to locate mother and sister somewhere around Detroit. WJLB and other Detroit stations helped. Mother was reported dead, but Jan will see sister before he leaves the area.

HONOR ROLL

Personnel of the following stations listed, have signed up 100 per cent and are investing at least 10 per cent of the payroll in U. S. War Bonds. Additional stations will be listed here from time to time as made known to the Treasury Department.

KDKA, Pittsburgh; WGGG, Gainesville, Ga.; WIBC, Indianapolis; WMT, Cedar Rapids, Iowa; KSAN, San Francisco; WJHL, Johnson City, Tenn.; KFVD, Los Angeles; WJPF, Herrin, Illinois; WHAS, Louisville; KFJB, Marshalltown, Iowa; WMBD, Peoria; WFMJ, Youngstown, Ohio; WAVE, Louisville; WOAI, San Antonio; WKBU, Griffin, Ga.; WOPI, Bristol, Tenn.; KIDO, Boise and WTBO, Cumberland, Md.

Following stations have joined the list whose personnel are 100 per cent enrolled in the payroll savings plan. WLIB, Brooklyn, N. Y.; WMPS, Memphis, Tenn.; WNAX, Yanktown, S. D. and WROK, Rockford, Illinois.

COMING and GOING

HARRY SEDGWICK, president of CFRB and official of the Canadian Broadcasters Association arrived in town yesterday.

A. E. LEARY, station and commercial manager of CKCL, Toronto, in town on business and conferring at Mutual headquarters here.

WALTER MURPHY, publicity director of WJLB, Boston, passing through the city while on vacation; visiting pals at CBS.

GEORGE CRANDALL, assistant to Louis R. CBS head of public relations, spending a vacation at his estate near Binghamton, N. York.

TOM FITZSIMMONS, of the Radio Daily is vacationing upstate.

LOUISE MASSEY of "Plantation Party" "Reveille Round-up" programs on NBC will interrupt her two-week vacation for the Friday night broadcast of the former program in Chicago.

TOM WALLACE, vice-president of Russell Seeds Co. is vacationing in Southern California. Monte Randall is pinch-hitting for him on "Morning Reveille" stint on NBC.

J. E. CAMPEAU, general manager of CKW Windsor, Ontario, in New York on business.

RAY BRIGHT, manager of KTRH, Houston, Texas, in town.

JOHN THAYER, commercial manager of WMC, Nashville, Tenn., to New York on business trip.

PAUL WHITEMAN orchestra to Orpheum Theater, Minneapolis, for week's engagement starting tomorrow.

ALTON KASTNER, of the NBC New York publicity staff, leaving network on Friday to prepare for preliminary Navy officer training at Notre Dame University.

RCA 6-Month Earnings Equal To 10c A Share

(Continued from Page 1) revealed earnings per share of common stock as 10.2 cents after payment of preferred dividends, as against 1941 earnings of 17.9 cents. Provision of \$11,907,800 was made for Federal income taxes. Provision in 1941 was \$5,657,700. Gross income for the period was \$90,095,593, a 21.2% increase over the first six months of 1941. Net profit, after all taxes and taxes, was \$3,024,121 as compared with \$4,101,095 in 1941.

Toronto Paper Defends CBC's General Manager

(Continued from Page 1) which it claimed, could be checked and restricted, the editorial went on to state that Murray is the victim of political maneuvering on the part of two members of the Radio Committee. "In addition," the editorial reads, "a great deal of the evidence before the Radio Committee was made up of wild charges, which should not have been listened to. Some of the key evidence was given by disgruntled people who used to be employed by the CBC, have been dismissed or quit in pique and do not like Major Murray personally."

The editorial cites another problem, that of Murray's successor, if he is ousted. Specific mention is made of testimony before the Radio Committee in which it was stated that Dr. Augustin Frigon, at present assistant general manager in charge of French broadcasting in the province of Quebec, had not "truly attempted to sell the war to that province" and that broadcasts of which Frigon had supervision, had put the Vichy government "on a pedestal." Editorial closes with the statement that C. D. Howe, minister of transport which has jurisdiction over broadcasting, would not "bow to the intrigues against Major Murray."

CBS 6-Month Net Profit: 30c Dividend Declared

(Continued from Page 1) period amounted to \$30,901,661.94 of which eighteen million was used in the administration of network business and \$1,821,500 was paid in Federal taxes; another \$668,500 was set aside for estimated additional Federal taxes. Profit for the period, after all deductions, amounted to \$.50 per share as compared to \$.42 for the corresponding period last year.

WLAV Names McGilvra

Joseph Hershey McGilvra, rep firm, has been appointed exclusive national representative for WLAV, Grand Rapids, Mich. Appointment was effective August 1.

CBS' Strong Lineup Of Official Speakers

(Continued from Page 1) Dwight Eisenhower, who will speak from London; Admiral Chester W. Nimitz, from "somewhere in the Pacific"; Robert P. Patterson, Under-Secretary of War; James V. Forrestal, Under-Secretary of the Navy; Philip Murray, president of the Congress of Industrial Organizations, and William Green, president of the American Federation of Labor. Green is to speak from Chicago and Murray from Chicago or Pittsburgh. The others speak from Washington.

The Army-Navy Production Award is made to plants which establish standards of excellence in producing material.

Davis will describe the critical situation surrounding the production of war material. Program is heard over CBS 2-2:35 p.m. EWT.

Jergens Set More Guests To Bat In Winchell Spot

(Continued from Page 1) turns to the air Sunday, August 30, are Raymond Clapper, radio and newspaper commentator, August 9; Clare Boothe, author and actress, August 16, and John Gunther, war correspondent and author, August 23. With Clapper will appear Ruth Mitchell, sister of the late General "Billy" Mitchell, who recently gained fame as the first foreigner to join the ranks of the Yugoslav patriot army still fighting the Nazis. Miss Boothe will interview Mme. Wellington Koo, wife of the Chinese ambassador to England.

C. W. Corkhill

Sioux City, Ia.—Charles William Corkhill, former manager of KSCJ of this city died last Saturday following a heart attack while at his office at the station. A resident of Sioux City for the past 19 years, he was actively engaged in radio most of that time. Two years ago he resigned from KSCJ to form his own radio advertising firm. He is survived by his widow and four sons and three daughters.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor  
MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; United States Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago, Ill.—Frank Burke, 203 North Wabash Ave. Phone State 7596. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL (Wednesday, Aug. 5)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Gen. Electric, RCA Common, Stewart-Warner, Westinghouse, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Nat. Union Radio, Farnsworth Tel. & Rad., Stromberg-Carlson, WJR (Detroit).

Spot Business On WJZ Reveals Rise Of 75%

(Continued from Page 1) work's key station manager, says that previous four months of operation show increase of more than 33 per cent over same time last year. Though the station was operated under its old management for the first month of 1942, the report said, and adjustments made operations sometimes difficult, the business showed an increase of 24 per cent for the 1942 first quarter.

Patriotic Sign-Off ET Offered Station Gratis

(Continued from Page 1) by Freedom House, through its president, Herbert Agar. Musical background is being contributed by Alexander Smallens and his "Porgy and Bess" orchestra and Philip Barrison is directing. Flamm is now associated with the overseas branch of the Office of War Information.

YOUR SALES TARGET

WCOL COLUMBUS NBC logo with text: in Central Ohio's Richest Market. WRITE OR WIRE DIRECT FOR STATION DATA.

Large graphic for WJLB-TV with text: COVER NORFOLK AND RICHMOND VIRGINIA WITH 50,000 WATERS DAY AND NIGHT PLUS COLUMBIA. PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE.

# Musical Programs Up CAB Summer Survey

(Continued from Page 1)  
and a special rating revealing that Secretary of State Cordell H. Hull had a CAB count of 34 for the highest rating ever credited a member of President Roosevelt's cabinet. He achieved the rating when he spoke to the nation July 23 on "The Business of the War."

Leading the list of network radio programs was the "Hit Parade," which offers its listeners every Saturday night a 45-minute review of the week's hit songs. The comedy musical shows in the top 10 were Kay Kyser, who combines quiz questions with music for 60 minutes, the "Fitch Bandwagon" and "Saturday Night Serenade," both half-hour offerings.

### Newcomers Among First Ten

Newcomers to the networks with ratings sufficiently high to score them among the warm weather leaders were "The Remarkable Miss Tuttle," starring Edna Mae Oliver, and "Star Spangled Vaudeville." The first ten program in the following order: Hit Parade; Mr. District Attorney; Kay Kyser; Post Toasties Time; Informa- tion Please; One Man's Family; The Remarkable Miss Tuttle; Fitch Bandwagon; Saturday Night Serenade; and Star Spangled Vaudeville. The CAB ratings, based on telephone surveys of 28 network cities, represent the opinion of radio set-owners who reported having heard a program.

## Canada Shortwave Outlet Remains A Possibility

Ottawa—Hon. J. A. MacKinnon, Minister of Trade and Commerce, said that his department had urged favorable consideration of construction of a short-wave radio station to broadcast Canadian news to other countries. The minister was answering a question by D. G. Ross (Cons., Toronto, St. Paul's) who asked MacKinnon's views on such a station as a means of advertising Canada and its products. MacKinnon replied that when he was in South America last year with a trade mission he had received requests for more Canadian news and study had been given the suggestion. "We have urged in the past places that this suggestion be considered as favorably as possible and hope that such a station might be established in order to bring closer together the peoples of Latin America and those of North America," said MacKinnon.

The House of Commons radio committee in an interim report presented to the House some time ago, recommended immediate government action for the establishment of a high-powered short-wave broadcasting system.

## Wedding Bells

Norman O'Brien, formerly Norman O'Brien's assistant, and now directing "The Morwin Cycle" on WNYC, New York, was married last week, to the Miss Ann Murray, who acted as his assistant on another series on WNYC, also in New York.



# we know we're in a war!

There's plenty of war consciousness in Cleveland. It has been sowed, nourished, cultivated in many ways. And a radio show called *Cleveland At War* has helped bring it into full bloom.

Produced by WGAR and aired every Sunday afternoon, this program presents a close-up of the local war scene at a time when nearly all can listen. During the week, Director Sidney Andorn and his mobile recording crew cover the town, transcribing the stories of things our people are doing to help win the victory. It may be a thrilling tale by a local boy who served on the Lexington, or an interview with our first "WAAC", or the presentation of an Army-Navy Award to some local plant. Together with commentary and music, the actual voices of Clevelanders

in the news are molded into a 30-minute program to keep Clevelanders posted and pepped on the war effort.

Home folks have worked harder since hearing the local machinist who lost a son at Wake. They have bought more bonds since tuning in the neighborhood kid who went from beating tracks across their lawns to beating down Japs over Midway. They have been more generous with U.S.O. and Red Cross since lending ear to a simple but sincere radio program, one that truly voices Cleveland's determination . . . "we know we're in a war!"



BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM  
G. A. Richards, President . . . John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.  
National Representative

Los Angeles

By JAC WILLEN

DICK MARVIN, radio director for William Esty advertising agency, checks into Hollywood August 15th for conferences with William Moore, West Coast manager for Esty, and Ed Sherman, Abbott and Costello manager, on the fall radio series the comics will do for Camel.

Since the start of the war, Hedda Hopper, actress and CBS commentator, has promoted a championship prize fight, one of the film capital's most brilliant premieres, a circus, and a half dozen less spectacular projects to get funds for her pet service organization, the VACS (Volunteer Army Canteen Service), which provides entertainment and refreshments for service men in Southern California camps.

A flock of bees are trying to sabotage Dick Joy's "Victory Garden" at his North Glendale home. Hardly had the ace KNX-CBS announcer and newscaster planted his garden when the bees decided to homestead on his plot. Now every time Joy approaches the spot, the intruders swarm to the attack.

Mary Boland again subbed for the ailing Edna May Oliver on "The Remarkable Miss Tuttle" on Sunday, August 2nd. Miss Boland, longtime friend of Miss Oliver, takes the role of Kitty Crandall, Miss Tuttle's cousin. Miss Oliver is expected back on the comedy-drama series August 9th. Program is heard on NBC.

Knox Manning, noted KNX-CBS newscaster, was a guest last week at a private showing of "Divide and Conquer," unique war film made by Warner Brothers from captured Nazi films and soon to be released, for which Manning did the narration. Manning says the remarkable aspect of the picture is the fact that every foot of film was originally taken by the Nazis for propaganda purposes boosting the Nazi military machine. Manning points out that through narration and clever juxtaposition of certain shots the film, captured from a German submarine, turns into a powerful boomerang against its authors.

Gordon Hughes, producer of the CBS Irene Rich show "Dear John" heard Fridays over the network, is telling his favorite Army story all around Columbia Square. The very tough officer addressed a rather sloppy soldier. "Button Up!" he commanded. The shy recruit reached over and fastened a button on the officer's tunic.

Vera Vague, who is now appearing in a featured role in Republic's "Icecapades Revue," will be a regular feature on the Bob Hope program when he returns to the air in the fall.

IF

You know of an opening around your joint for a good, solid, experienced radio director and writer, maybe you would be interested in talking to me. I've written and produced a lot of radio's top-night shows but, heck, mister, I can't put everything in a one-inch ad. If you want to hear more, drop a note to:

Box No. 555 c-o RADIO DAILY  
1501 Broadway New York City



Jingle, Jangle, Jingle . . . !

• • • You can bet the family jewels that when Fred Allen resumes in Oct. Kenny Baker will definitely be among the missing. How about putting in a rhythm group, Mr. Allen? . . . Bert Gordon, Eddie Cantor's "Mad Russian," will be starred in Columbia picture tagged "How Do You Do." Incidentally, we understand there's plenty of story trouble on the Cantor picture, "Thank Your Lucky Stars" . . . A nod of thanks to Leonard D. Callahan, of SESAC, for suggesting the material used in yesterday's column on radio's part in the War Bond drive . . . Pick and Pat, of "Show Boat" fame, coming back on the Blue Aug. 17th with a five minute daily spot . . . There's a strong rumor around that Bob Welch won't be holding the stopwatch on the Cantor show this fall . . . Clark Dennis goes Prescott six times a week as a result of his sock performance on the Sat. evening period . . . NBC coming out with new half-hour morning sustainer on the 17th with Gary Moore, emcee, Irving Miller's orch and Howard Petrie. Other talent for the show now being auditioned.



• • • Frank Cooper, who guided Dinah Shore and Bea Wain into the Big Time, has grabbed off Frank Sinatra, who is just about one of the hottest prospects in the vocal division around these parts today. Sinatra leaves T. Dorsey's orchestra on Sept. 3rd, at which time Cooper will groom him as a singing emcee for the air.



• • • Critic's Corner: NBC's "Dough-Re-Mi" falls a bit flat in the comedy end and could use Hope Emerson back again . . . You either like Lou Holtz or you don't. We do—but it seems in the past lots of radio listeners didn't. His "Time Out for Laughs" series won't change the outlook—and Jeff Alexander's accompaniment isn't worthy of Mildred Bailey's torching . . . "American Melody Hour" can't miss with the light, well-loved songs presented, sung by Conrad Thibault and Vivian Della Chiesa, two of radio's tops . . . Two of the better commentators who don't come in for too much mention are Bill Gailmor, hard-hitting WHN spieler, and Lisa Sergio heard on WQXR. Neither dramatize or color the news in any way—but merely analyze military events coolly and matter-of-factly . . . And our choice for oblivion would be those Iced Coffee routines which are keeping us at nites—and not because of the caffeine, either. Ditto that guy who chants: "I'm talking about slip covers." Cut out this sort of plugging and national mags (like Readers' Digest) won't be printing articles roasting radio advertising.



• • • The Mail Bag: Murray Arnold, of WIP, writes that Walter Pidgeon made a big hit at the Stage Door Canteen down in Philly . . . Russ Hodges, of WOL sports, says we skipped one person in handing out posies at WBT the other week—and that is Charlie Crutchfield. More than ten big network acts owe their early training to Charlie, insists Russ . . . Jack Hurdle, writing from Hollywood, has this to say: "I don't care what anyone says—'Junior Miss' is a good show. Not only that, I'm in love with Shirley Temple!" . . . Referring to the recent crack about the most thankless job in radio, a copywriter with a New England station offers the following: "A client has something to offer, a salesman sells him the idea of advertising by radio, a writer prepares the copy, an announcer reads it and customers flock to the store (we hope). Everyone of the above mentioned gets big pay but the writer—who struggles along on a short salary. What happened to justice? Now you name a more thankless job in radio!"



Remember Pearl Harbor

To the Colors!

C. LAWTON CAMPBELL, formerly Vice-president and Director of Radio at Ruthrauff & Ryan, Inc., has been commissioned a major in the Quartermaster Corps of the U. S. Army.

ARCH KEPNER, chief announcer for WQXR, and ALAN TRAUDBEE, staff announcer, have been sworn into the U. S. Navy for training as aviation cadets. SGT. WILLIAM D. STRAUSS, formerly chief announcer, has been appointed to an officers training school in Washington, D. C.

KEITH GUNTHER, assistant night manager of WHN, has been called to active duty as an ensign in the U. S. Navy Reserve.

HENRY LUNDQUIST, in charge of defense programs at WEEL, Boston, leaving to join the First Naval District of the U. S. Navy as lieutenant.

JIM MOORE, assistant program director at KSFO, San Francisco, has resigned to join the U. S. Army.

VAUGHN A. KIMBALL, for more than three years commercial manager of KGNO, Dodge City, Kans., has joined the U. S. Army and is stationed temporarily at Ft. Leavenworth awaiting permanent assignment.

WILLIAM JANNEY, actor who most recent radio role was as lead in Mutual's "We Are All Young" series, is now with the Coast Guard as an apprentice seaman.

IRVING J. PASTERNAK, director of the Redfield-Johnstone advertising agency, has left for service in the U. S. Army.

HORACE W. IRVIN, account executive of Albert Frank-Guenther Inc., has reported to Washington, D. C. for active duty in the U. S. Naval Reserve with the rank of lieutenant.

GEORGE KERN, of Benton Bowles, Inc., has joined the Ordnance Department of the U. S. Army with the rank of captain.

GEORGE WARREN SUMNER, account executive with G. Lynn Sumner Co., has reported to the Naval Training School at Cornell University, Ithaca, for service as an ensign in the U. S. Naval Reserve.

920 CLUB  
One of America's Greatest Local Radio Programs  
WORL BOSTON

QUEST-ING

DAVID C. HANRAHAN and OL. BERNIE BIERMAN, on "First Line" program, today (S. 0:00 p.m.).

UPPINGTON," GLORIA EREN and ALAN REED, on Rudy show, today (NBC, 10:00 p.m.).

NORVO, on "Thirty Minutes" program, today (WABC-10:00 p.m.).

GENERAL LEWIS HYDE RIFON, on "March of Time" program, today (NBC, 10:30 p.m.).

BERT KINNEY, vice-president Industrial Union of the Marine Shipbuilding Workers of America "Thus We Live" program, today (WABC-CBS, 9:45 p.m.).

NER COWLES, JR., publisher Des Moines "Register and Tribune"; PALMER HOYT, publisher Portland (Oregon) "Oregonian"; SOL LEWIS, publisher of Eldon "Tribune," and ERIC WILSON, president of the U. S. Chamber of Commerce, discussing "The Role of the Press in Wartime," at America's Town Meeting of the Day (WJZ-Blue Network, 8:00 p.m.).

DHN C. McCAULEY, JR., assistant professor of orthopedic surgery, N.Y.U. Medical School, on "Ways to Health," today (WABC-10:00 p.m.).

NEE BOSWELL, WALTER EBE and MAURICE EVANS, on "Stage Door Canteen" program, today (WABC-CBS, 9:30 p.m.).

P VAN DOREN STERN, discussing his new historical novel, "The Morning," on "Of Men and Women" Saturday (WABC-CBS, 2:05 p.m.).

PAULEE, mezzo-soprano, on program of the Columbia Broadcasting Symphony, Sunday (CBS, 3 p.m.).

Waukees "Radio City" Milwaukee—The Journal Co. of this city has set August 23 of this month as the date for the formal opening of "Radio City," new home of WTMJ-TV as well as the site for studios of its future television station, WMTJ-TV. Special press conference will be held on August 20 at the building which is located at 720 North Capitol Drive in Milwaukee.

ASK FOR JOE CHICAGO, NEW YORK. ANTONIO

NEW PROGRAMS—IDEAS

Casual Safety Spots

In cooperation with the local city traffic engineer and the National Safety Council, WKZO, Kalamazoo, Mich., is using dramatized announcements with sound effects in a safety campaign to reduce accidents. Spots are aired on a staggered basis; example of the type used is as follows: a two-second silence, a skid, screeching tires, a crash and a casual voice saying "that might have been your car, Mister," after which the regularly scheduled program resumes normally. Another example of breaking into a program with an announcement is: "pardon Buddy, was that your car that passed the stop sign a half-mile down the road? Do you know that 5,400 people were maimed for life in Michigan last year because somebody did just that?"

ET Salute

Presented as a salute to California boys studying at the University of Wisconsin Naval Training Station at Madison, a quarter-hour transcribed program was heard over KPO, San Francisco, last week. Recorded at the University of Wisconsin, the program featured interviews with nine California students of radio communication at the naval training center.

Sir Harry Lauder Sked On CBS Show Aug. 15

By way of dedicating the American Red Cross Club which is to be opened in Glasgow August 15, CBS will pick up a special shortwave program broadcast via London at 3:30-3:45 p.m. EWT, the schedule including Sir Harry Lauder doing songs; William Stevenson, Red Cross delegate to Britain; Bob Trout interviewing American servicemen and the Black Watch regimental band, plus bagpipes playing popular U. S. tunes.

June Ad Index Gained

Advance of 3.7 per cent in the General Index for June over the previous month is reported in "Printer's Ink" out tomorrow. Index has been corrected for normal seasonal fluctuation, so that the 3.7 per cent gain indicates the pickup in advertising activity after allowance for the usual month-to-month change. On the other hand, the index is down 7.9 per cent from June of last year. For the first six months as a whole, General Activity is 8.6 per cent below last year's level, with quarterly declines of 6.1 per cent in the first quarter, and 11.2 per cent in the second quarter.

WSAN Construction Work

Construction work for new 5,000 watt transmitter for WSAN, Allentown, Pa., will be started at once. Opening date of authorized increase from 500 watts is to be determined. Station will operate on present 1,470 k.c. frequency with directional antenna.

Nature of the Enemy

New approach to the problem of war-time radio programming is the "Cail To Arms" series just begun over WSB, Atlanta. The fifteen-minute weekly show attempts to portray in dramatic format the nature of the enemies against which the United Nations are waging war. The first program broadcast late last week concerned the Nazi idea that "all of the Hitlerian brutality and terror is a part of a systematic plan to remove opposition to the creation of an all-powerful Nazi state." The series is to be written by PFC Elmo Ellis Israel, former WSB writer, in cooperation with the officials of Fort McPherson, Ga. Each week, a different phase of dictatorial philosophy will form a basis for the drama.

"Platter Brains"

Somewhat different in quiz shows is "Play Platter Brains," conducted by Johnny Olson, impresario of the "Rumpus Room" programs over WTMJ, Milwaukee. Playing various recordings before studio audiences, he quizzes the guests as to the identity of the orchestra, the soloist, and various instrumentalists. Studio is crowded nightly, and more space is to be made available when the station moves to the new Radio City Building this month.

AGENCIES

SHERMAN K. ELLIS & CO. has named John W. Power as director of research.

FARNSWORTH RADIO & TELEVISION CO. is maintaining a steady advertising pressure to preserve goodwill and provide a ready market for its products after the war. Newspapers and magazines are being used to feature its receiver models as well as tell the story of its war activities and its position in television. N. W. Ayer & Son is the advertising agency.

E. R. SQUIBB & SONS have doubled their budget for advertising in South American countries. Campaign, which includes the use of recorded spots and half-hour shows using ETs as well as local talent in practically all Latin-American countries, is handled by Dorland International, Inc.

WALTER KRAUSE, vice-president of Lord & Thomas, has resigned to assume new duties as assistant director of the radio division of the Coordinator of Inter-American Affairs office.

Canada RCA Firm Expanding

Montreal—RCA-Victor, Ltd., has taken out a construction permit for extensions and alterations on its plant located here. Construction is reported to cost \$110,000.

there's a far simpler way. The trade is still talking about the way WMCA is changing the entire New York radio scene, with programming that keeps winning national awards against top competition... lifting itself right into the national spotlight by doing so. Offering advertisers their first chance to buy quality coverage of the New York market at a very low cost.

\*Such as "Labor Arbitration" conducted by Samuel R. Zock (national awards for both 1941 and 1942 by Ohio State University) and "Americana Quiz" (1941) and "Friendship Bridge" (1942) by Womens National Radio Committee... not to mention New York Times news bulletins every hour on the hour... Johannes Steel and Sydney Moseley, two of America's greatest news analysts... a succession of public service programs that few independents would care to tackle.



AMERICA'S LEADING INDEPENDENT STATION. Western Rep.: Virgil Reiter & Co., Chicago. wmca

**NEW BUSINESS**

**KQW, San Francisco:** Kellogg Co., Battle Creek, Michigan (Rice Krispies), thru J. Walter Thompson Co., Chicago; ten one-min. ET anns. a week for twenty weeks; Saturday Evening Post, Philadelphia, thru BBD&O, New York; eight 100-word anns. a week, for indefinite period; Rosefield Packing Corp., Alameda, Calif., thru Sidney Garfinkel Agency, San Francisco; 30-min. transcribed dramatic program once a week for 13 weeks. Listing: "Hollywood Theater," for Skippy Peanut Butter; New Century Beverage Co., San Francisco, thru M. E. Harlan Agency, for Belfast Sparkling Water, five 15-min. newscasts a week for 26 weeks; American Cigar & Cigarette Co., New York, thru Ruthrauff & Ryan, Inc., New York; thirty-four one-min. ET anns. a week on behalf of Pall Mall cigarettes, for 7 weeks; Langendorf Bakeries, Inc., San Francisco, thru Ruthrauff & Ryan, Inc., San Francisco, six chainbreak anns. a week, for indefinite period, on behalf of "Hollywood" bread; Langendorf Bakeries, Inc., San Francisco, thru Erwin Wasey, Inc., San Francisco, seven one-min. ET anns. a week, for indefinite period, on behalf of "American Meal" bread; Johnson & Johnson, New Brunswick, N. J., thru Young & Rubicam, New York, three one-min. ET anns. a week for 22 weeks, on behalf of "Bandaid"; Acme Breweries, San Francisco, thru Brisacher, Davis & Staff, San Francisco, four one-min. anns. for 4 weeks; Chemicals, Inc., Oakland, thru Botsford, Constantine & Gardner, San Francisco, five chainbreak anns. a week for 52 weeks; Lever Bros. Co., Cambridge, Mass., thru Ruthrauff & Ryan, Inc., New York, eighteen one-min. anns. a week for 8 weeks.

**WMAL, Washington, D. C.:** Hot Shoppes, Inc. (Restaurants), through Romer Agency, Washington, renewal of anns.; P. J. Nee Furniture Co., through Martin Agency, Washington, renewal of 13-week contract for Tuesday evening program, "Dream House."

**WLBJ Reorganizes**

Bowling Green, Ky.—Complete reorganization of policy and station management of WLBJ of this city has been announced by Ken Given, newly-named president and general manager of the outlet. Given, who was formerly connected with WTAR, Norfolk, Va., also announced that Jack Causey, formerly with WBIG, Greensboro, N. C., had been named WLBJ advertising and sales manager.

**Calox Buys News' On WOR**

Beginning Tuesday, Sept. 15, McKesson and Robbins Inc., for Calox Tooth Powder, will sponsor Arthur Van Horn's Transradio News period heard over WOR Tuesday, Thursday and Saturday from 11 to 11:15 a.m. J. D. Tarcher and Company is the agency handling the account.

**National Music Council Asks  
AFL Head To Settle Disk Ban**

(Continued from Page 1)

the Council condemned the ban as "a blow to our democratic way of life". Letter was signed by the executive committee of the National Music Council under the signature of Edwin Hughes, president.

**War-Effort Challenge**

"Your Executive Council," the letter said, "is meeting at a time when the position of music in our national life and its ability to contribute to the all-out war effort are being seriously challenged. We believe in the sincerity of the Federation's patriotic pledge to aid the war effort, and we believe that the present session of your Executive Council offers a timely opportunity for action looking forward to a reasonable settlement of the above matters. We therefore urge you and your associates to take leadership in such action.

The letter to Green follows: "The National Music Council, representing practically all of the nationally active musical organizations in the United States, with an individual membership of over 600,000, has noted with alarm the recent actions directed against the recording and performance of music by the President of the American Federation of Musicians. Music is one of the great educational, religious and cultural assets of our country, one of the things which the free people of the United States are fighting to preserve. To curtail its production in the interest of any one group cannot, therefore, be regarded as anything less than a blow to our democratic way of life.

**Phonographic. A Music Aid**

"The invention of the phonograph marked one of the greatest forward steps in the popular enjoyment of music. If the recording of new music is to be interfered with, if the performances of great concert artists cannot be recorded for the many who cannot hear them in person, if the educational advantages of the recording of music are to be curtailed, this will be a calamity for music in general. Any interference with a free flow of new renditions of the great music of the past and with the popularization of the music of today affects all the millions of music lovers in our country.

"The banning from the air of the High-School Orchestra of the National Music Camp is a direct blow to popular education. The statement that this non-profit school is a 'commercial organization' would apply equally to State Colleges and Universities and to other non-profit educational institutions outside the public school systems. The members of high school orchestras and bands are not eligible

for union membership and any curtailment of their activities works harmfully against the creation of new audiences for concerts and performances by members of the American Federation of Musicians. The parents of these young children certainly have a right to hear them perform, and many of them would be deprived of this if these bands are to be debarred from the air. Such an action only tends to create a lamentable prejudice against the entire labor movement.

**War Is a Factor**

"The matter goes still further, since we are now a nation at war. It is essential for the maintenance and strengthening of war-time morale and the spirit of victory that there shall be, not diminution, but increase in the use of patriotic and inspirational music. It is not enough that this music should be available only on recordings already made, and to persons who have immediate access to military and other bands.

"It is important that the spirit of our people be expressed in militant and aggressive music, and that no obstacle be laid in the way of the fullest dissemination and popularization of that music. The listeners to the smaller radio stations and the residents of the most distant villages are as entitled to hear good music, performed by the most popular artists, as are the wealthy, located in the great cities, who can afford to hear these artists in person.

**Opportunity For Action**

"Your Executive Council is meeting at a time when the position of music in our national life and its ability to contribute to the all-out war effort are being seriously challenged. We believe in the sincerity of the Federation's patriotic pledge to aid the war effort, and we believe that the present session of your Executive Council offers a timely opportunity for action looking forward to a reasonable settlement of the above matters. We therefore urge you and your associates to take the leadership in such action.

"The National Music Council has no lack of sympathy for the problems of organized labor. The Council is a non-profit association, organized for the purpose of dealing with problems of national musical importance. It represents no one organization or group of organizations, but rather the consensus of musical opinion in the entire country. Its objective is to encourage the development and appreciation of the art of music, and to foster the highest ethical standards in the musical professions."

**Mitchel Succeeds Walliser**

Chicago—Les Mitchel, WBBM-CBS producer has been named director of "Romance of Helen Trent" on CBS, succeeding Blair Walliser, who has been commissioned a lieutenant in the U. S. Coast Guard.

**Home To Roost**

Lincoln—Abe Hill returns to his native KFAB after an absence of 10 years during which time he has traveled with Red Nichols, Jack Crawford, Frankie Masters, Henry Busse and Lou Breeze. He will play sax and clarinet for the studio orchestra.

**PROMOTION**

**WEAF Engineering Data**

"Signal Strength Comparisons of the Four New York Network Stations," brochure study prepared by WEAF, New York, states that it has a threefold purpose: first, to offer thorough analysis of signal strength to provide satisfactory radio service in New York City; secondly, to give an up-to-date comparison of coverage provided by the four New York network stations; third, to show close relationship between the areas where WEAF's signal is most concentrated and the area in and around New York where the population density is the greatest. Study based on field intensity surveys contains an explanatory preface by Raymond F. Guy, NBC engineer. Field intensity maps and explanation tables are used to back up the study.

The three purposes are individually treated in three sections of the study. Section 1, relation between signal intensity and satisfactory radio service in Metropolitan New York; Section 2, radio families within the 10, 2 and 1/2 millivolt contours of New York network stations; Section 3, WEAF's 10 millivolt line and "New York Market." Final part of the brochure is used to make conclusions concerning WEAF's priority. Brochure is printed in black and on heavy stock and contains reproductions of the original field intensity maps.

**WCAU's Disk Drive**

Scheduled tour for three nights this week and next for the Mobile Bandstand has been arranged in connection with the collection of old or broken phonograph records for Our Fighting Men. Philadelphia station has arranged for its mobile unit to stop two stops each night in the neighborhoods of the city at 10:30 p.m. "Swanee Singers" will provide entertainment via a public address system. American Legion Posts in each locality will be on hand to greet the touring unit with band or drum and bugle corps.

Collection of the records is handled by the American Legion and a prize of an album of records, to be sent to a fighter in the service named by the collector, will be given to the persons in the neighborhood turning in the records to be salvaged.

**Lou Holtz From Co.**

Lou Holtz program on CBS day nights will originate at Los Angeles, for two weeks starting with the August 10 program. Holtz and the program's manager, Marx Loeb will go to the Coast for a combination business and pleasure trip. Not decided yet whether Fred Bailey, also on the show, will make the trip.

## Clarifies Status of Transcribed Shows

(Continued from Page 1)  
 Such recordings are played on the pressings then destroyed. Individual request should come from the recording companies and master disk must be filed with the headquarters at 1540 Broadway, New York City, or 175 W. Washington Street, Chicago, or assurance that it is destroyed."  
 The recording companies stated that they already had that the procedure outlined in the AFM letter was contained in the original order sent out by the AFM in banning recordings for jukebox and radio stations.

Mutual affiliate in Scranton has settled its union difficulties with the AFM local, it was announced yesterday at headquarters of the American Federation of Musicians in New York. Settlement covered outstanding differences between the network affiliates and AFM.

## Denies Two CP's in Puerto Rico Firms

(Continued from Page 1)  
 The radio facilities in the same way, FCC yesterday denied application of both the Puerto Rico Broadcasting Co. and the Caribbean Broadcasting Corp. for construction of a standard station in San Juan, P. R.; also denied the former permission to construct a station in Arecibo, P. R., but in granting it a renewal of license for WPRC, the station it is operating in Mayaguez. The decision in this case took place here yesterday.

Commission Makes Exception  
 The Commission brought out that Rufus Perry, secretary and one of the principal stockholders of WPRC, admitted to false statements in applying for authority to construct a station at Santurce, P. R. He was not connected with WPRC's license that while the Commission granted authorization to the station when one of its officers testified to perjury it favored making an exception in this case since that time was only 23, was not connected with WPRC, had no evidence of any misconduct or representation since that time. The Commission said it "does not appear that the officers, directors or stockholders have any knowledge of his pre-arrangement."

The Commission pointed out that the evidence failed to show that the Puerto Rico Broadcasting Co. was financially unable to continue operating. However, Commission said it did not establish the financial ability to build stations in San Juan and Arecibo. The stations would operate on a frequency of 1490 and 1230 Kcs. respectively with 250 watts power, under license to Caribbean Broad-

# PROGRAM REVIEWS

## "London By Clipper"

Second in the series from Britain entitled "An American in England" was heard Monday night over WABC-CBS 10-10:30 p.m. EWT as written by Norman Corwin and produced by Edward R. Murrow. Major portion of the show was in the first person, a combination narrative of thinking aloud, conversations and description of the events leading up to the embarkation, the trip and arrival. Successively there is surprise at the food availability, lack of milk for one thing being greatly stressed; train trip to London, soliloquy on bomb damage, the types of Englishmen he met and those usually accepted abroad as being the only types, etc.

Music was woven in cleverly in kaleidoscopic fashion in one spot, apart from the usual background and bridges. Traveler gets very tired to the close and brings out the lack of accustomed services during the war and finally Big Ben's chimes lulls him to sleep. This particular script was naturally based somewhat on Corwin's own trip, it would seem and quite probably will prove far from being the best of the series. But it did get over the picture and sidelights Corwin deemed necessary to present early in the arrangement. Military orchestra did excellent work under the baton of Wing Commander R. T. O'Donnell. Reception was unusually good and virtually devoid of static or any interferences. Joseph Julian, as the voice did a smooth job, even though the narrative on occasion hopped too quickly from one item to another. Benjamin Britian did the special music.

## "Against The Storm"

Sandra Michael's "Against the Storm," winner of the Peabody Award for Radio Drama, recently shifted its locale to involve a new set of characters in a story sequence concerned with the fight for freedom in Denmark. Series is heard over WEAF-NBC Monday through Friday, 11:30-11:45 a.m. EWT.

A stardust daily serial, "Against the Storm" is written with intelligence and understanding that gives the listener credit for having at least average adult mentality. Last Friday's episode was laid in the harbor of a Baltic port where Torben Reimer, just escaped from a Nazi prison camp, is hiding. As he tries to hold himself above the level of the water, his thoughts wander back to his home in Hamburg. He dreams of a peaceful Sunday dinner and the voices of his family come to him. He hears their gentle, laughing conversation and then the strong voice of his grandfather urging him to hold on and save himself for a new life. With stiff fingers, Torben does manage to hold on until a sailor rescues him.

The tricky balancing of the two levels of the dream and reality was well handled and Fred Weihe's direction (he's substituting for vacationing Axel Gruenberg) was expert throughout. The role of Torben Reimer, which calls for skillful handling, is sensitively and imaginatively portrayed by James Monks. Others in the cast included: Philip Clark, Helen Coule, Michael Ingram and David Jordan. Richard Stark is the announcer. Sponsor is Procter & Gamble for Ivory Soap, produced by the John Gibbs Agency and handled by Compton Advertising, Inc.

## General Mills' Earnings

General Mills and subsidiaries, large user of radio time, earned a net income of \$5,135,111 equalling \$6.06 per share on the common stock for the fiscal year ending May 31, according to preliminary figures released this week. Previous year's earnings amounted to \$6.23 per share.

## Jane Force To WIBA

Madison, Wis.—Jane Force, formerly continuity writer of the Russel M. Seeds advertising agency, Chicago, has joined the staff of WIBA here, in order to be near her husband, Norman W. Rice, instructor in the Air Corps School at the University of Wisconsin.

casting Association, Inc., a construction permit for a new station in San Juan, to operate on 1490 kilocycles, the Commission registered exception to the firm's method of financing FCC specifically pointed out the "employer-employee, creditor-debtor" relationship between Juan Piza, licensee of WNEL, San Juan, and largest stockholder in Caribbean, and the remaining stockholders, especially Vice-president William N. Greer, who is WNEL's technical supervisor and was given wide powers to construct and operate the proposed new station. While Piza and his wife owned only 40 per cent of the outstanding stock, it was brought out that the other stockholders were WNEL employees whose stock was acquired by 10 per cent salary deductions and would either bear interest from the date the

petition was granted or be returned if it was denied.

Stating it was "loathe" to grant facilities for an additional broadcasting station to one who already holds a license for a station in the same community, FCC contended that Piza as licensee of one of the existing San Juan stations "would have control in fact of the proposed station despite his lack of a controlling stock interest."

The FCC also announced yesterday that it had designated for hearing the following applications of Herald Publishing Co. of Albany, Ga., licensee of WALB, for renewal of the station's license, for a shift in frequency from 1590 to 1550 kilocycles with directional antenna system changes, and for assignment of its license to the Albany Herald Broadcasting Co.

## 'Language' Men Meet On Warlike Practices

(Continued from Page 1)  
 for the FLRWCC will confer with Dr. G. P. Bronsch, director of the Loyal Americans group during the day.

Executive committee of the Loyal Americans of German Descent was in session most of yesterday, in efforts to determine the most effective course to take in preventing recurrences of subversive activities charged, and to develop cooperation with the FLRWCC plan as tentatively agreed upon at the Tuesday meeting.

It is reported that the FLRWCC's plan for fingerprinting and accumulating centralized information on all domestic foreign language broadcast personnel, will be part of the basis for the working arrangement which is being developed by both organizations.

## Awaiting Fly's Answer

In the meanwhile, no word has been made public as a result of the telegram sent to Fly by the Wartime Control Committee, stating its efforts and aims in preventing further subversive activities on U. S. radio stations.

Included among committee members of Loyal Americans of German Descent who met yesterday to discuss radio problems are Dr. Bronsch; Dr. George N. Shuster, president of Hunter College and committee chairman; Theodore W. Knauth, former NBC Central European representative and committee chairman; Herman Hagedorn, executive director of the Theodore Roosevelt Memorial House; Clara M. Leiser, author and lecturer, and Kurt M. Semon, magazine publisher and former publisher of the Frankfurter Zeitung.

## Mennen Adds Campaign On CBS Pacific Web

Third Pacific Coast campaign on CBS stations was announced yesterday by the Mennen Company. "Bob Gared and the News" will be heard Tuesdays, Thursdays and Saturdays, 7:30-7:45 a.m., PWT. Series, on behalf of sponsor's talcum powder for men, goes over KNX, Los Angeles; KQW, San Francisco; KOIN, Portland; KIRO, Seattle; KARM, Fresno, and KROY, Sacramento.

## FDR Prayer As Sign-Off

President Roosevelt's prayer for the United Nations, offered at the close of his Flag Day address, is the new nightly sign-off feature of WINX, Washington, D. C. The President's prayer, in which he asks for victory for democracy, the United States and its allies, was transcribed by WINX and consumes about three minutes. In using this prayer the station departs from its usual custom of leaving the air with a recording of "God Bless America," and is believed to be the first radio station in the country to adopt this idea.

## O'Connor Joins WGN

Chicago—Rod O'Connor, formerly with WJJD, has joined the announcing staff of WGN of this city.

# Coast-to-Coast

**HENRY EAST**, chief announcer, and **Mardis Anderson** of the engineering staff of WRBL, Columbus, have been temporarily named manager and chief announcer respectively of WGPC, Albany, Ga. . . **Lloyd Beckworth**, formerly with WLAG, La Grange, Ga., is the newest addition to the WRBL engineering staff. . . **Anice Wismer**, WRBL continuity chief and woman's editor, is vacationing in New York.

### Buy War Savings Bonds and Stamps

Two baby girls have been born to members of the engineering staff of WCAE, Pittsburgh, in recent weeks. **Jim Schultz**, chief engineer, and **Alex Mester** are the new fathers. . . **Bob Bitner** has resigned from the WCAE engineering staff to attend a special Navy engineering school. . . **Warren Gerard**, formerly of WLEU, Erie, Pa., has been added to the WCAE announcing staff.

### Buy War Savings Bonds and Stamps

New women's show conducted by **Hazel Jacobs** on KTHS, Hot Springs, is titled "We Recommend." Series presents highlights in fashions, foods, and items of interest to women. Program is broadcast daily at 2:45 p.m.

### Buy War Savings Bonds and Stamps

**Rod Belcher** of Eureka, Calif., has joined the staff of KGVO, Missoula, Mont., in the capacity of news editor. . . **KGVO staff members** held their annual picnic recently at the summer home of **A. J. Mosby**, general manager of the outlet. . . **Henry Maggini** of the KGVO engineering staff is expected back at the station shortly following a week's vacation. During his absence **H. Z. Lehman** substituted at the transmitter. . . **Local Ten Cent Drug Store** is currently sponsoring a five-minute program aired three times weekly on KGVO. Series is titled "Household Hints."

### Buy War Savings Bonds and Stamps

**Bill Schroeder**, sales manager of WCAE, Pittsburgh, made his first solo plane flight recently. He is the second WCAE staff member to solo in recent weeks, the other being **Cliff Daniel**, program director. . . **Betty Baker** has been added to the WCAE program staff replacing **Kay Conners**, who resigned to prepare for her forthcoming marriage to **Phil Davis**, continuity chief of the station.

**Irene Beasley's** morning musical announcements for **Procter & Gamble's Ivory Flakes** returned to the air this week following "Vic and Sade" daily at 11:30 a.m., EWT, over NBC. Miss Beasley also presents these spots preceding "Vic and Sade" on CBS at 1:30 p.m., EWT. **Compton** is the agency.

### Buy War Savings Bonds and Stamps

**KBUR**, Burlington, Ia., will inaugurate a schedule of **United Press** newscasts on August 9. Contract for extension of the UP radio wire has been executed and UP teleprinters are being installed.

### Buy War Savings Bonds and Stamps

Armed services of the United States claimed 130 NBC staff members during the month of July, raising the total of NBC men in service to 332, it has been announced. Of these the New York division departments have sent 217. The totals do not include figures for the network's affiliate stations.

### Buy War Savings Bonds and Stamps

**Clifford Evans**, Brooklyn "Eagle" columnist, has started a three-time-a-week political news commentary over **WLIB**, Brooklyn, at 8:30 p.m. Evans is heard over the "Voice of Liberty" every Monday, Wednesday and Friday. He discusses the local, State and National political news and features exclusive news items.

### Buy War Savings Bonds and Stamps

**WEEI**, Boston, sold \$8,000 worth of bonds in the two allied theater noon-time rallies on Boston Common. Each of these two periods, conducted by **Fred Garrigus** and **Jay Wesley**, set up new records for these activities. Orchsids go to **Jean Collins**, **Carl Moore**, **Bill Elliot** and other staff members who so generously contributed to the war effort on these occasions.

### Buy War Savings Bonds and Stamps

**Margaret Leppert Peterson** has been appointed women's program director of **KGVO**, Missoula, Mont., replacing **Dorothy Burgess**, resigned. "Calling All Women," **KGVO** participation program, will be **Mrs. Peterson's** first assignment on the station. . . **Elwood Thompson** has joined the **KGVO** announcing staff. . . 20 new CBS commercial shows have been added to **KGVO** schedule during the past two months, according to an announcement by general manager **A. J. Mosby**.

### Buy War Savings Bonds and Stamps

**Warren Sweeney**, CBS announcer, figures an investment of two hours of working time for each minute he is actually on the air with a commercial. The eight minutes of script read by **Sweeney** on **Pet Milk's "Saturday Night Serenade"** and **International Silver's Edward R. Murrow** reports from London represent an investment of 15 hours of rehearsal and presence in the studio before and during the broadcasts. Sustaining shows and station breaks require less preparation. **Sweeney** devoting 25 hours for 40 minutes of such announcements.

**Bob Perry**, who conducts the "920 Club" on **WORL**, Boston, has returned from a two-week vacation in the Berkshire Mountains. His first assignment in addition to the "920 Club" is the five-minute newscasts aired daily under the sponsorship of **Sarnoff-Irving**.

### Buy War Savings Bonds and Stamps

In four days, **KRIC**, Beaumont, Texas, lost four men to the army. They are: **Joe Trum**, program director, to the Army Air Corps; **Hoyt Wertz**, chief announcer; **Craig Lawson**, announcer, also to the Army Air Corps; and **Jesse Trail**, engineer, to the Signal Corps.

### Buy War Savings Bonds and Stamps

Since assuming the position of manager of **KXL**, Portland, Ore., a month ago, **Hal Wilson**, who formerly owned **WGTM**, Wilson, N. C., has made numerous changes in the programs and production technique. New programs include a half-hour woman's show produced by **Betty Todd**; a sportscast by **Wayne Osbourne**; an agricultural program for farm listeners; three weekly live talent shows under the direction of **Leo Silvero** in addition to several others.

### Buy War Savings Bonds and Stamps

**David N. Simmons**, promotion director of **KDYL**, Salt Lake City, has been named to take over the publicity reins of the local War Bond Sales Committee. . . **Marines** at the local recruiting station lost a golf match to **KDYL** linksters to the tune of four to two last week. Representing the station were **George Provol**, program director; **Ed Letson**, special events chief; **Dave Simmons**, promotion director; and **Tom Cafferty**, chief announcer.

### Buy War Savings Bonds and Stamps

The folks out **Goshen-way** will hear a new voice announcing the races over the public address system when the three-day racing session gets under way on August 11. **Roy Shudt** sportscaster on **WTRY**, Troy, N. Y. will be that voice replacing **Clem McCarthy**, who has handled this job in the past. **Roy** is well equipped to handle this trick because he's been announcing races at the **Saratoga Raceways** in addition to his evening 15-minute sports program at 6:15.

### Buy War Savings Bonds and Stamps

**Leonard Friendly** has joined the staff of **WWDC**, Washington, D. C., as organist. He has already been scheduled on two regular programs "Nocturne," aired six nights weekly at 11:35 p.m. to midnight and "I Only Melodies," three times weekly, series at 9:15-9:30 p.m.

### Buy War Savings Bonds and Stamps

**WWNY**, Watertown, N. Y., is broadcasting the weekly concerts of the 37th Armored Regiment Band. Located at **Camp Pine**, New York. Band is under the direction of **Richard Velasco** and broadcasts from the Service Club of the army camp.

**Ted Donaldson**, 8-year old actor, is the featured player in a film short "What To Do In An Air Raid" which will be released on September 1. The film was produced by **Transfilm Inc.** and was designed to instruct both parents and children in air raid precautions. It has the official approval of the **OCD**. **Donaldson** is heard on such programs as **Wheatena Playhouse**, "Howl Charm," and "Win The War." He appeared on Broadway in "Life With a Father" for over a year.

### Buy War Savings Bonds and Stamps

**WDOD**, Chattanooga, has signed with the **NBC Radio-Recording Division** for the purchase of "Flying Freedom" series, which will be under the sponsorship of the electric power board. Recording division also reported closing the following contracts: with **KPRC**, Houston, Texas for 156 programs of "Take a Look in Your Mirror" sponsored by a local department with **KOBH**, Rapid City, S. D.; **ETs** by **Ted Steele** and **Grace A.** and two renewals by **WROL**, Knoxville and **WCHS**, Charleston, W. Va. for the "Betty and Bob" series.

### Buy War Savings Bonds and Stamps

To temporarily fill the vacancy in the engineering department of by men leaving to enter military service, the following staff changes become effective at **WOR**, New York. **Bernard Boyle** has been made senior supervisor to replace **Reveal**; **Howard Donniez** has been acting assistant supervisor replacing **Cyrus Samuelson**; **Lewis Tower** and **William Boher** are now acting assistant junior supervisors taking the vacancies left by **Donniez Boyle**; **Joseph Brown** has been employed as non-technical broadcast maintenance technician, replacing **Harry Brown**, resigned; and **Ray Barton** has been transferred to regular broadcast operations.

## Welch Renews Irene Rich Show Returns to Sun.

Chicago—Irene Rich has been assigned for the tenth consecutive of broadcasting under the sponsorship of **Welch Grape Juice**, **CBS**, **H. W. Kastor & Sons**, handling the account, announced today. Beginning August 16 the program moves to a Sunday night after tomorrow night's broadcast which is the last of the Friday airings.

## Strike Shuts Down Do

Cincinnati—Strike of pressmen both the **Times-Star** and **Post-Enquirer** daily newspapers in the delayed editions of both papers today. **WKRC**, which is owned by the **Times-Star**, a day to broadcast main news features the day via bulletins, throughout afternoon and evening.

1 9 4 2  
BIRTHDAYS  
17 18 19 20 21 22 23  
24 25 26 27 28 29 30

August 6

- Jim Ameche
- Jack Armstrong
- Arthur Fields
- Leonard M. Leonard
- Peg Moody
- Tony Parenti
- Louella Parsons
- Guy Remington
- Louis K. Sidney
- Walter Valentine
- Frankie Froeba





# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

NO. 20, NO. 28

NEW YORK, N. Y., FRIDAY, AUGUST 7, 1942

LIBRARY  
AUG 10 1942

TEN CENTS

## AFM Hearing Sept. 16

### NAB Sets Task Panels for Radio-Parts Data

Washington Bureau, RADIO DAILY  
Washington—Moving ahead toward standardization, simplification and preservation of essential materials in the radio industry, the War Production Board has announced that special task panels were in the process of being completed from its advisory committees to obtain data needed to deal with general problems of material and production. Announcement of the personnel of the committees will be made public next week. H. McIntosh, chief of the

(Continued on Page 2)

### Program On 65; Also As Bond Sustaining

Medical program, to be launched on stations of the Blue Network on Monday under the sponsorship of the Blue Network, Inc. for its Toastchee crackling will be offered to the remainder of the Blue affiliates as a sustaining program. Aired Sunday from 4:30 to 5:30 p. m. EWT, the program will be known as "Sunday Toastchee Time" and will be in the commercial hoop as "Easy Listening" on the

(Continued on Page 2)

### GR-Mutual Talent to Entertain "Canteen"

Starting next Wednesday the Arts and Letters Bureau of WOR, Mutual New York, will supply an evening's entertainment a week for the service men who frequent the Stage Door Canteen, that very popular branch of the American Theater Wing. The program will put on five different

(Continued on Page 3)

**AP Salutes**  
Five-minute Sunday program script saluting heroic feats of U. S. Army and Navy men, has been added to the 24-hour AP (Press Association) radio wire. Series brings to 15 the number of special program features furnished by the wire. Scripts are complete in cues for sound and music.

### Replacement Shortage Serious In So. America

Serious shortage of replacement parts and tubes for Latin-American transmitters, to the extent that shut-downs of existing stations may result, was revealed by Emilio Azcarraga, head of a 43-station network in Mexico. Azcarraga, who is in New York to consult with broadcasting officials regarding the situation, was greeted this week on his arrival in the United States by Niles Trammell and John F. Royal, president and vice-president respectively of the National Broad-

(Continued on Page 2)

### James Gets Commission; Hauser Moving Up on Blue

E. P. H. (Jimmy) James, sales promotion and publicity director of the Blue Network has been commissioned a First Lieutenant in the Air Corps and reports for duty Sunday at Miami, Florida. James has been with the Blue Network since its reorganization and prior to that for more than

(Continued on Page 2)

## WHN's \$100,000 Bond Pledges Passes \$40,000 In Cash Sales

### Co-op Chiropractors Set Educational Series

Toledo—A new series of educational programs starts on WTOL, August 17 when the Toledo Chiropractors' Association airs a 5-minute discussion Monday through Friday at 5:55 p. m. for thirteen weeks. The program each day will be prepared by a local chiropractor, and will seek to inform the

(Continued on Page 2)

## Court Sets New Date For Argument At Government's Request; Capital Meeting Re Affidavits

### NAB Replies Trammell On Membership Letter

Washington Bureau, RADIO DAILY  
Washington—Answering NBC president Niles Trammell's "membership" letter, president Neville Miller of the NAB wrote Trammell yesterday that the lack of unity in the industry over which the network chief had expressed concern was "in many cases more vocal than real." Miller's reply continued, "the mem-

(Continued on Page 3)

### CBS Revamps Staff Of Western Division

Los Angeles—Meredith R. Pratt has been named KNX sales service manager replacing Edwin Buckalew, recently appointed field manager of station relations of CBS' Western Di-

(Continued on Page 3)

### Industry To Refute Proposed Radio Taxes

Washington Bureau, RADIO DAILY  
Washington—To refute the proposal for a punitive radio tax made by John B. Haggerty, before the Senate Finance Committee, an NAB spokesman will appear shortly before the Com-

(Continued on Page 3)

Unexpected move by the government in asking for a postponement of the hearing on the temporary injunction scheduled for today in Chicago in its anti-trust action against the AFM and its officers, left the radio and recording industry somewhat aghast. The seven-week delay was declared unwarranted in many quarters, but no official statement was forthcoming from either the NAB or disk manufacturers.

Federal Government obtained the continuance to Sept. 16, in order,

(Continued on Page 3)

### Schechter Quits NBC To Accept OWI Post

A. A. Schechter, head of NBC News and Special Events Division, has resigned effective August 15 to accept a post in Washington with the Office of War Information. Schechter has been with the network for the past 11 years, starting as head of the copy desk in the press department, later

(Continued on Page 2)

### Par Soap Coast Program Set To Start August 18

Par Soap Co. has set Tuesday, August 18 as the starting date for the sponsorship of "Galen Drake," informal household commentator, on the CBS Pacific Network. The cam-

(Continued on Page 2)

**Unanimous**  
Terre Haute, Ind.—Weekly War Stamps pool of WBOW, calls for a quarter each from staff members, person whose name is drawn from hat taking pot. Week ago, Scott Dilworth, chief announcer, became father of baby girl. This week every slip in the hat bore the name of five-day-old Merle Ann Dilworth.

**New Use**  
Off-the-air recording of one of Kyser's Lucky Strike airings is being put to an unusual use. Both police know that an accident occurred at a specified time during the broadcast and have decided that the disk be placed so that stop-watches can determine the exact moment that the accident took place.



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M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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## FINANCIAL

(Thursday, Aug. 6)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116 7/8	116	116 7/8	+ 3/8
CBS A	12 1/2	12 1/2	12 1/2	- 1/2
Gen. Electric	26 1/4	25 7/8	26 1/4	+ 1/8
RCA Common	3 1/4	3 1/4	3 1/4	—
RCA First Prd.	55 1/4	54 1/2	54 5/8	- 3/8
Stewart-Warner	6 7/8	6 3/4	6 7/8	—
Westinghouse	67 3/8	67	67	- 3/8
Zenith Radio	13 1/2	13 1/2	13 1/2	- 3/4

OVER THE COUNTER		
	Bid	Asked
Farnsworth Tel. & Rad.	1 7/8	2 1/8
Stromberg-Carlson	5 1/2	6 1/2
WCAO (Baltimore)	16	18
WJR (Detroit)	19	22

### Replacement Shortage Serious In So. America

(Continued from Page 1)  
 casting Co., with whom the Mexican radio official's network is affiliated. "Six months more and we may have to fade out," said Azcarraga, in commenting on the rapidly diminishing supply of tubes and other parts. Mexican stations, he said, are playing a tremendously important role in the war effort below the Rio Grande, with twenty-five per cent of the time used by the government. "Moreover all important United States programs are broadcast throughout Mexico," he added, "particularly the addresses of President Roosevelt, Secretary of State Hull and other notables."

### Co-op Chiropractors Set Educational Series

(Continued from Page 1)  
 public of the place the chiropractor fills in the scheme of things. The local Association plans to wax the daily programs and ship them throughout the state of Ohio to other Chiropractic Associations in other cities.

### WPB Sets Task Panels For Radio-Parts Data

(Continued from Page 1)  
 radio section, WPB Communications Branch, as soon as the selections have been made to complete the panels. Three panels are as follows: Radio Replacement Parts Task Panel; Radio Transmitter Vacuum Tube Task Panel; and Radio Transmitter Task Panel.

The industry advisory committee from which these panels are to be drawn was appointed by the WPB to furnish counsel on matters pertaining to their respective branches of the industry. The panels will be representative as to size of companies, geographical location and trade affiliation and will hold monthly meetings. At the first meeting of the Vacuum Tube Industry's Advisory Committee, held this week, emphasis was placed on standardization. McIntosh, WPB radio head, was present at the meeting as the government spokesman.

### Lance Program On 65; Also As Bond Sustaining

(Continued from Page 1)  
 stations where it is aired on a sustaining basis. War messages will replace commercials on the sustaining programs.

Featured on the new program are Edward MacHugh, singer of religious songs, Paul Lavalle and his strings and Will Donaldson's quartet. Morse International, Inc., is the agency in charge of the account. W. Leroy Marshall of the Blue staff has been appointed to handle production of the new show.

### Par Soap Coast Program Set To Start August 18

(Continued from Page 1)  
 paign, to be carried over nine CBS stations, is to be aired on Tuesdays and Thursday from 1:00 to 1:15 p.m., PWT. Presented in behalf of "Par" Household Soap, the program is to be heard over KOY, Phoenix; KTUC, Tucson; KNX, Los Angeles; KARM, Fresno; KOIN, Portland; KROY, Sacramento; KQW, San Francisco; KIRO, Seattle, and KFPY, Spokane. Thomaschke-Elliott, Inc., handles the account.

### Anti-Sabotage Campaign Being Waged By KWBW

Hutchinson, Kans.—Special anti-sabotage campaign, sanctioned by the local police department and City Council, is being conducted by William Wise, president of KWBW of this city, since August 1. Station has been running a daily offer of a \$50 War Bond for information leading to the arrest and conviction of persons engaged in subversive activities and sabotage.

KWBW listeners are urged to keep their "eyes and ears open for saboteurs" and to report any suspicious activities only to police authorities.

### WHN War Bond Sales Passes \$40,000 Mark

(Continued from Page 1)  
 ber's offer to air names of listeners calling WHN to order war bonds, the names to be made known during his future Dodgers games broadcast, so as not to conflict with government war regulations.

#### Wires From 18 States

The response from the radio audience was electric, the first call coming as the Redhead completed his initial announcement. Upon receipt, amounts of individual purchases were relayed via direct wire to Red, who called off the rapidly increasing total of orders after each inning. In addition to the phone purchases, wired orders were received from 18 states. To sweeten the pot, Barber offered 24 baseballs autographed by the players as special inducements to quick purchasers. Photos of the Dodger team were also offered to all completing their purchases by sending checks to WHN, designated by the Treasury Department as an official issuing agency. The Dodger pictures, autographed by each of the players, incidentally, were promised for delivery only after the team officially clinches or is mathematically ruled out of the pennant, Barber announcing that manager Leo Durocher refuses to tempt the jinx by posing the team for pictures before the final test.

### Schechter Leaving NBC To Accept OWI Post

(Continued from Page 1)  
 heading the News Dept. where he organized a world-wide news coverage.

With a strong newspaper background, before coming to NBC, Schechter quickly developed the new department and when European events were coming thick and fast, NBC's news coverage was equal to the task. When war broke out, Schechter delivered a series of exclusive news stories to listeners of the network from all parts of the globe. NBC's corps of 40 correspondents were the result of his nose for news both at home and abroad. Nearly every important world event was covered from those leading up to the war and the war itself, including numerous eyewitness accounts.

No successor has been named as yet by NBC to head the News and Special Events Division.

### James Gets Commission; Hauser Moving Up on Price

(Continued from Page 1)  
 10 years with NBC in sales promotion capacity. Blue net starr in giving James a sendoff yesterday presented him with a specially made chronometer—a sooper-doooper watch. Bert Hauser, after a short vacation, is taking over the sales promotion post for the Blue. Hauser has been on the Blue and NBC staffs for some years.

## COMING and GOING

G. W. JOHNSTONE, director of news and special features of the Blue Network leaves Monday by plane for a tour of Blue outlets, via Chicago and then to the Coast. Due back in New York August 22.

HAROLD FELLOWS, manager of WEEL, Boston arrived in town yesterday on business.

BOB HARRINGTON, general manager of WSPA, Harrisonburg, Va., left yesterday after spending a few days in New York on business.

JOHN COLLINS, of the Social Attractions Division of the National Concert and Artists Corporation, leaves Monday for Wilmington, Del., where he will spend three weeks vacation.

ED EAST and POLLY, after having signed their "Breakfast in Bedlam" program for a two year extension on WJZ, leave on a three-week vacation today. Destination Hollywood.

ROBERT MAGEE sales manager of WEUU, Reading, Pa., is in New York for a few days.

JAMES LE GATE, manager of WHIO, Dayton, left town yesterday after spending the week in New York.

JOHN M. OUTLER, JR., general sales manager of WSB, Atlanta, in New York on business for a few days, is leaving tonight.

FRANK V. BREMER, technical director WAAT, Jersey City, leaves on a postman's day today. He will vacation in Canada and plans an inspection tour of a half dozen stations en route.

J. W. WOODRUFF, JR., manager of the Green Network and WRBL, Columbus, is leaving after having spent a few days in New York.

OTTO BRANDT, of the station relations department of the Blue Network, is returning from his vacation on Monday.

HERMAN STEINBRUCH, general manager WKNE, Keene, N. H., has left New York spending a few days here.

ROBERT S. KELLER, of the copyright department at AMP, is in Massachusetts on vacation.

DIETRICH DIRKS, general manager of WSioux City, Iowa, left New York yesterday will return to Sioux City after spending a few days in Chicago.

FRANK E. STEVENS who was NBC correspondent in the Balkans, left yesterday for Oklahoma, where he will spend a short vacation before going on a lecture tour under the management of the National Concert and Artists Corporation.

SAMMY KAYE and band, in Philadelphia a week's engagement at the Earle Theater ending today.

**DETROIT AREA COVERAGE**  
 at 800 K.C.

**5000 WATTS**  
 (Day and Night)  
 Mutual Broadcasting System

# AFM Hearing Sept. 16; Govt. Sought Delay

(Continued from Page 1)  
 According to Daniel Britt, special agent to Attorney General Arnold, at the hearing would have Arnold in attendance. U. S. Judge Federal Judge Igoe, granted the delay to Sept. 16, when told that the head of the government's anti-trust division is anxious to be present with the government's witnesses.

It is understood that in granting the Federal Judge Igoe intimated that the government would have to immediately also for a permanent injunction in the matter.

It is seeking to deter president C. Petrillo and the AFM from arguing out the provisions of its edict banning all recordings. It may find their way to either radio boxes or radio stations. Likewise recordings for government purposes are permitted, also regular commercial transcriptions which may be played but once and then either returned or deposited with the AFM either in New York or Chi-

## Capital Meeting Tomorrow

In the meantime a meeting has been called for tomorrow morning by the anti-trust division of the Department of Justice in Washington, at which time various inter-branch present affidavits on the part of the Petrillo ban on recording electrical transcriptions on respective interests.

James Baldrige of the anti-trust division will be in charge of the meeting to be attended by the NAB, radio operators, recording and duplication companies, networks and NIB.

## Washington Bureau, RADIO DAILY

Washington — With the Government injunction suit against Petrillo pending until Sept. 16, the next Federal Court to meet the AFM ban will be in conference in Washington, Saturday morning under the Chairmanship of Thurman Arnold, assistant Attorney General and Chief of the Anti-Trust Division. A Justice Department spokesman said yesterday that "anybody" concerned in the matter was invited to attend.

President Neville Miller will participate in the conference. He announced yesterday he would present the results of NAB station questionnaire, along with other information which may be useful in the matter.

## 570 Reports In

It is reported that 570 of these questionnaires relating to the local music industry in the 621 communities in which there are stations, already have been returned. Commenting on the returns, which will be tabulated in NAB's special New York report, an NAB representative said: "Information developed from the preliminary analysis discloses facts which have long been understood, but of which the public has little or no knowledge. This promises to contain many surprises."

# ★ PROMOTION ★

## Name-Finding Contest

With a \$500 War Bond as the main attraction, listeners will be asked to submit title suggestions for a new NBC show starring Garry Moore, comedian-emcee of "Club Matinee" and the "Fitch Bandwagon," as master of ceremonies, which is scheduled to start on August 17 at 9:00 a.m. and continue thereafter Mondays through Saturdays. Selected by NBC affiliated stations and the NBC Advisory Committees as the ideal early morning program for the busy housewife, the "show without a name" is to have Irving Miller's orchestra, male and female vocalists and a trio or a choral group, with Howard Petrie as announcer. Plans call for each station to conduct its own title contest and after local prizes have been awarded, the winning titles will be forwarded to New York, where the grand prize winner will be named.

## Salute to Native Sons

An unusual salute to California youths studying at the University of Wisconsin Naval Training Station at Madison, Wis., was aired by station KPO, San Francisco. A quarter-hour transcribed show, recorded at the University of Wisconsin, was broadcast, featuring interviews with nine California students of radio communication at the training station.

The show was well-advertised over the air, so that relatives and friends would be able to listen in. Northern California boys heard on the broadcast were Bob Long, San Francisco; Stan Johnson and Bob Larson of Oakland; Harold McWherter, Visalia; and George Bess, Berkeley.

## Industry To Refute Proposed Radio Taxes

(Continued from Page 1)

Committee, now holding hearings on the tax bill, it was revealed yesterday. It was understood that Ellsworth C. Alvord, well known tax attorney, who also testified on the subject before the House Ways and Means Committee, would represent the industry association at the hearings.

It was pointed out that Haggerty's broadcasting tax proposal and his figures on industry profits, which sound like Ponzi dividends, are the same contained in his proposal to the House Committee last April, and before the Senate Finance Committee last July, which NAB was successful in killing. Haggerty heads the International Allied Printing Trades Association.

## WOR-Mutual Talent To Entertain "Canteen"

(Continued from Page 1)

shows throughout the night, consisting of talent drawn from radio, vaudeville and night clubs. The WOR-Mutual Night will not be broadcast.

## "Buy At Home" Campaign

With the blessings of the Columbus Chamber of Commerce and the Committee for the Sale of War Bonds and Stamps, WCBI, Columbus, Miss., inaugurated their new series of daily hour broadcasts entitled, "Buy at Home." The program is co-sponsored by 20 leading firms of the Columbus area who urge local residents to "Buy at Home," thereby saving tires and gas and also effecting a savings in purchases which may be diverted to buying War Bonds and Stamps. The broadcast features martial music and two announcers alternate with commercial copy and announcements from the Treasury Department. Every cooperating sponsor was presented with a large red, white and blue placard to display in his show windows carrying the message of the program idea, time of broadcast and pertinent information about the program. The broadcast was sold to cover a period of two months, July and August. The station reports this idea works fine and is a new source of revenue during the comparatively dull summer months.

## Retailer Paper

WNAX, Sioux City—Yankton, entered the publication field in July with its first monthly issue of the WNAX-tra. It is mailed to 2,500 retailers and wholesalers in the WNAX territory. It features picture and story material concerning grocers, product displays, territory representatives and radio schedules that are being carried on WNAX. The WNAX-tra is designed to keep retailers closely informed as to advertising and merchandising promotion for the WNAX trade territories.

## CBS Revamps Staff Of Western Division

(Continued from Page 1)

Other staff changes at CBS headquarters here include the addition of Andy Kelly, formerly with the Hays office and J. Stirling Getchell, Inc., to the KNX publicity staff; assignment of KNX trade relations, in addition to other publicity duties, to Peter O'Crotty; and the transfer of George Harshbarger, who has been handling CBS Pacific network trade news, to full time duties with the sales promotion department.

## 'Painted Dreams' Disks For Local Sponsorship

"Painted Dreams," program sponsored by Procter & Gamble on two Chicago outlets will be transcribed and sold to stations for local sponsorship. This is the first it is believed, that a P. & G. program has been permitted to be used for other sponsorship, in non-competing territory. Program is on NBC and Mutual in Chicago and written by Irma Phillips. Charles Michelson will handle the disk sales.

# NAB Replies Trammell On Membership Letter

(Continued from Page 1)

bership of the NAB on the whole has been loyal and there have been but few resignations. There have been some differences of opinion as to policies, but all policies of the NAB have been decided by the board only after full discussion. Many who rightfully claim under our democratic process the right to express their views seem to fail to recognize any obligation to abide by the decision of the majority. Therefore I especially appreciate the spirit behind your action as evidenced by your statement that though your views remain unchanged you feel it advisable to abide by the decision of the association. I am sure this action on your part will contribute to industry peace and co-operation, and I hope others who have disagreed with NAB policies will follow your example, certainly, at a time such as this, we need to devote all our energies to winning the war."

## Suggests Net Amendment

Miller assured Trammell he would do all in his power to "promote a strong association, truly representative of all interests."

The NAB head also suggested that Trammell propose an amendment on network representation on the board which he said the membership would "gladly consider." He also pointed out that the dues schedule for networks, which Trammell had called excessive, was based on business volume similar to the schedules for individual stations, which had been agreed to last fall as the proper method. He observed, "I was under the impression that the schedules as adopted met with your approval."

Trammell last week wrote Miller, applying for NBC membership in the NAB, but called attention to the dues which he called "unduly excessive" and also regarding lack of unity in the industry.

Letter from Miller makes it evident that NBC membership has been duly accepted.

## Ray Block in Movie Shorts

Ray Block, orchestra leader of the "Johnny Presents" program on NBC, has signed to appear in 26 short subject motion pictures for the office of the Coordinator of Inter-American Affairs.

920 CLUB  
 One of America's Greatest Local Radio Programs  
 WORL BOSTON, MASS.

## Los Angeles

By JAC WILLEN

PEARL HARBOR really got Mutual employees fightin' mad. In fact, 248 of the staffs of Mutual affiliates from coast to coast have donned Army, Navy and Marine uniforms since the first of the year, according to a recent survey. Every phase of network operation is represented in this total and they are in active duty on every continent and every sea fighting for victory.

Sara Berner played a week of personal appearances at the Orpheum Theater here recently and stopped every show. One of these days some agency is going to build a show around this comedienne and have a female "Red" Skelton on their hands.

Radio row is talking about the high rating achieved by the Meredith Willson-John Nesbitt summer series in its first three-week period on the air. First Crossley report will give it an eight plus rating.

Victor Mature, turned singer, and Rita Hayworth mounted the auction block recently to promote the sale of U. S. War Bonds and Stamps. The occasion was the Blue Network's weekly "Melodies for Uncle Sam" broadcast from the Cocoanut Grove of the Ambassador Hotel. During the Musical Sweepstakes game, featuring Freddy Martin's orchestra and Hank Weaver as master-of-ceremonies, Mature was called upon for a song, and obliged with "My Gal Sal." A dance with Miss Hayworth was auctioned off by M. C. Weaver, and went to Sailor Bill Olds. The sale of War Bonds and Stamps during the hour program totaled \$2,064.25.

The Kings' Men, top airplane quartet, recorded NBC conductor-composer Billy Mills' hit tune, "I'm in Love With the Sound Effects Man," before the national platter ban went into effect.

Despite reduced auto driving, Union Oil Company, Los Angeles, through Lord & Thomas agency, has handed NBC another renewal on "Point Sublime," domestic comedy drama by Robert L. Redd, which is on the Pacific Coast network every Wednesday night. Renewal will take "Point Sublime" well beyond the year-and-a-half mark on the air for Union Oil.

James R. Fouch, president and general manager of Universal Microphone Company, planned to Wright Field, Dayton, Ohio, this week to confer with army officials on microphone production.

## WMCA War-Bond Concert

WMCA, New York, will present on Thursday, August 13, a War Bond Concert featuring the New York City Symphony with Don Voorhees as guest conductor and Winifred Heidt, Metropolitan Opera mezzo-soprano as soloist. Program is presented by Mayor LaGuardia and the music division of the New York City WPA Services Section in cooperation with WMCA. Ex-Mayor James Walker will make the war bond appeal for the Treasury Department.

# MAIN STREET

## OL' SCOOPS DAILY

## Reporter At Large . . .!

• • • Two airplane companies (Lockheed and Northrup) may be radio's newest time users. . . "What's My Name" being considered by Hyde Park beer for St. Louis market. . . Ed Murrow, heard from London with the news, is heading for a visit with American doughboys in Ireland so he can report to the home folks about what goes on. . . Harry W. Flannery, CBS newscaster, meeting with naval cable and radio censors from 11 western states in Los Angeles Aug. 17th for a round-table discussion on censorship problems. . . Neil O'Malley, of "Joyce Jordan," getting a commission in the marines. . . Watch for an early announcement on the "O'Neills". . . According to the latest dope, Glenn Miller is set with Chesterfield at least 'til the first of the year. . . Alec Woolcott has shed some 90 lbs. as a result of his recent illness. . . Radiokays: To Red Skelton for going out to the lesser known army camps (without publicity or fanfare) and putting on hour shows for the guys who are off the beaten track. The other week he put on a whole show for eight guys in an isolated post!.

★ ★ ★

• • • If we were a sponsor looking for a show we would look into the matter of Shirley Temple's "Junior Miss," which is going off after 26 weeks for the usual reason—priorities. Granted that Shirley started off weak in the opening sessions. It was a brand new medium for her—and grand trouper that she is, she came through with complete freedom and ease of manner. Here's why we think it would be a smart buy: First of all, "Junior Miss" is a click N. Y. show. Out of 94 air shows rated in the Hooper survey, "Junior Miss" is ahead of 64, many of them being far more costly. While most of the shows slumped in the latest Crossleys, this one tilted twice. Last, but not least, four road companies will be out on "Junior Miss" in the fall which should hypo the air series plenty.

★ ★ ★

• • • "As director of the WJZ-Blue war bond campaign," writes Charles (Bud) Barry, "I have been giving the entire problem a great deal of thought and when I read your column on the subject, I realized that you had crystallized the problem facing not only WJZ, but the entire industry. The reason I am writing this note is that I am confident that radio IS THE GREATEST SELLING FORCE IN THE WORLD and also because I want you to know that we are already beating the drums ready to lead to the way in the greatest bond sales period in the history of the entire national campaign. Here is proof of what one station and one network are going to do to put over this drive. I give you the WJZ-Blue five point plan of operations in answer to your five reasons 'why stations should leap at the chance to sell war bonds.'

"(1) Daily on-the-spot broadcasts currently under way from the WJZ-Blue Victory Bond Wagon, a horse-drawn buggy which covers the streets of N. Y., or from the stand in the lobby of the RCA Bldg. Plans are under consideration for staging the broadcasts from Rockefeller Plaza instead of the lobby.

"(2) On-the-spot broadcasts from rallies in various boroughs and counties organized in conjunction with business associations. These will be staged along the lines of the rally which N. Y. retailers put on in front of the Public Library last week.

"(3) A penny-postcard drive which will receive more promotion on it air than any other phase of the campaign. The listener will write a nice sentence, 'I want to buy a \$..... bond,' and gives name & address. We will do the rest.

"(4) Telepledge campaign (secret stuff) details of which will be announced later.

"(5) Special features including stunts designed to capture the imagination and open the pockets of the public.

"With this local campaign under way, we will then move into the network effort. I hope that 'the brethren' will give us a race for the bonds!"

## Chicago

By FRANK BURKE

NEVA PATTERSON, famed "blue-ballad" singer and sultry-voiced star of Chicago "nite-spots," joined the WBBM staff this week as regular vocalist on "Victory Matinee. She will appear as feature singer on the broadcast, airing her full-throated swing with the Melody Weavers and Troubadors, Mondays through Fridays, 3:15 to 3:30 p.m., CWT.

A proclamation of gratitude from the United States Navy Recruiting Station in Chicago has been awarded to WGN for "meritorious services" in the interests of Navy recruiting during Chicago's Navy month, June, 1942. The proclamation was signed by Lieutenant David N. Goldenson, officer in charge of the Chicago recruiting center. This marks WGN's second official expression of thanks and appreciation from the Navy for the station's support of Navy month. In helping to promote the Navy campaign WGN presented two special Navy features, "Johnny Goes Aboard" a dramatic program tracing the training of a Navy recruit, and "Blue jackets at Work," on the scene reported from various Navy stations of the Ninth Naval District. The first expression of gratitude from the Navy was received from Rear Admiral J. Downes, commandant of the Ninth Naval District and commanding officer of the Great Lakes Naval Training Station.

More than 75 visiting members of the 5th annual convention of the Affiliated Teachers of the Sherm Music School will be guests of WGN tomorrow to attend the broadcast "America Loves a Melody" from 9 p.m., CWT. The group will be a concert program featuring Marie Claire, soprano, and tenor At Baggio. The convention of Sherwood teachers will run from August 3 to 15 during which time visiting members will also attend Chicagoand Music Festival. Max Schroeder, WGN staff artist, is making plans for the convention.

## Going to NEW YORK

Stay "Where Radio City Meets Times Square"

Friendly atmosphere—spacious, cheerful rooms make you feel at home away from home!

600 ROOMS, each with radio and bath, from \$2.50

Reasonable All-expense Tours. Write for details.

HOTEL VICTORIAN

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK  
RONALD A. BAKER, Manager

## QUEST-ING

MS GLEASON and RUSSEL  
E, on "Information Please"  
today (NBC, 8:30 p.m.).

IA GRAY, on "Those Good Old  
program, today (Blue, 8:30

TROTT, on "Thus We Live"  
today (CBS, 9:45 a.m.).

COWL, on "Armstrong's  
of Today" program, tomorrow  
noon).

OY MAGRUDER, on "Garden  
ogram, tomorrow (CBS, 9:30

LYDE WILLIAMS, on "Ad-  
ve in Science" program, to-  
(CBS, 1:30 p.m.).

SAMMIS and CHARLIE  
F, on "Double or Nothing"  
today (MBS, 9:30 p.m.).

IE MACK, on Bill Stern's  
ewsreel" program, tomorrow  
p.m.).

MEL GRAFTON, ALFRED M.  
M, FELIX MORLEY and  
I. BIRKHEAD, on "People's"  
program, tomorrow (CBS,  
p.m.).

ANA STOSKA, on "The Family  
program, Sunday (CBS, 5

R SHRINER, CAROL BRUCE,  
OXFORDS, WILLIE HOW-  
ed SIDNEY FIELDS, on "Star  
Theater" program, Sunday  
p.m.).

HIGGINS, secretary to Paul  
cutt, on "Womanpower" pro-  
gram, Sunday (CBS, 12:15 p.m.).

IE HOWARD, BEATRICE  
NOEL COWARD and DIANA  
YRD, on "Britain to America"  
Sunday (NBC, 5:30 p.m.).

NY McCORD and ROBERT  
ER, on St. Louis Municipal Op-  
gram, Sunday (CBS, 2:30

ANA EUSTIS and LEONORA  
L, on "Radio City Music Hall  
Air" program, Sunday (Blue,  
n.).

## Comedy Show on CBS

Comedy program starring Fred  
scheduled for its debut on  
Friday, August 14 at 8-8:30  
T. In addition to Brady, the  
which originates in Chi-  
feature Gale Robbins and  
own, vocalists; Les Paul, elec-  
guitarist; and Caesar Petrillo and  
orchestra. Franklyn MacCor-  
as received the announcing  
ment and show is produced by  
Michel.

## NEW PROGRAMS—IDEAS

## "North Jersey Reports"

Inaugurating its campaign to sell war bonds directly as an agent of the U. S. Treasury, WPAT, Paterson, N. J., started a new program, "North Jersey Reports," last week. The show, to be heard daily Monday through Saturday and handled by Steve Ellis, was planned with the cooperation of the State War Savings Staff and features daily reports on sales of bonds in 10 North Jersey counties. Interviews with famous personalities, industrialists, bankers and local and state officials are a frequent attraction of the program. For outstanding work in pushing bond sales, various industrial firms and individuals will be sauted over "North Jersey reports."

## Digs And Plugs

Gene Moser staff announcer and writer for KSAL in Salina, Kansas is now regularly dishing out dirt and verbal roses each Wednesday evening. On this new program the "Postman's whistle," Moser reads selections from letters received during the past week. The listening audience is invited to send in their criticism, good or bad, of anything and everything heard over the station. To date Moser has received letters with comments on programs varying from "it stinks," to "I think it is the best I have ever heard." The "Postman's Whistle" is a sustaining program with the sole purpose of discovering the attitude of the public toward different programs on the station.

## Gen. Motors Spot Program Under Way In 20 Cities

Detroit—New General Motors radio show "Victory is our Business," in which will be re-enacted true-life experiences of General Motors men and women engaged on the fighting and production fronts, went on the air for the first time this week in more than 20 cities throughout the country in which many war production plants of the Corporation are located. To enable workers on all shifts to hear the program, the 15-minute show will be aired twice one day each week in most cities, but in larger G. M. centers of war production it will be broadcast as many as four times in a single day.

## Live and Record Show

Employing a unique technique, "Victory is Our Business" will utilize transcriptions in conjunction with appearances of workers from General Motors plants in each city where the program is heard. On the program, workers will hear of achievements of employes in other G. M. plants throughout the country, together with re-enactments of adventures which former G. M. employes, now in the armed forces, are experiencing on the fighting fronts.

Although the program will have particular appeal to General Motors

## Aiding New Citizens

To aid in combating rackets practiced on aliens seeking American citizenship, WHOM, Jersey City, N. J., is instituting a new series of exposes of such methods at least twice weekly on the station's "School of the Air" series. Programs, which are in English, are designed to aid the foreign born to become better Americans, and are exploited through spots during foreign language periods on the outlet. Care is being taken to emphasize that in certain cases of a more complex nature, services of reputable legal representatives may be required.

Basic idea, though, is to impress upon those who might be duped, the fact that unscrupulous persons are charging \$30.00 and upwards for citizenship services which can even more simply be handled by government and legal agencies specifically set up for the purpose and with no extra charge.

## "Refreshing Melodies"

"Refreshing Melodies" is the title of a new series of quarter-hour programs aired over KMAC, San Antonio, and sponsored by the San Antonio Music Co. each Wednesday. Programs present the Musical Cavaliers conducted by Jack Conrad, featuring Joe O'Conner, clarinet and violin; Lee Kohlenberg, trumpet and violin; Bob Marvel at the piano and Marcus Morals, bass. Melodies of yesterday and today blended in a pattern to keep the mind off of the heavy duties of work-a-day life are aired.

## 'Language' Control Heads To Confer In Washington

Subsequent to third meeting, which was held yesterday morning, between representatives of Foreign Language Radio Wartime Control Committee and Loyal Americans of German Descent in efforts to centralize control over questionable activities of foreign language broadcasters on domestic stations, it was learned that Arthur Simon, chairman, and Joseph Lang, public relations director, respectively of FLRWCC, were to be in Washington today to seek conferences with Elmer Davis, OWI chief; FCC Chairman James L. Fly, and Lee Falk of the OWI's radio section.

Another meeting of FLRWCC and Loyal Americans group is scheduled for Monday in New York.

people, it is expected to attract a wide general audience since it will afford behind-the-scenes, human-interest happenings to workers in the more than 90 General Motors war production plants throughout the country. Music and authentic reports on war production will be part of each week's show. Facts for the "Victory is Our Business" program are being gathered by special reporters assigned to General Motors plants.

## TO THE COLORS!

TED ARNOLD, publicity director and announcer of WSAZ, Huntington, W. Va., was inducted into the service of Uncle Sam in the latter part of July. Arnold had been with WSAZ and the West Virginia Network for the past three years.

—VVV—

ROBERT S. ALLEN, of the Washington correspondents team of Allen and Drew Pearson arrived in San Antonio, Texas last week for active army duty. Major Allen will serve as assistant public relations officer at Third Army Headquarters.

—VVV—

HUGH GAGOS, former news editor at KQW, San Francisco, and more recently editor of the United Press radio wire on the West Coast, has received a commission as a Lieutenant in the U. S. Army.

—VVV—

JACK KINZEL, chief announcer of KIRO, Seattle, has been called to active duty as Ensign in the U. S. Naval Reserve. He is the third of the station's staff to be called to the armed forces, the others being Phil Riley, salesman, and Carroll Foster, announcer.

—VVV—

D. A. KAHN, secretary and treasurer of KFDM, Beaumont, Texas, has been commissioned as a First Lieutenant and is now stationed at Officers' Training School at Miami Beach, Fla. He will be assigned to MacDill Field, Tampa, Fla., for permanent duty following his training period.

—VVV—

ANDY GUNNING of the guest relations staff of KOA, Denver, has joined the U. S. Navy.

—VVV—

EDWARD C. KOONTZ, program director of KVOO, Tulsa, Okla., has joined the Marines. He expects to become a member of the candidates class in Quantico, Va.

## Harry Keller in New Post

Harry Keller, former publicity director of the Colgate-Palmolive-Peet Company, is now co-ordinator of public relations for Dogs for Defense, Inc., the volunteer organization of dog owners, breeders and trainers that is recruiting and training thousands of sentry and guard dogs for the United States Army.

## Wedding Bells

Marriage of Paul Fogarty, veteran WGN producer, to Elizabeth Sackley Davis of Chicago was solemnized at St. Rita's Church last Sunday.

## WANTED TO BUY SOUTHERN STATION

in town of 30,000 or more population.  
Cash. Replies confidential. Write Box  
556, Radio Daily, 1501 Broadway, New  
York City.

## NEW BUSINESS

**KFEL, Denver:** Checker Cab Co. of Denver, 40 spot anns., direct; Denham Theater of Denver, 300 spot anns. for one year, direct; "Pig 'n' Whistle," Denver, 2 spots a week to cover year's period, direct; Beneficial Casualty Company, thru John Blair, sponsorship of the Press Association's five-minute daily telescript, "Behind The News," Monday thru Saturday; Max Cook Sports Company, renewal of daily newscasts seven days a week, thru Ted Levy Agency, Denver; Denver and Rio Grande Western Railroad, thru C. F. Cusack, 52 spots per year; Frumess Jewelry Store, renewal of daily newscasts for a year, thru the Robertson Advertising Agency; Leiske Bible Temple, three programs (15 minutes) a week and one spot for 20 weeks, thru the G. C. Hoskin Associates, Chicago; Public Service Company of Colorado, renewal of its twice weekly 15-minute program for an additional 13 weeks, direct; National Biscuit Company ("Shreddies"), thru the John Blair Agency, 10 anns. a week for 13 weeks.

**KPO, San Francisco:** Loma Linda Foods (Ruskets), "International Kitchen" participation, through Gerth Pacific Adv. Agcy.; Curtis Publishing Co. (magazines), anns, through BBD&O; American Cig. & Cig. Co. (Pall Malls), anns, through Ruthrauff & Ryan; Progressive Optical System, Inc. (opticians), anns, through W. L. Gleeson Agcy.; Readers' Digest (magazines), anns, through BBD&O; Roller Derby (entertainment), anns; Chemicals, Inc. (Vano), anns, through Botsford, Constantine & Gardner; Wm. H. Wise Co. (Photography Book), "Musical Clock" participations, through Northwest Radio Adv.; H. B. Sherman Mfg. Co. (hose nozzles), anns, through Wilson Bar-Agcy.; Ice Follies of 1942 (entertainment), anns, through Allied Adv. Agcies; Universal Pictures (films), anns, through J. Walter Thompson; Safeway Stores, Inc. (beer), "Hit of the Week," through J. Walter Thompson.

### Adler Shoes In WJZ

Adler Shoes will expand its radio advertising budget on Sept. 1 with the addition of WJZ, to its spot radio schedule. Adler will participate three days weekly for 13 weeks in "Breakfast in Bedlam," featuring Ed East and Polly, aired from 7 to 7:45 a.m., EWT, on WJZ. Consolidated Advertising Agency, New York, handles the account.

### Lorrain to Lincoln Music

Sid Lorrain has bought into the Lincoln Music Corp., and will become associated with the music publishing firm in an active capacity, according to an announcement by Abner Silver, who heads the firm. Lorrain has been connected with Southern Music as their general manager for the past year. Professional manager of the Lincoln Music Corp. is Phil Kornheiser.

## WORDS AND MUSIC

By SID WEISS

**OUR TOWN:** Former agency exec, Major Louis W. Bleser, has penned a march called "Sempre Vigilante"... Mandell Kramer, usually cast as a mugg, is landing juvenile and lead roles these days.... Ann Thomas rushing between "Manhattan-at-Midnite," "Maudie's Diary" and Ted Steele's show these warm days. Incidentally, Ann's still collecting old records for the army and navy lads. Just send 'em along to Ann in care of Radio Registry.... Alvino Rey giving Eddie Lambert's new tune, "Pal of Mine" a big play on the air.... Irving Strouse has finished librettos for two musicals, "Pink Tights" (American adaptation of Oscar Wilde's "Importance of Being Earnest") with Geo. Rilling, and "Barnum," an American operetta with Josef Cherniavsky.

**PERSONALITY PARAGRAPHS:** Johannes Steel, whose monumental half-a-million word inside history of the war entitled, "Men of War," will be published in September, is one of the busiest men in radio today. Apart from seven 15-minute commentaries a week over WMCA where he rates a larger audience than some of the network lads, he also participates in "Quizzing the War," broadcasts shortwaved regularly in Spanish, German as well as over the BBC in English. He has booked 75 lecture appearances for the 1942-43 season and has developed one of the most loyal radio audiences in his field. Liberal and hard-hitting, his fans' devotion is amply proven by consistent mail. A governor of the Overseas Press Club, member of the Town Hall Club, the Circumnavigators Club, Association of Radio News Analysts and the American Academy of Political and Social Science, he predicted Japan's attack on this country as early as 1934 in his book, "The Second World War." Former foreign editor of the N.Y. "Post" and last year special war correspondent for "Liberty" mag. in England, he is attracting increasing attention in Washington as an important leader of American liberal thought.

**TICKER TAPE:** Walter O'Keefe will be handed a testimonial in his honor on the 16th by the Notre Dame Club of N.Y.... Milt Herth back on the airplanes from Dempsey's B'way spot.... D'Artega has written a new song called "In the Blue of Evening" which Tommy Dorsey has recorded for Victor.... Joan Brooks has been selected by Paul Lavalle for his "Stairway to the Stars" show.... Deep River Boys' recording of "By the Light of the Silvery Moon" with Fats Waller and his orchestra, getting a big play in the juke-boxes.... Victory Twins devoting most of their spare time to War Bond sales.... It's a boy at the Nat (Irving Berlin) Debins.... Morgan Farley going in the army shortly.

"Dear Sid," writes Charlie Michelson. "We are contemplating bringing out a new release of sound effect records in the near future. Before going ahead and getting up a group of new effects, we would like to get some expression from users of sound effect records as to what they would have the greatest need for. Any cooperation that you can render in this connection will be greatly appreciated."

Cab Calloway and Corp. Joe Louis collabing on a patriotic song via long distance 'phone.... Mae King, Chinese linguist, is conducting a course in Chinese elocution, for Mutual radio announcers and commentators at Ruby Foo's.... Marquee on 42nd St.: "The Lady Is Willing" and "All Through the Night".... "Mother Kelly's" out-rivalling the 18 Club for zany floor entertainment—with Cully Richards coming in for special notice.... The Office of Defense Transportation has adopted the song, "My Ten-Ton Baby and Me," from the pen of Meredith Willson.... Gals in Radio City might like to know that NBC Hollywood femme employees, as a patriotic gesture, are going stockingless and are investing the coin saved in war stamps.

## PROGRAM REVIEWS

### "The Commandos"

Combination of all the thrills the past fail by far to surpass this sustaining adventure series on WABE CBS Saturday nights, 8:30-8:55 p.m. EWT. since it carries a convincing note and in the realm of possibility. This is not supposed to be a true story proposition since it would obviously tangle up with military censorship. Characters are designed to attract listeners everywhere, some of them being the redoubtable "Commandos" whom the prospective and graduated Commandos greatly respect; another is an American from the Southwest, others are from various parts of the British Empire.

First program revealed some of training tactics and type of soldiers needed for the job. This included a fast move by foot some thirty miles capture of a boat on the shore desert home-guards, who are to be avenged and then to await further orders. In this case the group that is subsequently to be used in the next get their first harrowing experience as a mine is sighted which broke its mooring and narrowly missed sailing craft. Two of the men volunteer to swim out and hold on to the mine while it floated until rest of men could return following course with a speed boat, and bring the Mine finally heads for a reef and boys let go.

Real business on the action second program, heard last Saturday when an actual raid on French towns is part of the routine with detail quietly working its way through a village where the Gestapo has custody a downed British ace. rescue proceeds logically and out to be a thriller-diller drama. Looks like a highly desirably commercial show to this reviewer.

### New Weekly CBC Series To Dramatize the A

Montreal—A weekly radio dramatizing the history of Canadian military services has been arranged by CBC under the title of "The War," the Defense Department announces. First of the eight casts will be heard next Sunday on the CBC's national network at 8 p.m. EWT. Services dramatizing the series include the Tank Corps, Royal Canadian Artillery, the Infantry and the Ordnance Corps. The broadcasts were written by officers in the Army Public Relations Branch who formerly was broadcasting field in Vancouver writes under the name of Alan Sloan.

### WHYN Appoints Engineer

Holyoke, Mass.—Alban J. Lewski, for five years radio operator in the merchant marine, has been appointed engineer of WHYN city. He was on a tanker which was torpedoed and sunk last March.

**WHAT DO YOU  
WANT TO KNOW  
ABOUT**

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**STATION  
REPRESENTATIVES?**

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A COMPLETE LIST OF  
STATION REPRESENTATIVES  
AND THE STATIONS THEY  
REPRESENT, OFFICE  
LOCATIONS AND  
PERSONNEL, ETC., IS  
CONTAINED AS

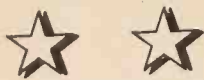
ONE OF 1001  
SUBJECTS COVERED  
IN THE

**RADIO ANNUAL  
FOR 1942**



*Your check for \$10 will bring you the 1025 page Radio Annual plus the next 260 issues of Radio Daily*

# Coast-to-Coast



**DUKE McLEOD** has been appointed program director and assistant manager of CJKL, Kirkland Lake, Ont. . . . Other personnel changes at CJKL includes the addition of Alex Gasson, who replaces El Jones on the sales staff, and the appointment of Billie McLeod as traffic manager. Jones resigned in order to take up duties as a salesman at CHEX, Peterborough on August 17.

**Wilfred Davis**, new owner of KYA, San Francisco, has taken for his news service the 24-hour special AP radio wire from Press Association, Inc. The 5,000-watt station was purchased recently by the Palo Alto Radio Station, Inc., from Hearst Radio, Inc.

**Bob Drexler**, chief announcer of WSAZ, Huntington, W. Va., is vacationing in Chicago and St. Louis before settling down to solve the problem of how to get his degree from Marshall College and shoulder a gun at the same time.

**Rosemary Stanger**, who has been receptionist at WOWO-WGL, Fort Wayne, for the past six years, has resigned effective August 1st. Her duties are being taken over by **Mary Stone**, former secretary to the music librarian.

**Nettie Paddock** who has served as the head of auditing department of WTOL, Toledo, since the station took the air in February, 1938, is once again hard at work, after fully recovering from a severe bit of surgery, which hospitalized her for three weeks earlier this summer. "Paddy," as she is familiarly known to fellow employes, is still trying to thank everyone who remembered her with flowers and other tokens of cheer during her hospitalization.

**WABY**, Albany, N. Y., has entered the Saratoga market energetically for the five weeks' racing season, selling local night spots and business firms. Station, which has a direct wire at the Saratoga track, has sent **Bill Winnie**, announcer and **Harry Hultz**, engineer, to live in Saratoga for the season to originate Spa programs. The two handled the initiation of Mutual's daily racing from the track by **Bryan Field**. Sales Manager **Harry Goldman** has sold a 15 minute night period to **Riley's Lake House**, where **Joe Nolan** travels nightly to do a summary of the day's racing results from 11:15 to 11:30 p.m. From 12:15 to 12:30 a.m., **Helen Doherty** reviews fashions for **Arrowhead Cuisine**. **Miss Doherty** is also heard a half hour each morning on local cooperatively sponsored shows originating from Saratoga during the racing season.

**Irene Wicker**, Singing Story Lady of Radio, was a guest lecturer at New York University's Summer Radio Workshop this week and discussed the Effect Of The War on Children's Radio Programs. **Miss Wicker**, who has received more than ten awards for her work in the field of juvenile entertainment, and has entertained more than 25,000,000 children in the past ten years via the air waves, is well equipped to discuss radio programs for children. As her contribution to Civilian Defense, she is holding classes at settlement houses, teaching the technique of story dramatization in order to prevent fright psychosis among children during air raid alerts and blackout drills.

Four "Victory Bond Wagon" shows on **WPAT**, Paterson, N. J., resulted in the outright sale of \$166,800 in war bonds and the signing of 25 firms in the payroll savings plan. . . . "Cavalcade of Poetry," an interpretative poetry program is now being aired on **WPAT** by **Jewel Mandy**. Series is aired on Sunday afternoons.

Recent addition of the program "Uncle Sam Presents" on **NBC** brings the total of network originations of the West Coast Army Air Forces Training Center in Santa Ana, Calif., to three. Others are "Soldiers With Wings" on **CBS** and "Wings Over the West Coast" on **Mutual-Don Lee**. All are directed, produced, written and cast by the public relations section under Lieutenant Colonel **James H. Higgs**, former St. Louis station owner.

Following their successful radio series on the recent Metropolitan Collegiate Baseball Conference, **Arnold Cohan** and **Ed McDougal** have inaugurated over **WNYC**, New York a Thursday early evening series on sports in the New York area. Program is called "One Sport to Another" and idea is to plug local athletic events that can be reached by the City's transit systems.

**Dick Jurgens** and band made their initial appearance in the East when they opened at the Meadowbrook, Cedar Grove, N. J., for a four-week engagement. **Jurgens**, writer of such song hits as "One Dozen Roses," "Elmer's Tune," and others, feature a sweet, full-bodied style of music that has made him one of the nation-wide favorites. Featured vocalists in the band are **Harry Cool** and **Buddy Moreno**. The band will broadcast several times weekly via **WOR** and **WABC**, as well as on local stations.

**WPDQ**, new station in Jacksonville, Fla., will go on the air about September 1, according to **James R. Stockton**, president, who estimates that more than \$100,000 will be spent on the outlet. **WPDQ** will operate full-time on 1270 kc. with a power of 5,000 watts. Towers and transmitting equipment have been installed 7 miles west of the city and tests are under way. Studios will be in the **Gulf Life Building** and will be completed by mid-August. Station will use a special 24-hour AP radio wire. Staff members already chosen are **Robert R. Feagin**, formerly manager of **WBML** and **WTOC**, **Macon** and **Savannah** respectively, general manager; **James R. Donovan**, chief engineer; **Marjorie Willis**, women's director.

**WHIT**, New Berne, N. C., is currently running 109 sponsored UP newscast and features. Station recently started using illustrated current news pictures to promote the UP shows. . . . Cancellation of 12 weekly quarter-hour programs by **Joseph Schlitz Brewing Co.** because of curtailed production brought about the shortage of crowns was quickly handled by **WHIT** commercial manager, **J. Allen Brown**. Faced with a problem of replacing the largest user of news on the outlet, **Brown** sold a local dry cleaner and a local department store the cancelled 12 spots in less than 4 days.

**KXEL**, Waterloo, Ia., makes claim to having one of the youngest news editors employed at a 50 kw. station. He is **Cliff Hendrix**, who, although only twenty-five years of age, is a veteran of several years experience in radio news work.

**Birney Imes, Jr.**, owner of **WCBI**, Columbus, Miss., has been promoted from the rank of First Lieutenant to Captain in the U. S. Army Air Corps. He is stationed at **Brooks Field**, San Antonio, Texas, where he is an instructor in aerial observation. . . . **WCBI**, with an eye to the future, has rounded up all available "hams" in the area and placed them in temporary training under **Maxell Williams**, chief engineer. Idea is for the trainees to take exams for regular operator's license so that they will be available as emergency operators.

**WRVA**, Richmond, boasts 13 stations on its service flag to date, but add a 14th in August. **WRVA** is one of the first radio stations to have one of its girls to war. **Emily Trivillian**, of the reception office, has been sworn in as a member of the **WAA** and will report for officer training at **Des Moines**, on August 24. **Emily** was sworn in at the conclusion of a special broadcast over the station with **Captain Hugh Thompson** of the **Richmond Recruiting office** doing the honors.

**Milton Shrednik** and the **KO** string ensemble are heard on a 1-hour weekly program from **Fitzsimons General Hospital** over **KO** Denver. The musical program is sent every Thursday evening for the entertainment of the mentioned at the service hospital in Denver. **Gil Verba** is emceeding program was requested by **Commander General Omar Quade**. . . . Two "voice" windows have been added to lobby display of **KOA** in Denver. windows replaced others that pay a commercial account and a singing show. One of the new windows features the names of the **100** employees now in the service and other plugs "Who's In The News" sustaining feature of the station.

**E. E. Hill**, managing director of **WTAG**, Worcester, has returned to his desk after a two-week vacation in Gloucester, Mass. . . . **Newell** member at **WTAG** is **Stanley Hurst**, control room engineer. **Hurst**, who comes to the station from **WMEX**, Boston, is a graduate of **North Institute**, Boston, and the **Sachusetts Radio School**. . . . **Officer** the newly-organized **WTAG** team are program-production manager **William T. Cavanagh**, club manager; news editor **Phil** coach, and announcer **Phil** captain.

**Johnny Ryan**, formerly with **Hot Springs**, has joined the announcers' staff of **KVOO**, Tulsa so has **Dick Tripp**, who was a man at **WHB**. . . . **Sam Sch** **KVOO** farm editor, address **Tulsa Lions Club** on the "Freedom" program recently. **Dennis**, **KVOO** sales promotion manager, was "Lion of the Day" introduced **Schneider**.

## WSAI Renews Dept.

**Cincinnati**—**Rita Hackett's** "On Vogue And Value" series, sponsored by **Alms & Doepke**, department store in this city, has renewed its ninth 13-week period over **W** which has had a longer continuous sponsorship in **Cincinnati** than other department store series, daily except Sundays on a 1-hour morning spot.

## BIRTHDAYS

### August 7

**Torrence E. Danley** Orm Downes  
**Kathleen Fitz** W. C. Gartland  
**Al Goodman** Hildred Price

### August 8

**Charles Boyer** Bill Connor  
**Ross Graham** Gail Henshaw  
**Red Ingle** Michael E. Kent  
**Nino Martini** J. Mattfield  
**Edna O'Dell** Robert L. Simpson  
**William Elmo Tanner** Otis Wright  
**Victor Young**

### August 9

**Susanne Helene Field**  
**Danlei S. Samuels** Charlie Speer  
**W. A. Wilson**



# VPB Equipment Groups

## Season Campaign for NBC Star Parade

Recorded previews of stars scheduled to return to the network following their summer hiatus, will be the theme of NBC's novel promotional campaign starting early in September, activated locally through the network's affiliates and similar to the movie trailer idea of shows to be shown. An intensive series of tieups will accompany the "Fall Parade of Stars" including newspaper cooperation, car cards, window displays, radio organizations and community work.

(Continued on Page 7)

## Radio Educational Org. Seeks Data On Petrillo

The Association for Education in Broadcasting, fearing that the AFM recorders and radio bans might interfere with all educational programs, has written Neville Miller, president of the NAB, asking for definite contractual relations between the association and the broadcasters. Elizabeth Goudy, secretary of the association, admits her inquiries are "preliminary questions," but indicates the motive behind the inquiry is to get the facts.

(Continued on Page 2)

## Mutual Affiliates Bring Network To 208

The Mutual Broadcasting System is bringing its network total of affiliates to 208, September 1 when it adds 10 more stations to its ranks. The new stations will be WGOV, Valdosta, Ga., 450 k.c., with 250 watts, full time; WSAP, Portsmouth, Va., and WJZ, Elizabeth City, N. C. Affiliates will be announced later.

(Continued on Page 5)

## Weather Suggestions

Agency executives, whose curiosity was aroused by a letter from Norman McKay of WQAM promising a quantity of "Vitamin PL" for building morale in warm weather, are drowning their curiosity in their respective thirst-quenchers. Following receipt of a carton of Vitamin PL, McKay supplied a recipe book for use with "morale builders," other than tea.

### Typo Mebbe

Philadelphia—Lew Rogers, WIBG announcer's full name is Lewis Darlington Rogers. Last week an alleged "friend" of his in Massachusetts caused some raised eyebrows in the Postal Department by sending him a letter addressed thusly: Lewd Rogers.

## 'Language' Problems Discussed In Capital

Washington Bureau, RADIO DAILY  
 Washington—In a round of conferences Friday with FCC Chairman James L. Fly, OWI director Elmer Davis, Radio Censorship Director J. Harold Ryan and others, Arthur Simon and Joseph Lang of the Foreign Language Radio Wartime Control Committee reviewed the work of the group and reached agreement of new procedure to eliminate questionable practices in the foreign language radio field.

The government officials were informed that the committee was keeping a close watch on the situation.

(Continued on Page 7)

## Moves Against RCA Et Al On 'Monopoly' Grounds

Washington Bureau, RADIO DAILY  
 Washington—Charging monopoly "covering the whole radio field, including television and frequency modulation," Assistant Attorney General Thurman Arnold petitioned Federal Judge Albert B. Maris in Philadelphia on Friday to vacate a plea of guilty by RCA and other companies.

(Continued on Page 5)

## WPB Advisory Committee Sets Personnel To Administer All Replacements; Standardization Stressed

### New Disk Trade Assn. States AFM Attitude

The Association of Recording Studios Inc., new trade organization among disk studios, went on record over the week-end, criticizing the ban established by the AFM against recordings and transcriptions. Stand was taken at a lengthy and live luncheon meeting at the Hotel Edison, Friday. Hazard Reeves, of the Reeves Sound Company, was the main speaker.

(Continued on Page 3)

### FTC Cites Tob. Firms On Cigaret Advertising

Washington—Complaints alleging that false and misleading representations concerning their products in radio, newspaper and other advertising media have been issued by the Federal Trade Commission against Philip Morris & Co., Ltd., and the R. J. Reynolds Tobacco Co. Products of the companies were cited.

(Continued on Page 3)

### Big Brewery Contract Sets 6-Hours Wk. On KYW

Philadelphia—Largest contract ever signed here for a local show is the deal signed by KYW and the Adam Scheidt Brewing Company of Philadelphia.

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
 Washington—Naming of industry leaders to four separate task panels for the purpose of standardizing, simplifying and conserving essential materials was announced on Friday by the War Production Board. The panels named were as follows: radio replacement parts; transmitter vacuum tubes; transmitter manufacturers' advisory committee; and receiver vacuum tubes. First named panel was broken down into the various component parts and the industry advisory committee.

(Continued on Page 5)

## OWI's Radio Bureau Realigns Personnel

Washington Bureau, RADIO DAILY  
 Washington—Appointment of Nat Wolff as deputy chief of OWI's Radio Bureau, and of George Zachary as chief of the new production division were announced this week end by the Radio Bureau, Office of War Information. Wolff, who acted as liaison officer for the bureau when it was first organized, will continue in that position.

(Continued on Page 3)

## WOR Sees New Biz Trend Continuing Into August

Three new orders and three extensions of current contracts at WOR for the first week of August were viewed by the station as a continuation of the upward trend in business inaugurated last week.

(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### ... AFM Suit Delayed

By BOB LITZBERG

UNEXPECTED postponement of the government anti-trust suit until September 16, made last Thursday, was looked upon by interested parties as working unwarranted hardships on the industry as a whole. Government's delay in the action was explained by the fact that the additional time was needed in order that Thurman Arnold, in charge of the Department of Justice's anti-trust division, could be in attendance at the hearings. Postponement followed a series of actions

on several sides, following the beginning of the ban, which started on August 1: early in the week, James C. Petrillo, AFM president, left the way open for negotiation by maintaining that he would withdraw the ban, if the use of recordings and transcriptions on radio stations and in juke boxes could be controlled and that a solution to the problem was attainable if the recording companies would come "to talk to us"; this

(Continued on Page 2)

## Bond Booth

Fort Wayne, Ind.—WOWO-WGL, to overcome the acute parking problem which might otherwise interfere with its sale of bonds and stamps, has set up a curb-service booth just outside its building. Customers do not have to get out of their cars to make the purchases. As an added attraction, stations' talent appears at the booth.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(August 7)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	117 1/2	116 5/8	116 5/8	— 1/8
CBS A. C.	12 1/2	12 1/8	12 1/8	— 1/8
Gen. Electric	26 1/2	26 1/4	26 3/8	+ 1/8
RCA Common	3 1/4	3 1/4	3 1/4	—
RCA First Pfd.	54 1/2	54 1/2	54 1/2	— 1/8
Westinghouse	67 1/4	66	66	— 1/8
Zenith Radio	14 1/8	14	14 1/8	+ 3/8
OVER THE COUNTER				Bid
	Asked			
Farnsworth Tel. & Rad.	2 1/8	2 1/8		
Stromberg-Carlson	5 5/8	6		
WCAO (Baltimore)	16	19		
WJR (Detroit)	19	22		

## WOR Sees New Biz Trend Continuing Into August

(Continued from Page 1)

ated during last month, its best July ever.

The new business included Quaker Chemical Products Corporation for Hygienized Process, participating sponsorship on "Peggye Prefers." P. W. Minor & Son Inc., for a series of recorded one-minute announcements on "Rambling With Gambling," for Treadeasy shoes, starting August 18, for eleven weeks, through Stewart, Hanford & Casler; and Ludens Mentholated Cough Drops, for a series of five night time station break announcements weekly, beginning September 7, for 26 weeks, through J. M. Mathes Inc.

Renewals included Bond Stores Inc. on "John Gambling's Musical Clock," for 52 weeks after September 14 expiration of current contract, through Neff-Rogow Inc.; Joseph Martinson & Company for Martinson's Coffee on Frank Singiser's Transradio News periods Sundays, effective August 30 for 52 weeks, also through Neff-Rogow; and Wilbert Products Co. Inc. for Wilbert's Floor Wax and Shoe Cleaner, and John Opitz Inc. for J-O Insecticide on "Claire Wilson Reports," for 39 weeks and 13 weeks respectively, through Tracy Kent Inc.

# ★ THE WEEK IN RADIO ★

## ... AFM Suit Delayed

(Continued from Page 1)

was followed by the filing of the anti-trust suit, since postponed in the Federal Court in Chicago; still later in the week, the AFM clarified the status of once-used electrical transcriptions in answer to a letter sent by the Association of National Advertisers; in a statement the AFM announced that transcriptions, which follow the procedure of being used once and are not repetitive, do not come under the ban and would not be interfered with.

The ban, itself, had one advantageous effect, the formation of a new trade association of recording and transcription studios, long desired in the industry but, until last week, never attainable. Status of ban remained the same despite all the activities from different quarters; on Saturday various industry interests met with the anti-trust division of the Department of Justice to present affidavits as to the effect of the ban on their respective businesses. National Music Council, representing active national musical organizations, called upon William Green, president of the American Federation of Labor, to take the leadership in effecting a settlement of transcription ban.

In Washington, the War Production Board announced last week the formation of four special task panels selected from the WPB Industry Advisory Committees to study the problems of standardization, simplification and conservation of essential materials for the radio industry. Underlying purpose of the panels was to prevent a situation similar to that in Mexico and other Latin-American countries where, it was revealed, a shortage of replacement parts and tubes threatens the existence of many stations. Niles Trammell, NBC's president, answered FCC Chairman James Lawrence Fly's request for facts concerning the cancellation of the Interlochen Music Camp broad-

cast, stating that rather than deprive listeners of all music, arising from a general strike, the network decided to cancel the program. American Telephone & Telegraph Co. reviewed its extensive spot campaign in a report to the Broadcasters' Victory Council. Canadian station personnel were declared exempt from war service. Local stations received a boost in a study released by the Medill School of Journalism of Northwestern University. Office of War Information proposed a schedule for the allocation of government messages on national spot programs. Investigation of specific charges of Nazi domestic activities was being made by the Foreign Language Wartime Control Committee.

Shortwave radio was hit in an editorial in the Washington, D. C., Star, which stated that the ineptitude of the Government's service was holding up the War Department's psychological war program and was displeasing to allied foreign representatives in this country. CBS revealed that 85 of its affiliates had benefited by the addition of 272 hours of network programming resulting from the net's 15 per cent discount plan. Differences between affiliated network stations and their respective AFM locals were settled with the return to the air of dance band remotes on WARM, Mutual affiliate in Scranton. First report of the progress of the Blue Network, since its organization as a separate broadcasting organization six months ago, was issued by Edgar Kobak, executive vice-president. A. A. Schechter, head of news and special events, resigned from NBC to accept a post in the Office of War Information. Neville Miller, NAB president, voiced the opinion that the lack of unity in the industry was "in many cases more vocal than real" in a letter to Niles Trammell, NBC president.

## Big Brewery Contract Sets 6-Hours Wk. On KYW

(Continued from Page 1)

Norristown, Pa., through the Carter-Thomson Agency. Contract calls for an hour radio program, six days a week, for airing 11:10 a.m.-12:10 p.m.

Format will consist of transcribed dance music (Petrillo willing!), reports on various war activities in the city, and a salute to nearby towns. Donn Bennett of station's program department will emcee, while Robert Benson, of the announcing staff will handle the commercials.

## KFEL Engineer Resigns

Denver—Graham Tevis, KFEL chief engineer, here, and formerly assistant chief engineer of CBS, New York, resigned this week to accept a government position. He left for duty in Panama as a civilian observer for the Caribbean area.

## Radio Educational Org. Seeks Data On Petrillo

(Continued from Page 1)

"to assist in every possible way so that the public may not be denied the right to hear music produced by the many excellent organizations in our educational institutions." Association's letter seemed particularly interested in the rift over the cancelled broadcast from the National Music Camp, Interlochen.

## Dawes In WFIL Post

Philadelphia—Edmund Dawes has taken over the duties of director of education at WFIL of this city. Dawes holds a master's degree from Temple University and also attended Swarthmore College from where he graduated in 1932. Before coming to WFIL he was director of elementary music for Haverford Township, Pa. He replaces William C. Galleher who resigned to accept a position with Westinghouse.

# COMING and GOING

MRS. FRANK KATZENTINE, managing director of WKAT, Miami, in town on business. Mrs. Katzentine recently took over active management of the outlet when her husband entered the government service.

DANIEL S. TUTHILL, vice-president and director of the Popular Division of the National Concert and Artists Corporation, returns today from his summer place at Quonochontaug, R. I., where he spent the last three weeks.

MITZI KORNETZ, of WTAG, Worcester, back at the publicity desk after a two-week vacation.

HOPE H. BARROLL, JR., executive vice-president of WFBR, Mutual outlet in Baltimore, spending a few days in New York on business.

MAJOR GARLAND FOWELL, director of WRD, returning to Gainesville, Florida. Major Fowell will stop at Chicago on his way back.

JASON GRAY, commercial manager of WCD, Du Bois, Pa., paid a quick visit to New York over the week-end.

CECILE CUMMINGS, publicity department of the Blue Network, returns from her vacation today.

JIMMY DOLAN and TED HUSING back from Saratoga where they broadcast the Saturday races.

JAY JOSTYN of the "Mr. District Attorney" series on NBC, returned from a short visit to Milwaukee. Took his usual Sunday night on the "Parker Family" over the Blue Network.

MIKE VALLON, Woody Herman's personal manager, trained out Friday for Hollywood.

WORTH KRAMER, general manager of WCA, Charleston, W. Va., planning to New York confer with agency execs and national reps. will be in town until the 15th.

JAY WESLEY, sportscaster at WEEL, Boston, spending a few days in New York.

ILKA CHASE arrives in town this morning prior to starring in "Susan and God" in Princeton and Philadelphia, August 24th and 31st respectively. She is vacationing from her radio program, "A Luncheon Date with Ilka Chase" appear in these productions.

LEE WAILES, manager of Westinghouse Radio Stations, in New York from Philadelphia.

WILLIAM H. RINES and GEORGE K'LEY, WCSH, Portland, Maine, visiting NBC Staff Relations department here.

LOTTE STAVISKY, of the cast of "Easy Act" on the Blue Network, will play the lead "Letter to Lucerne," a summer theater production at Stony Creek, Conn., this week.

PAUL WHITEMAN is at the Orpheum Theatre Minneapolis this week.

## Hyatt WJHO Manager

F. Marion Hyatt has been named new general manager of WJHO, Opelika, Ala., to succeed John Herb Orr who had been with the station since 1940. Hyatt will remain chief engineer also. Other personnel changes include appointment of James T. Ownby as commercial manager, and Jacquelyn Melton as woman's editor and traffic director.

## WANTED TO BUY SOUTHERN STATION

in town of 30,000 or more population. Cash. Replies confidential. Write Box 556, Radio Daily, 1501 Broadway, New York City.

# OWI's Radio Bureau Realigns Personnel

(Continued from Page 1)  
of the now defunct Office of War Information and Figures, will hereafter coordinate and supervise all of OWI's radio activities on the West Coast.

**New Post To Zachary**  
Formerly a top producer for CBS, and more currently director of the "Coca-Cola Hour" for the D'Arcy Advertising Agency, Zachary tomorrow will assume the new post created by the merger of the former OFF and OWI radio divisions. As chief of the production division, he will supervise the production of all radio programs, whether broadcast or live, which are produced by the Division. In this capacity he will be closely associated with Bernard Schoenfeld, who heads the bureau's script and editorial staff. Zachary and his aides also will be in a position to assist station producers in solving production problems in connection with any "war effort" broadcasts. Zachary incidentally is a member of the recently formed Directors Guild.

Explaining in concise, practical terms two more of the major issues important to America's war effort, the OWI Bureau of the Office of War Information today is issuing brochures of radio background material on the United Nations theme, and on the Luge. Both have been prepared for the convenience and personal use of radio writers and producers throughout the nation.

**Covers Major Issues**  
These are the latest releases in the OWI series, designed to cover the major issues of the nation's war effort and to provide program people with a source of accurate factual data which may be used to put across Government war messages more effectively. Background material on the United Nations outlines the need for a better understanding between America and her allies, and a realization that all are fighting the same battle. The Luge release stresses the importance of scrap drives as a vital source of materials increasingly necessary to America's war production.

Previous OWI radio background material—already distributed to advertising agency staffs, networks and radio stations—includes such topics as Lend-Lease, Rationing, and Conserva-



It took those eggs at WDFW, Flint, Mich. to hatch this idea!

## PROMOTION

### "Shell-Game" Promotion

The old "shell game" is used effectively in a new promotion folder prepared by KVOO, Tulsa. Frontispiece of the folder, which is titled "Where Is Oklahoma's No. 1 Market?", reproduces the picture of an old-time carnival man under which there are three reproductions of walnut shells. Under each of the shells which can be lifted up from one side is a message; first, says "bad guess"; second reads "Don't let him fool you, try again;"; the third message answers the question posed by the title and states, "Oklahoma's No. 1 (richest) market—Tulsa, one of the first 25 war markets in America."

Inside pages list various defense factories and army camps in the market and gives the total value, the number of people employed or in the service, and the monthly payroll of the area covered by KVOO. Back page gives the market's war bond and stamp facts for June in 1942.

### Druggist Convention

WKRC, Cincinnati, will have an exclusive display of all-WKRC advertised drug products plus other promotional material showing the druggists how best to display radio-advertised products when the Ohio Valley Druggists Association holds its annual outing-dance at the Hotel Alms, Tuesday, August 11. The display will be set up in the lobby just outside the hotel ballroom where the "outing" will take place. WKRC is also furnishing the entertainment for the party, with dance music by Chick Mauthe's WKRC Orchestra, songs by

### FTC Cites Tob. Firms On Cigaret Advertising

(Continued from Page 1)  
specifically named in the complaints are Philip Morris and Dunhill cigarettes and Revelation tobacco made by the first-named firm and Camel cigarettes and Prince Albert smoking tobacco manufactured by R. J. Reynolds. The complaints, which run unusually long in comparison to routine FTC releases, read like a commercial script in the cases of both companies, listing all the various claims made for their respective products as aired on both firms' commercial broadcasts. Twenty days are allowed for answering the complaints.

Washington—Brown & Williamson Tobacco Corp. has stipulated with the FTC to cease certain representations in the sale of its "Kool" mentholated cigarettes. In the stipulation specific mention is made of the broadcast medium with the statement that the advertiser agrees to cease certain advertising "by radio and other means."

### Carlin To WMCA

Irvin S. R. Carlin, free lance radio and short story writer, joined WMCA, New York, as a member of the continuity department under Garrett Hollihan.

the Savoy Sisters, strolling music by Al Wieman's trio, and an elaborate floor show headed by Dick Nesbitt, versatile WKRC announcer and master-of-ceremonies. Corsages and bou-tonnieres for the 400 persons in attendance will round out WKRC's exclusive coverage of this important druggists' event.

### MBS Rate Card

Mutual Broadcasting System is sending out its Rate Card No. 10 in an elaborate four page folder, which pictures a passport on the front cover with the legend: "Your Passport to Profit." The card is attached to the right-hand page on the inside and left-hand page presents copy describing some of the outstanding features of the new rates. Some of features mentioned are (1) a division of all markets in three size classifications, irrespective of geographic location; (2) maximum discounts in each classification; (3) minimum requirements for volume discounts reduced to 56 stations; (4) freedom in selecting supplementary stations; (5) frequency discounts which include a 26-week discount. Folder is printed in two colors on heavy stock as is the attached rate card.

## New Disk Trade Assn. States AFM Attitude

(Continued from Page 1)  
Studios, presided, and reported on his Washington missions which were designed to obtain better recognition for the studios in the matter of priorities for copper, lacquer, etc. A WPB order is expected momentarily.

Official attitude of the trade body on the Petrillo ban is as follows: "The Association of Recording Studios Inc. is not in sympathy with Mr. Petrillo's actions which are untimely and damaging to the recording studios, and the Association expresses the hope that the United States government will take immediate action to settle this situation." Group is planning no independent action against the AFM at the moment, expecting to stand by to wait for the government's litigation to take root.

### AFM Files for Suit's Dismissal

Chicago—Motion to dismiss the government's anti-trust suit against the AFM was filed Friday by union attorneys in the Federal District Court, here. In asking for the dismissal, a statement was issued charging that the suit was being used by Thurman Arnold, Assistant Attorney General "to test out some of his pet theories, which have repeatedly been repudiated by the United States Supreme Court."

CINCINNATI'S MOST POPULAR COMEDIAN . . .

AL. BLAND AND MOSE in the "Blandwagon" DAILY WCKY CINCINNATI

Chicago

By FRANK BURKE

IT will be a reunion for father and daughter when Albert Mitchell, radio's "answer man," and Dolly Mitchell, featured singer with Paul Whiteman's orchestra, greet each other in Chicago on August 14th, opening date of the Whiteman band at the Oriental theater. Al, an alumnus of the old Whiteman organization, introduced his daughter, Dolly, to P. W. a year ago and an audition was arranged. Dolly has been singing with the band ever since and on Tuesday, August 18th, will hold a gabfest with her dad on June Baker's program over WGN.

Margery Mayer and Mark Love, both of the Chicago Civic Opera Company, were unusually busy last week, having undertaken two assignments that drew from their repertoires, ranging from radio variety to grand opera. Tuesday night they were featured on the Curtiss Candy Company's "Money Bags Quiz" show and entertainment for service men when it was presented as a live broadcast over WJWC from the United States Naval Reserve Armory on the lakefront, and Saturday both appeared in the presentation of Carmen at Soldier's Field.

Norman E. Campbell, former band manager, is now a private in the army station at Camp Lee, Va., and expects to enter an officer's training school in the near future.

Lee Marshall of the copy staff of the Russel Seeds agency, is vacationing in Wisconsin.

Wauhilla La Hay, who has been doing a swell job as radio editor of the Chicago "Sun," started on a well earned vacation this past week-end.

Dale O'Brien, publicity director of WGN, has inaugurated a city desk policy in the department with staff members being assigned to studio news beats each day.

J. M. Tuttle, sales manager RCA-Victor in Chicago doing a great job in exploiting record sales of name radio dance bands. Just finished a campaign on Glenn Miller and starts soon on Vaughn Monroe.

Rumored that Chico Marx and his orchestra will have a WGN-Mutual wire from Chicago in October. This is the band that Ben Pollock produced for the movie comedian a few months ago.

Garry Moore takes over the emcee duties on a new NBC show which starts Monday, August 17. Billed as "Show Without a Name." Howard Petrie, ace NBC announcer, will be Garry's straight man, and Irving Miller and his orchestra will furnish the music.



Between Us And the Lamp Post . . .!

SECRETARY MORGENTHAU: Before the summer is over, the radio industry will have firmly established itself as the nation's No. 1 medium for selling War Bonds. . . CHARLIE McCARTHY: Your "boss," Edgar Bergen, is in town talking over your new radio contract. . . BOB WELCH: As itemed here last week, it now looks certain that you won't be handling the stop-watch on the Cantor show this fall. Instead, you're slated for a terrific promotion in daytime radio. . . BILL RAINEY: As per your suggestion to the gov't, we understand that in the future, Treasury Hour shows will be handled only by recognized directors active in radio. . . IRVING BERLIN: If the deal hanging fire jells, Army Emergency Relief will get another sockful of the green stuff from Geo. Washington Hill who is more than contemplating "This Is the Army" for an air series.

AMOS 'n ANDY: Your former announcer is now heard on MBS in a program similar to his first radio job under the title of "Bill Hay Reads the Bible". . . PHIL CARLIN: Your sec'y, Selma Wickers, leaves this week for Florida on a three month leave of absence. . . WM. SAROYAN: Tom Rutherford won't be able to take that role in your new show after all. Uncle Sam has a priority on him. . . KAY LORRAINE: RKO has requested pictures and recordings of you. Keep your fingers crossed. . . HENRY SOUVAINE: Gen'l Motors has renewed "Cheers from the Camps" for another 13 weeks. . . LOUELLA PARSONS: Hedda Hopper is being considered for a new air show to be sponsored by the Hit Parade-Kay Kyser-Info Please bankroller. . . IRVING MILLER: Pete King, of Hi, Lo, Jack & the Dame, replaces you as conductor on the Prescott show Thursdays and Fridays. . . HARRY FRAZEE: Gene Hamilton may be "drafted" for the chairman spot on "Basin St." when the show goes back to its original format.

ARTURO TOSCANINI: Your one-time clarinet soloist, Paul Lavallo, has finally undertaken an enterprise which should please you. He's come up with a semi-classical, all-string orchestra. . . MAX GORDON: Understand you're searching local play shops for suitable scripts for your next Columbia picture. Why don't Hollywood execs ever look over some of our top radio scripts and scrippers? And why don't YOU? . . . MEL ALLEN: That's a cute line you've adopted from the football reporters on your baseball broadcasts. When the infield gets into position expecting a sacrifice, you say: "They're getting into bunt formation." . . CLARENCE MENSER: Now that Benay Venuta has scored so solidly in "By Jupiter," isn't it about time she was brought back to radio? . . . CARL ERBE: Understand your office is one of the most popular hangouts in town these days with the newspaper lads. It couldn't be because of that fabulous new sec'y of yours, now, could it?

KEN DYKE: That pamphlet, "The Unconquered People," released by the OWI is worthy of being reprinted in every paper in the country. . . DIANE COURTNEY: Hear that another network is trying to lure you away with a five-a-week spot of your own. . . DOROTHY LAMOUR: Mort Millman is doing a rave on another discovery of his, raven-tressed Vicki Vickee. . . WOODY HERMAN: Universal has you down for another picture while you're in Hollywood. . . BEN GROSS: That "unidentified actress who did a terrific emotional job on 'This Is the Truth'" was Vilma Kurer. . . FIBBER McGEE: When Cecil Underwood, your producer, leaves on his vacation this week, it'll be his first in years. . . JOHN HURLEY: All your pals here are glad to know you're set with a coast trade sheet. . . HARRY JAMES: Dick Haymes, who left you to go with Benny Goodman, has now joined T. Dorsey as a replacement for Frank Sinatra.

Remember Pearl Harbor

Los Angeles

By JAC WILLEN

WHEN KWKW, new Pasadena station, takes to the air soon the staff will be ensconced in studios that are the last word in modernity, with provisions made for blackouts, bullet or come what may. The new studios are in the basement of the Pasadena Athletic Club, thus in case of blackout or emergency, the staff would be well provided for with food, valet service, rooms, library, and even a swimming pool all available in the Club proper. Further convenience, the basement studios are the air conditioning units. Plant is constructed so as to be soundproof, even to the extent of the copy rooms and commercial offices. Lights, too, may be kept lit without visibility to the outside.

Betty Rhodes, recently named Hollywood Colleen by one of the "fighting outfit" in Northern Ireland, has expressed her appreciation of the honor by shipping cigarette lights to the soldiers.

John Wald, "Richfield Reporter" has been busy on the screen, without much fanfare. Pictures appeared in yet to be released include "Whistling in Dixie," "The W. Against Mrs. Hadley" and "Lili Tokyo, U.S.A."

Lum and Abner are being included in a new edition of "Who's Who on Pacific Coast," now being compiled.

Now the movies are doing it. Dinah Shore! The Blue Network day night songstress, who gets a role in the new Warner Bros. "Thank Your Lucky Stars," is in middle of make-up tests, and showed up at rehearsal with her black tresses changed to a light brown. They photograph better.

Now.  
For COMPLETE Coverage  
in  
**ALABAMA**

it's  
**The ALABAMA TR**

- WSGN** • BIRMINGHAM • Now — 5,000 watts daytime, 610 on your clearest daytime station (1,000 watts at night)
- WSFA** • MONTGOMERY • Deep in the heart of Alabama's Army Base — WSAF blankets market whose spending power is still going
- WALA** • MOBILE • 5,000 watts day and night — WALA covers the Coast where war production payrolls are at all-time high.

REPRESENTED BY HEADLEY-REED CO

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

**QUEST-ING**

**FANWOOD MENKEN**, honor-  
chairman of the Minute Men of  
era, on a program marking the  
anniversary of the Declaration  
of Independence, today, (WABC-CBS  
7 p.m.).

**MAISON CLAIRE**, on "Music That  
Matters," today (WOR-MBS, 10:45  
p.m.).

**ESTREMAINE AND BARBARA**  
**DEWE**, in the "Little Theater Off  
Broadway" on "Victory Theater,"  
today (WABC-CBS 9 p.m.).

**AL VAN DOREN**, on "Giants of  
Broadway," today, (WABC-CBS 4:30  
p.m.).

**MS MELTON**, on "Telephone  
Talks," tonight, (WEAF-Red 9 p.m.).

**DE ZUPPKE, FRANK LEAHY,**  
**EDWARD NORTON and LON STINER,**  
coaches, on Bob Elson's prom-  
otion Chicago's Soldiers Field,  
today (MBS, 10:15 p.m.).

**HOPE**, on Dorothy Kilgallen's  
"The End of Broadway" from Holly-  
wood tomorrow (CBS, 6:15 p.m.).

**Against RCA Et Al  
'Monopoly' Grounds**

(Continued from Page 1)  
...against the RCA and other  
companies in the Federal Dis-  
trict of Delaware in 1932. New  
York City officials said the government's in-  
vestigation to resume where it left off  
two years ago when the plea reported-  
ed an anti-trust suit filed  
against the radio companies by At-  
torney General William D. Mitchell.  
The Philadelphia court was told by  
attorneys that the original defendants  
were not with new parties," were re-  
sponsible for a new radio monopoly.  
Attorney general went on, "the  
sequence of events since then has not  
been without unlawful restraints of trade  
and prohibited monopolies."  
Attorneys filing Arnold in this action were  
James H. Cox, his assistant and two other  
attorneys of the anti-trust division.  
The companies were named in  
the complaint, including, in addition to  
General Electric Co., AT&T.  
The judge's decision, Judge Maris in-  
dicated he would file his opinion in  
the case; he gave counsel until  
September 24 to file briefs.

**WV'S Scrap Program**

...in War" a 15-minute pro-  
gram will be broadcast by WNEW  
at 8:45 p.m., in which an  
effort will be made for scrap metal  
to aid the nation's war  
effort. Approximately 30,000 shipyard  
workers are expected to hear the  
program via public address system  
in their shipyards. Speakers  
include Harry Fortier, chief engineer of  
the Westinghouse Engineering Company in  
Pittsburgh, and Emil G. Meyer, Presi-  
dent of the Ironbound Victory Club  
in Jersey City.

**WPB Appoints Task Panels  
To Make Equipment Study**

(Continued from Page 1)

visory committee consisted of repre-  
sentatives of both civilian and mili-  
tary manufacturers.

**Replacement Parts**

The panels follow—Radio Replace-  
ment Parts:  
Jerome J. Kahn, Standard Trans-  
former Corp., Chicago, Ill.; F. P. Ken-  
yon, Kenyon Transformer Co., New  
York City, and I. A. Mitchell, United  
Transformer Co., New York City, for  
transformers, chokes, power and  
audio, coupling and filter equipment;  
F. C. Best, Best Mfg. Co., Irvington,  
N. J.; Harry A. Ehle, International  
Resistor Co., Philadelphia, and H.  
Beckelman, Continental Carbon Co.,  
Cleveland, for volume controls,  
switches and resistors; Octave Blake,  
Cornell-Dubilier Electric Corp., S.  
Plainfield, N. J.; Roy F. Sparrow, P.  
R. Mallory & Co., Indianapolis, Inc.,  
and Harry Kalker, Sprague Special-  
ties Co., North Adams, Mass., for con-  
densers; James P. Quam, Quam-  
Nichols Co., Chicago; T. A. White,  
Jansen Radio Mfg. Co., Chicago, Ill.,  
and F. C. Best, Best Mfg. Co., Irving-  
ton, N. J. for speakers; Edwin I. Guth-  
man, E. I. Guthman & Co., Chicago,  
Ill., and I. W. Miller, Los Angeles, for  
coils.

Radio transmitter vacuum tube  
panel: W. R. G. Baker, General Elec-  
tric Co., Schenectady, N. Y.; H. D.  
Wilson, Western Electric Co., New  
York; W. W. Eitel, Eitel-McCul-

lough, San Bruno, Calif.; S. Norris,  
Amperex Electronics, Brooklyn, N. Y.

The transmitter manufacturers' in-  
dustry advisory committee was di-  
vided into sections: for military, T.  
C. Bonfig, RCA Manufacturing Co.,  
Camden, N. J.; D. G. Little, Westing-  
house Electric Co., Bloomfield, N. J.;  
St. George Lafitte, International Tele-  
graph & Telephone Co., East Newark,  
N. J.; J. D. Hyland, Bendix Radio  
Corp., Baltimore, Md.; E. M. Hall,  
Western Electric Co., New York, N. Y.,  
and W. R. G. Baker, General Elec-  
tric Co., Schenectady, N. Y.; for civil-  
ian, T. C. Bonfig, RCA Manufac-  
turing Co., Camden, N. J.; H. N. Willets,  
Western Electric Co., New York, N.  
Y.; Fred M. Linke, Fred Linke Co.,  
New York, N. Y.; Charles E. Srebroff,  
Radio Engineering Labs, Long Island  
City, N. Y., and M. H. Willis, Spokane  
Radio Co., Spokane, Wash.

**Receiving Tubes**

Receiver vacuum tube panel: L. H.  
Coffin, Hytron Corp., Salem, Mass.;  
Roy Burlew, Ken-Rad Tube & Lamp  
Corp., Owensboro, Ky.; S. W. Mul-  
downy, National Union Radio Corp.,  
Newark, N. J.; Lawrence K. Marsh-  
shall, Raytheon Production Corp.,  
Newton, Mass.; T. C. Bonfig, RCA  
Manufacturing Co., Camden, N. J.;  
M. F. Bakcolm, Hygrade Sylvania  
Corp., Emporium, Pa.; and Raymond  
E. Carlson, Tung-Sol Lamp Works,  
Newark, N. J.

**Captain Derby Sproul  
Reported War Casualty**

Denver—Captain Derby Sproul,  
prominent in Denver and Pittsburgh  
radio, was reported dead "somewhere  
in Africa" by the War Department  
yesterday. Sproul was, until three  
months ago, production manager of  
the CBS outlet in Denver, KLZ. Prior  
to that time, he had held the same  
position at KDKA, Pittsburgh and  
was for several years continuity chief  
of KOA, Denver's NBC station.

Capt. Sproul received his commis-  
sion May of this year and was as-  
signed to Lowry Field, Colorado for  
special training before he was sent  
overseas. The exact nature of the  
cause of his death was not available,  
but it is believed that he died in an  
airplane crash while attempting a  
take-off. Sproul was not a pilot, but  
a supply officer with a bombing  
squadron.

He is survived by his mother, a wife  
and three children and his brother,  
Edward, formerly of the KOA news-  
room and now on duty with the Navy  
on the Pacific coast.

**WMC To 5,000 Watts**

Memphis—WMC, NBC outlet in  
Memphis, Tenn., has been authorized  
to increase its night power from 1,000  
to 5,000 watts using its present fre-  
quency of 790 kilocycles, the NBC  
Station Relations department has an-  
nounced.

**WJZ Spot Business;  
Beechnut Packing Renews**

Spot business reported by WJZ,  
New York, over the week-end in-  
cludes the addition of a new sponsor  
and a renewal. Beechnut Packing Co.  
has contracted to sponsor five sta-  
tion breaks weekly, in behalf of its  
chewing gum products, beginning  
September 15 and continuing through  
December 31. Newell-Emmett Co. is  
the agency. Also it was announced  
that the New York Telephone Co. has  
renewed its contract of 1-minute  
transcribed announcements. ET's will  
be continued daily Monday through  
Friday, starting August 20. Batten,  
Barton, Durstine & Osborn is the  
agency.

**New MBS Religious Series**

New five-day-a-week religious pro-  
gram, "Bill Hay Reads the Bible,"  
debuts today at 12:15 p.m., EWT on  
the Mutual Broadcasting System net-  
work. Program originates at KHLJ,  
Los Angeles. Because of previous  
commitment WOR, New York, will  
not launch the program until a week  
later when it will take the program  
off the Mutual line and air the se-  
ries one-half hour later at 12:45  
p.m. Hay was associated with the  
"Amos 'N Andy" series for 12 years  
and first started broadcasting biblical  
readings during the first vacation  
layoff of the blackface comedians.

**AGENCIES**

ASSOCIATION OF STOCK EX-  
CHANGE FIRMS, New York, are  
contemplating an advertising cam-  
paign for the early part of next year,  
it has been announced. Radio is be-  
ing considered. Gardner Advertising  
Co. is the agency handling the ac-  
count.

ALBERT WOODLEY has been  
named executive vice-president of  
the Caples Co.

WILLIAM DEKKER, formerly with  
the New York "Herald Tribune" and  
before that with Procter & Gamble,  
has joined the Ted Bates advertising  
agency where he will be employed in  
the space department.

EDMUND F. JOHNSTONE of Red-  
field-Johnstone, Inc., New York, is  
taking temporary leave of absence  
from his agency in order to join the  
Army Air Corps.

**New Mutual Affiliates  
Bring Network To 208**

(Continued from Page 1)

tion date of the last two is not set  
definitely, for WSAP is a new station  
now in process of construction. It  
will operate on 1,490 k.c., with 250  
watts, unlimited time, and will re-  
place WGH, Newport News. WCNC  
operates on 1,400 k.c., with 250 watts,  
unlimited time. Both stations will  
come into the Mutual together when  
WSAP goes on the air. CKCL, Tor-  
onto, as recently announced here, also  
joins the network around Sept. 1.

**Community Sings**

Weekly community sings in Seattle  
parks are being sponsored and broad-  
cast Sunday afternoons at 4:00 to  
4:30 by KIRO. Planned by the pub-  
licity and program departments of  
the station as public service activity  
to help build community spirit behind  
the war effort, the songfests are co-  
sponsored by the Seattle Park De-  
partment, the Musicians' Association  
of Seattle, and Seattle neighborhood  
newspapers. The sings are held in  
conjunction with regular Sunday af-  
ternoon band concerts provided by  
the Park Department and will origi-  
nate in a different park each week  
with the neighborhood newspapers in  
each district co-sponsoring the con-  
cert and singing event in the park  
near them. Guest directors lead the  
singing each week and the band is  
under the baton of Jackie Souders,  
former big-name West Coast orches-  
tra leader. Community clubs in some  
sections of Seattle are joining in the  
sponsorship by holding district pic-  
nics and jamborees in connection with  
the sings.

**WGN Staff Additions**

Chicago—Don Brinkley and Carlyle  
Stevens have joined the WGN con-  
tinuity staff. Brinkley comes from  
WIND, Gary, and Stevens has worked  
at KTUL, Tulsa, KNX, Hollywood  
and WABC, New York.

## PROGRAM REVIEWS

**"VICTORY IS OUR BUSINESS"**

General Motors Corp.  
WMCA, 3:15-3:30 p.m. and  
WOR, Thursday, 7:15-7:30 p.m.  
Campbell-Ewald, Inc.

**WARTIME INNOVATION BRINGS FIRST GENERAL MOTORS INSTITUTIONAL SPOT SERIES.**

This is the first in a series of transcribed shows which General Motors is producing for airing in all those cities and towns where its plants are located. Programs are piped into the plants for the edification of the General Motors' workers whose efforts represent the basis of these productions. The additional audience gained by the use of radio is to the benefit of General Motors good will and the country's war effort.

Program has the distinction of being the first to be exempt from the AFM ban on recordings and transcriptions, James C. Petrillo having listed the series as an example of those he will sanction because of its contributions to the war program. Mention was made of the series in Petrillo's letter replying to Elmer Davis.

For drama the program uses the experiences of GM workers and their families, whether the incident occurred in the GM plant or in one of the armed services of the United Nations. They too, serve who toil and sweat behind lathes, drills and other machines is the idea. Some of the voices, are on location at the plants, but for the most part, the drama is performed by professional talent.

The possibilities in the idea and the production are tremendous. And some parts of this first offering came close to fulfilling expectations. One thing prevented the first transcription from being a sensation as a program to be fed to war workers and those close by. There were too many loose ends. The pattern needs simplifying by way of reducing the number of "ideas" included in the quarter hour. Impression was that the producer was anxious to throw in everything he had, and to get it over fast. If, instead, the show included say, just the story of Mary . . . . . who has other members of her family in GM employ and who has two brothers in the air corps, with the possibility that one's life is lost, and that of the lad who survived one torpedoing to return to naval service again, the menu would be complete. The first installment, however, had to include the business about slogans, and GM "idea" plan, etc. Each one of these things could be incorporated in another program devoted to that subject. In that manner, the production would present more coherence and unity.

The orchestra conducted by Don Bryan, and Ken Christie's chorus of mixed voices contributed a favorable overall air. Walter Craig, who directed the production, and Robert Nolan, his assistant, will probably make adjustments based on public

**More FM Activity Is Expected  
As A Result Of FCC Policy**

(Continued from Page 1)

Washington Bureau, RADIO DAILY  
Washington—Multiplication of the number of FM stations serving the country is expected to result from the FCC's new policy on FM station licensing, which makes it possible for holders of construction permits to obtain operating licenses for the duration provided their transmitters are capable of rendering "substantial public service." The new policy, announced Tuesday, is in line with suggestions made to the Commission in the course of a recent series of conferences by Philip Loucks, Washington attorney representing FM Broadcasters, Inc.

**Provides for FM Service**

"The new policy will have the effect of providing FM service until such time as the situation with respect to critical materials is relieved and the permittees can go ahead and complete their original construction plans," Loucks told RADIO DAILY. "Some of these stations had been held up merely because they could not obtain equipment necessary to make the measurements required to obtain licenses under the earlier regulations."

At present, according to FCC records, there are only five licensed FM stations now in operation. These are W45V, Evansville, on the Air, Inc., Evansville, Ind.; W47NV, National Life and Accident Insurance Co., Nashville, Tenn.; W47P, Walker and Downing Radio Corp., Pittsburgh; W51R, Stromberg-Carlson Telephone Manufacturing Co., Rochester; and W51C, Zenith Radio Corp., Chicago.

In addition, there are some 50 holders of construction permits, seven of which are conducting program tests and already have filed license applications. More than twenty others are operating under special authorizations pending completion of their stations as specified in their construction permits.

**Construction Stalemated**

Presumably, this last group and the construction permit holders who have not yet received their special authorizations to go on the air are not in a position to complete the construction originally contemplated because of the wartime shortages in materials, equipment and skilled personnel. Under previously existing regulations, it would have been necessary for them to renew their construction permits until the war—and the shortages—were a thing of the past.

This is what the new Commission policy seeks to avoid. In announcing this Tuesday, the FCC observed that the Communications Act does

not contemplate extensions of time within which to complete construction unless it appears that this can be done within a reasonable length of time. Nor is it deemed desirable to continue the issuance of special temporary authorizations upon a short-term basis.

**Encourages FM Transmission**

"However, it is desirable to encourage such service as is now possible to listeners having FM receivers," an FCC spokesman stated. "Accordingly the Commission will give consideration to applications for licenses to cover partial construction of FM stations where such construction has proceeded to the point where it is possible to provide a satisfactory though limited FM service. The Commission will also consider applications where construction has been completed and the permittee has been unable to secure equipment and technical personnel to make measurements, required as a requisite to issuance of a license. Such licenses will be granted on the definite understanding that immediately the required materials and personnel are available, steps will be taken to comply fully with the original construction permit."

The seven stations which already have reached the program-testing stage, and have, in fact, applied for station licenses, would presumably benefit almost automatically by this new policy. These are W45BR, Baton Rouge (La.) Broadcasting Co., Inc.; W45D, Evening News Association, Detroit; W85A, General Electric Co., Schenectady; W55M, Journal Co., Milwaukee, Wis.; W53H, Travelers Broadcasting Service, Hartford, Conn.; W53PH, WFIL Broadcasting Co., Philadelphia; and W39B, Yankee Network, Boston.

**Other Stations Affected**

Stations functioning under special authorization, sanctioning commercial operations, believed to be practically assured of licenses under the conditions outlined are W71NY, Bamberger Broadcasting Service; W49D, John Lord Booth, Detroit, Mich.; W47A, Capitol Broadcasting Co., Inc., Schenectady; W67C, CBS Inc., Chicago; W67NY, CBS, Inc., New York; K49KC, Commercial Radio Equipment Co. (Everett L. Dillard), Kansas City, Mo.; W41MM, Gordon Gray, Winston-Salem, N. C.; K45LA, Don Lee Broadcasting System, Los Angeles, Calif.; W63NY, Marcus Loew Booking Agency, New York; W75C, Moody Bible Institute of Chicago; W47NY, Muzak Radio Broadcasting Station, Inc., New York; W73PH, William Penn Broadcasting Co., Philadelphia; W49PH, Pennsylvania Broadcasting Co., Philadelphia; W45CM, WBNS, Inc., Columbus, Ohio; W69PH, WCAU Broadcasting Co., Philadelphia; W65H, WDRC, Inc., Hartford, Conn.; W49FW, Westinghouse Radio Station, Inc., Fort Wayne, Ind.; W57PH, Westinghouse Co., Philadelphia; W67B, Westinghouse, Boston; W75P, Westinghouse Co., Pittsburgh; W59C, WGN, Inc.,

**To the Colors!**

E. P. H. JAMES, on military leave from Blue Network sales promotion reported yesterday at Miami headquarters of the Air Force in a branch he has been commissioned First Lieut.

—vvv—

ROBERT VINCENT, of Robert Vincent Radio Productions, has been commissioned a First Lieutenant in Radio Section of the Special Service Branch of the U. S. Army.

—vvv—

MIKE FOSTER, CBS press department, New York, is scheduled for induction on August 13.

—vvv—

GILBERT FIELD, sales promotion director of WCHS, Charleston, W. Va. has enlisted in the United States Army.

—vvv—

JOE NOVENSON, announcer WFIL, Philadelphia, leaves today Kelly Field, Texas to start on road to winning his wings as an Aviator Cadet.

—vvv—

ARNOLD NYGREN, chief engineer of WFIL, Philadelphia, has been commissioned a Lieutenant Senior Grade in the United States Naval Reserve. He reports for active duty on August 15 and has been assigned to the Navy Aircraft Factory in Philadelphia.

—vvv—

WALTER CASS, sound effects man at KOA, Denver, has joined the United States Air Corps.

—vvv—

DAVE WISNER, announcer WIBW, Topeka, Kans., has reported to Fort Leavenworth, Kans., as a Volunteer Officer Candidate. He replaced at WIBW by Al Frazer who is comparatively new to radio.

Chicago; and W43B, Yankee Network, Paxton, Mass.

The new FCC policy also will be eligible for operating licenses or all of the following holders of construction permits; K51AM, W31RILLO (Texas) Broadcasting Co., Los Angeles; W31NY, Edwin H. Strong, New York; W73I, Associated Broadcasters, Inc., Indianapolis; Bremer Broadcasting Corp., City, N. J.; W39NY, City of New Municipal Broadcasting System; K31LA, CBS, Inc., Hollywood; K59L, CBS, Inc., St. Louis; W55NY, William G. H. Finch, New York; W59NY, Interstate Broadcasting Co., Inc., New York; K61LA, Goldwyn-Mayer Studios, Inc., Los Angeles; W75NY, Metropolitan Television, Inc., New York; W91NJ, Jersey Broadcasting Corp., Newark, N. J.; W79C, Oak Park and Amusement Co., Chicago; Radio Service Corp. of Utah Lake City; W71RF, Rockford Broadcasters, Inc.; K51L, St. University, St. Louis, Mo.; W75P, Seaboard Radio Broadcasting Philadelphia; W71SB, South Tribune, South Bend, Ind.; WHFC, Inc., Chicago; W77XL, Inc., Lansing, Mich.; W47C, Inc., Chicago; and W49BN, W. Jones Advertising Agency, Binghamton, N. Y.

# Season Campaign NBC Star Parade

(Continued from Page 1)  
will according to the position  
ative of the individual out-  
station however will have at  
sal a complete layout of ma-  
om NBC, plus plans for put-  
idea over.

Mullen, NBC vice-president  
eral manager stated that over  
s of the affiliates when ad-  
the plan immediately wired  
their whole-hearted approval  
rance of fullest cooperation.  
leading advertising agen-  
clients who have had an  
ity to study the previews.

### Six Point Plan

Parade plan, according to  
s six-pointed. It aims, (1)  
interest in approaching fall  
and build up listening audi-  
them; (2) to strengthen  
ties between advertisers and  
(3) to strengthen ties be-  
vertising agencies and sta-  
to build prestige for sta-  
identifying each outlet with  
ork's most popular program  
and their stars; (5) to build  
ventory of human interest  
from which popular local  
may be constructed and,  
ate newspaper good-will by  
topical newsworthy stories,  
d mats of celebrated radio  
ies.

### Flexible Campaign Units

ly developed, users of the  
ade of Stars will receive an  
leather portfolio containing  
ten recordings of featured  
personalities supplemented  
ched scripts for the use of  
of ceremony or narrators.  
nd scripts can be combined  
ous ways to build programs  
fifteen or thirty minute

ndising package also will  
suggested spot announce-  
collection of twenty photo-  
d an equal number of mats  
e featured stars, samples of  
ar advertisements, a complete  
ut of pictures and captions  
esitation as a newspaper fea-  
a series of press stories for  
ars, newscasts and house-  
A scrapbook for clippings,  
d comments, which is to be  
o NBC at the conclusion of  
aign, completes the port-  
tents.

h the campaign has been  
o serve all interested sta-  
has been made extremely  
operation to meet the in-  
needs of local affiliates.  
r instance, have been pre-  
permit the insertion of as  
many of the recordings as  
h decides to use, with the  
he photographs or mats and  
o printed aids have been  
for adaptation to meet a  
ariety of conditions. The  
hroughout will emphasize the  
role that featured pro-  
their popular top-ranking

## NEW PROGRAMS—IDEAS

### WIP Camp Remote

The first in a new series of exclu-  
sive broadcasts to be heard over WIP,  
Philadelphia, from Fort Knox, Ken-  
tucky debuted last week. The pro-  
gram, which is transcribed on the spot  
contains personal messages from some  
20 or 30 soldiers whose homes are  
within a radius of 100 miles around  
metropolitan Philadelphia. (This will  
include many of Uncle Sam's armed  
forces now in Fort Knox from New  
Jersey and Maryland.) "Hello, Back  
Home" title of the new series is writ-  
ten and produced by Pennsylvania  
soldiers, Captain Robt. G. Durham and  
Private First Class, Gerald Wack.  
Music is played by Sergeant Sid Fel-  
ler and his Fort Knox Soldiers Or-  
chestra.

### Caruso Anniversary

The voice of Enrico Caruso was  
heard in a one-hour program on the  
twenty-first anniversary of the sing-  
er's death recently via WBNX, New  
York. Operatic arias and concert mas-  
terpieces recorded by Caruso between  
1897 and 1920 were presented with  
biographical and critical commentary  
by Edwin Hill, WBNX announcer  
who is an authority on "The Golden  
Age of Song" and who acted as  
producer and narrator of the broad-  
cast.

### Racetrack Coverage

Sports service in the Ontario dis-  
trict is offered every week-day by  
CHML, Hamilton. Throughout the  
afternoon all the race results from  
the major American and Canadian  
tracks are flashed, with up-to-the-  
minute service provided by a special  
race wire. And every night a re-  
capitulation of all the results is broad-  
cast. During the racing season at  
Dufferin Park, CHML airs descrip-  
tions of the turf encounters directly  
from the track, with Foster "Buck"  
Dryden at the microphone. Tran-  
scriptions are made of Dryden's word

### Studebaker Renews WABC

Studebaker Corp. has renewed its  
five-minute news spot, "Eric Sevareid  
and the News," which is aired three  
times weekly on WABC, New York,  
at 6:10-6:15 p.m., EWT. Program was  
started on February 3 of this year  
and was placed by Roche, Williams &  
Cunnyngham.

stars will play during the coming  
fall and winter months in maintaining  
public morale.

Instructions accompanying the port-  
folio explain innumerable ways in  
which local program directors may  
alter the scripts to suit their own  
special requirements or to comple-  
ment local tie-ups. Numerous stunts,  
including the use of match book  
covers, milk bottle ringers, counter  
and car cards, street banners, street  
parades and other publicity methods  
are likewise suggested in the packet.

### Disks Being Arranged

NBC announced that it is now ar-  
ranging with advertising agencies for

pictures and rebroadcast at night, as  
part of the recapitulation.

### CHML's "Let's Swap"

Designed to avoid war waste of  
usable materials, "Let's Swap" has  
recently been instituted on the CHML,  
Hamilton, Ont., program schedule.  
What one person may find lying  
around the house serving no purpose,  
may be put to good use by someone  
else. Taking this into consideration,  
CHML invites listeners to write in  
the list of articles they wish to trade.  
The list is then reviewed on the air,  
and arrangements are made to have  
interested persons exchange their  
goods with each other. Mondays, at  
9:05 p.m., lists are reviewed for the  
city listeners, while Tuesdays, at 9:05  
p.m., articles of interest to rural  
tuner-inners are announced.

### "War Jobs"

A new type of service program,  
titled "War Jobs," has been intro-  
duced by Eddie Albright, commenta-  
tor on KHJ, Los Angeles, on the Tues-  
day afternoon schedule of the Don  
Lee station. During the ten minute  
release from 3:20 to 3:30 p.m. PWT,  
Albright reviews jobs for which  
men and women are needed in war  
production industries. Direct contact  
with job seekers will be made through  
the program, as employment divisions  
of the various industries cooperate in  
the preparation of each broadcast.

### "Washington Rackets"

"Better Watch Out" is the title of  
a new series of programs aired on  
WWDC, Washington, D. C. Purpose  
of the program is to reveal the va-  
rious rackets that are being worked  
in Washington, and also to show how  
the housewives can best co-operate  
with the Office of Price Administra-  
tion and other governmental agencies  
in protecting their own interests while  
shopping. Sally Muchmore, of the  
Washington Better Business Bureau  
conducts the program.

### Another WAAC

Terre Haute—Ruth Mary Morton,  
for five years continuity editor of  
NBC affiliate WBOW in the city has  
joined the WAAC's at Fort Des  
Moines, Iowa. Miss Morton, 28, is a  
graduate of Butler University and a  
member of Kappa Kappa Sorority.

the production of the recordings, each  
of which will run from two to three  
minutes, as cut on twelve-inch disks  
running at 78 r.p.m. One important  
phase of NBC's exploitation plan for  
the Fall Parade of Stars calls for close  
tie-ups with local newspapers in  
which each medium will mention the  
part played by the other in bringing  
recognition of the entertainment value  
of the series to the station's listeners.

In announcing the exploitation  
plans, NBC officials emphasized that  
the program material supplied in  
scripts and on recordings will be free  
of all out-and-out mention of spon-  
sors' products.

# 'Language' Problems Discussed In Capital

(Continued from Page 1)

ing "on its toes," that 85 per cent  
of the Codes sent out in June to sta-  
tions carrying foreign language pro-  
grams had been returned, and that  
half a dozen foreign language an-  
nouncers have been taken off the air  
as a result of its representations. Con-  
tributions of the foreign language sta-  
tions, in time and talent were also  
made clear, Simon informed RADIO  
DAILY.

### Explore Problems

The conference with Fly was gen-  
eral, and explored various approaches  
to station problems. In connection  
with the complaints recently ad-  
dressed to the FCC head by the So-  
ciety of Loyal Americans of German  
Descent, Simon pointed out that those  
mentioned thus far have been "gen-  
eralities" and dealt with incidents no  
later than a year and a half ago.

Simon reported he found that the  
commission's general feeling was satis-  
factory over the work the committee  
has done. With Alan Cranston chief  
of the OWI's Foreign Language Divi-  
sion, Simon worked out a system  
whereby the industry control group  
would be informed by OWI of all  
cases where it was deemed contrary  
to the national war interests for per-  
sons now connected with foreign radio  
to continue broadcasting.

In his first conference with Elmer  
Davis, Simon reported that he brought  
the OWI chief "up to date on all the  
problems" and also called Davis' at-  
tention to several stations which the  
committee feels "ought to be put on  
the carpet." He said he cited cases  
to Davis where the committee al-  
ready has taken action.

### Understanding Reached

With Censorship Director Ryan, an  
understanding was reached that  
all foreign language transcriptions  
sent to stations by Federal agencies  
be accompanied by English scripts.

Touching upon the contribution of  
the foreign language radio stations  
to the war effort, Simon referred to  
returns of a questionnaire now be-  
ing tabulated by Lang. "Returns from  
only 40 stations indicated that these  
stations have given \$500,000 worth of  
time to army, navy and other patri-  
otic causes," Simon said. He also  
pointed out that writers and direc-  
tors in this field are contributing their  
talents to the production of many  
platters promoting the American Way.

A full meeting of the foreign lan-  
guage control group will be held in  
Washington September 15.

### Weil Made WOV Manager

Ralph N. Weil, for four years mid-  
west manager of International Radio  
Sales in Chicago, and prior to that  
manager of WISN, Milwaukee, has  
been appointed manager of WOV. A  
graduate of the University of Penn-  
sylvania and the Wharton School of  
Finance and Commerce, Weil entered  
the advertising field in 1928. His  
radio experience dates back to 1930  
when he joined WISN as local time-  
salesman. He became manager of  
that station in 1936.



# Coast-to-Coast



**AUDREY MITCHELL** is the first girl to join the operating staff of CFCH, North Bay, Ont. Orville Stone, CFCH program director, is away from the station on his annual vacation leave. Other vacationer at the station is Rayburn Doherty, traffic manager.

**Dick Granville**, platter spinner for WTTM, Trenton, N. J., has resigned. Granville had been with the station for the past ten months and previous to that was with WHBI, Newark, N. J. Title of Granville's program is "Musical Merry-Go-Round."

Current vacationists at WKRC, Cincinnati, include Syd Cornell program director; John M. Tiffany, chief engineer; and Mildred Gausing, secretary to Hulbert Taft, Jr., general manager. Republican Club of Hamilton County has signed for four quarter-hour programs as well as a schedule of spot announcements. Business was placed through Perry Brown, Inc. Other spot business includes Levine & Rosenberg, Inc., through William F. Holland and Rex Research Co. for Fly Tox through the Miller Agency Co.

WAAT, Jersey City, N. J., cooperating with the Free French newspaper "Pour La Victoire" is broadcasting a series of programs dealing with news and events in occupied and unoccupied France and of Free French activities throughout the world. These "Fighting French" programs are heard regularly every Tuesday, Thursday and Saturday at 12:15 noon and on Sunday evening at 7:15. Speakers permanently assigned to the week-day broadcasts are Philip Barres, Michel Pobers and Mme. Genevieve Tabouis, all world-famous editorial writers. The Sunday evening program will feature many of the Free French leaders now in this country.

Two announcers and a receptionist are the most recent additions to the personnel at WRVA, Richmond, Va. Announcers are Whitmel Forbes Lathrop and Elwood Stutz and the receptionist answers to the name of Virginia McDonald. Irving Abeloff, WRVA program service manager, celebrated his tenth wedding anniversary recently.

**Ray Buffum** is heading a new variety show on KPO, San Francisco, each Saturday afternoon. Final fifteen minutes goes east via Red network. Performers include Barbara Lee and Bob Garry, in songs; comic Tony Freeman; Helen Kleeb and the "Infamous Players Guild"; and Carl Kalash's orchestra.

**Allen Daniels**, veteran radio entertainer in Portland, Oregon, returned to the KGW-KEX program schedules August 1 with four quarter hours weekly, entitled "Homemade Sunshine," according to announcement by Arden X. Pangborn, KGW-KEX managing director. Daniels is being sponsored by the Portland Loan Company, Pangborn revealed. Unusual feature is the times of two of the shows, being spotted Saturday and Sunday at 12:45 a.m., and aimed directly at Portland's large group of shipyard workers, arriving home from the swing shift at that hour. The other two shows come Monday and Wednesday at 8:30 a.m.

First radio address of U. S. Senator **James M. Mead** since announcing his candidacy for Governor of New York State, was made over WKNY, Kingston, N. Y. last week. Speech was made at an Ulster County Democratic rally.

Another has been added to the ranks of women station technical operators in the person of **Jane Trent**, who has just joined the staff of WSBA, York, Pa. Miss Trent started the technical phase of her career at WCHS, Charleston, W. Va., in January of this year. In addition to the operating duties, she will occupy part of her time as news announcer. WSBA will henceforth carry the service of the complete transcription libraries of the Associated Music Publishers and the World Broadcasting System, according to announcement by Otis Morse, program director.

KQW's **Dick Eilers**, chief announcer, has left for the duration to join the Frisco staff of the Office of War Information. A new daily orchestra show relayed to coast CBS stations, is maestro **Ernie Gill's** "Let's Listen," aired over KQW in early afternoon.

KGBS, Harlingen, Tex., reports airing nearly three hours of news in 19 regular newscasts during 15 hours daily the station is in operation.

"Mothers of America," new program on WHEB in Portsmouth, N. H., remotes from the USO Studios in the downtown portion of the city. Each Monday at 12:30 p.m., EWT. Lee Spencer, home economist for WHEB interviews a group of mothers whose boys have been called to the colors. So great was the interest in the program that in the first week a mother's club was formed with the first enrollment exceeding one hundred mothers!

KILO, Grand Forks, N. D., has begun a new 45-minute record request program, and for the first week of the show, offered an autographed picture of Dick Jurgens to all listeners sending in any song requests. Station's also setting aside a fifteen minute program featuring the Columbia recordings of Dick Jurgens, whose band is currently broadcasting 19 times weekly via WOR, WABC, WPAT and WNEW in the New York Metropolitan area.

**Roy La Plante**, who has been employed at WFIL, Philadelphia, will join the announcing staff of WOL, Washington, D. C. on August 16. "Double Or Nothing" series, which is fed to Mutual from WOL, celebrates its 100th consecutive broadcast on August 21. Special program will signalize the event.

**Mary Milford** has been cast in the leading feminine role in KGO's dramatic series, "Alias John Freedom," which is relayed to the Blue web Sundays. During the vacation of KGO press chief Frank Feliz, his desk was filled by Milton Samuel, Blue Network publicity chief in Hollywood.

**Royal Beal**, who was recently on Broadway with Katharine Hepburn in "Without Love," is engaged as staff announcer for the summer at WKNE, Keene, N. H. He returns to the New York stage in the fall. James A. Hall, the "Yankee Auctioneer" about whose career the August 1 issue of the Saturday Evening Post carried a story, was interviewed in a WKNE special events broadcast recently and it is reported that soon thereafter most newsstands in the station's listening area had sold out their entire allotment of the magazine.

WELL, New Haven, Conn., recently aired **Richard H. Simons**, special agent in charge of the Connecticut Field Division Office of the FBI in the first of a weekly quarter-hour series of thrilling stories on espionage, taken from the Department of Justice records in Washington. Carey Cronan, news editor of WELL, poses questions to Simons during a portion of the broadcast.

"Camp Rucker Reports," the radio production of the Public Relations Office of that new Army post, debuted recently, WAGF, Dothan, Ala., and was produced by Colonel F. W. Manley, commanding officer of Camp Rucker. Series is currently being aired a regular thrice-weekly, schedule announcer and newscaster is **Se. Phelps Warren**, formerly of the Public Relations Office at Fort Benning, Georgia.

**Robert Snider**, WOWO-WGLA, left the Fort Wayne station August 1 to return to KTUL, Tulsa, is succeeded by **Stanley P. Guthrie**, KOVC, Valley City, North Dakota.

The number of men in the forces from KYSM, Mankato, numbers four. Latest to join colors is **Frank Endersbe**, sports announcer for the past two years, replacing him is **Bob Redeem** of Mankato. Serving as a focal point over KYSM, Mankato for all information pertaining to the front is "The Woman's Page," **Jeanne Kimball** and **Glenn H. Program** features news of what men are doing in the war effort. Five minute newscast, the late formation regarding the enlistment opportunities for men and women news of promotions to men in armed forces from the Southern Minnesota area.

KGO, San Francisco has set **General Paul B. Malone**, former World War hero and ex-commandant of the Presidio in San Francisco, a tri-weekly commentator. He is offered to sponsors. KGO ranged promotion on the broadcast of "Breakfast at S. from the Civic Auditorium, at no less than 13,087 persons saw Tom Breneman broadcast, during visit to Frisco.

**Warren Sweeney** of CBS has two announcer assignments: "Out for Laughs" Sundays with **Holtz** and **Mildred Bailey** and Asian-American Music Festival days with **Bernard Herrmann**.

1 9 4 2						
BIRTHDAYS						
17	18	19	20	21	22	23
24	25	26	27	28	29	30

August 10

- Robert Feldman
- Jack Haley
- Frank E. Mullen
- Harry Richman
- Larry Fisk
- Louise Massey
- Jane Pickens
- Duke Rorabaugh
- A. A. Schechter

## ★ TELEVISION ★

Equipment for Radio Stations

Charles Ross, Inc. carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East. LIGHTING EQUIPMENT Any Purpose Anytime Anywhere

333 W. 52nd St., New York City Circle 6-5470-1

CHARLES ROSS, Inc.





# No Curtailment, Says Fly

## Gave 511 Hours Toward War Effort

Even the period of October 1, and July 31, 1942, the Blue Net devoted 511 hours, 54 minutes toward war effort, according to statistics compiled yesterday. The time for this purpose steadily increased during the 10-month period. Department departments, including treasury, used 10 hours, 55 minutes in October, while in July the was 28 hours, 45 minutes. Sustained programs tuned to the nation occupied 15 hours, 30 minutes.

*(Continued on Page 6)*

## KMOX Appoints Campbell as New Sales Manager

St. Louis, Mo.—Wendell B. Campbell, western sales manager of Radio KMOX, a CBS subsidiary, has been appointed sales manager of KMOX, effective September 1, replacing J. Soulard Johnson, who is now a Second Lieutenant in the Army Air Corps at Miami, Fla. Effective September 1, Campbell will be in complete charge of sales at KMOX, including sales promotion and sales handling.

## Censorship Office To Act on "Language" Personnel

Washington Bureau, RADIO DAILY  
Washington—The Office of Censorship hereafter will inform stations of the desirability of taking on, or of ceasing to employ specified individuals in the production of their "language" program is questioned on the basis of findings from a government agency, it was announced.

*(Continued on Page 2)*

## FCC Booklet

The FCC has published a booklet, "Broadcasting Regulations and Free Speech," which presents the remarks of FCC Chairman Lawrence Fly on June 30, before the House Interstate Foreign Commerce Committee. The booklet was prepared, according to the FCC office of information, in order to tell the reasons for the new broadcasting regulations.

## 100% War Co-Op

Schenectady, N. Y.—Example of 100 per cent war-effort cooperation was the special announcements aired on WGY, here, for three days last week. Station, which is an NBC outlet, advised its listeners to tune to the CBS program, "The Production Crisis," which was carried by WOKO, Albany, N. Y. Air plugs described program "of national importance" and gave time and rival station's call letters.

## See Normal Listening For Second Quarter

Resumption of normal radio listening in the second three months of 1942, as contrasted to the intense war-time listening of first three months, is indicated in a report by the Co-operative Bureau of Analysis for the second quarter of 1942, which reveals that the volume of listening in the second quarter was about the same.

*(Continued on Page 5)*

## Pillsbury Adding 26 To "Clara" Web On CBS

Pillsbury Flour Mills Co. will add 26 new CBS stations to its list of outlets carrying the "Clara, Lu 'n' Em" programs, effective September 7. Program premiered on June 8 on 14 CBS stations and is aired three times weekly on Monday, Wednesday and Friday.

*(Continued on Page 2)*

# U. S. Shortwave Facilities Still Inadequate—Francisco

## KDYL Signs 3 Accounts For News Across-the-Board

Salt Lake City—KDYL of this city has announced the signing of three "across the board" sponsors to its regularly established newscast periods. The Independent Coal and Coke Company of Salt Lake City takes on the sponsorship of the first complete evening newscast.

*(Continued on Page 2)*

## Declares "Adverse Interests" Spreading Rumors Of Equipment Shortage And Instability; Hits Proposed Tax

## Canada Radio May Cut Operations To 11 P. M.

Montreal—Broadcasting schedules in Canada will probably be reduced within the next few months to save wear and tear on transmitter tubes. That such a move would develop was reported by Donald Manson, chief executive assistant to Major Gladstone Murray, general manager of the Canadian Broadcasting Corporation.

*(Continued on Page 7)*

## Govt. Officials To Bat While Lewis Vacations

Seven government officials, prominent in the war program will substitute for Fulton Lewis Jr., starting August 17, when the commentator goes on his vacation. Schedule for the pinch-hitters at 7 p.m. is as follows: Monday, August 17, Paul V. McNutt, Chairman of the War Relocation Authority.

*(Continued on Page 2)*

## WKRC Local Nat. Spot Reveals Rise of 42%

Cincinnati—At the conclusion of the last three-month period of operation of WKRC, Hulbert Taft, Jr., general manager, reports a healthy progress in the station's business. Commercial advertising revenue rose 42 per cent.

*(Continued on Page 2)*

Washington Bureau, RADIO DAILY  
Washington—Dismissing as "a lot of eyewash" rumors that the broadcasting industry lacks stability today, and that stations may have to go off the air because of equipment shortages, FCC Chairman James Lawrence Fly said yesterday that there is no reasonable justification whatsoever for such allegations, which he attributed to "certain competing advertising circles." Praising the industry for the big contribution it is making to the war effort, Fly observed:

*(Continued on Page 7)*

## Radio-Recording Men Confer With Arnold

Washington Bureau, RADIO DAILY  
Washington—Broadcasting and recording interests were well represented at the "grievance" meeting called Saturday morning by anti-trust division of Justice Department in connection with the government's injunction suit against Petrillo and the AFM. Postponement of the case was announced.

*(Continued on Page 7)*

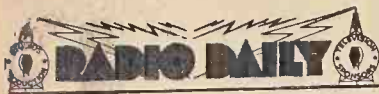
## Winchell Leads Survey In National Ratings

Walter Winchell, with a rating of 19.8, an increase of 3.5, led the list of "First 15" in the national program ratings released by C. E. Hooper, Inc. for July 30. The Winchell show, and the program "The American People," were the only ones to show an increase.

*(Continued on Page 5)*

## Spieler-School

Montreal—To help meet the shortage of radio announcers, the Canadian Association of Broadcasters has arranged a war-time course in announcing to be given at the Ontario Agricultural College starting September 1 and ending September 25. The 25-day course is open to men and women, with college degrees or their equivalent, not eligible for active war service.



Vol. 20, No. 30, Tues., Aug. 11, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

## FINANCIAL

(Mon. Aug. 10)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tgl. & Tel.	117	116 1/2	117	1/2
CBS A	12 1/2	12	12 1/2	+ 1/8
CBS B	12 1/2	12 1/2	12 1/2	+ 3/8
Gen. Electric	26 3/4	26 1/4	26 1/2	+ 1/8
RCA Common	3 1/4	3 1/8	3 1/8	- 1/8
RCA First Pfd.	54	54	54	+ 1/2
Stewart-Warner	6 3/4	6 3/4	6 3/4	+ 1/8
Westinghouse	66 1/4	65 1/2	66 1/4	+ 1/8
OVER THE COUNTER				
Fairsworth Tel. & Rad.			17 1/2	2 1/2
Stromberg-Carlson			5 1/2	6 1/8
WCAO (Baltimore)			15	3
WJR (Detroit)			19	

## KDYL Signs 3 Accounts For News Across-the-Board

(Continued from Page 1)  
ing edition of news at 5:15 p.m. daily with Ed Letson, KDYL newscaster, handling the mike. McKesson-Robbins takes over the 11:30 a.m. quarter hour daily to plug their new Vitamin B. Complex capsule "Bexel." Assigned to the microphone for this period is Charlie Buck, staff announcer. The third new contract is with Dupler's Art Furrier of Denver and Salt Lake City. The contract calls for sponsorship of KDYL's regular 10:00 p.m. newscast daily except Tuesday and Saturday. Veteran newscaster, Tom Cafferty, handles this assignment.

### Stork News

Atlanta — To Hubert Batey, announcer at WSB, Atlanta, and Mrs. Batey, a girl, Thursday, Aug. 6, at Mrs. Batey's home in Albany, Ga.

THE MIDDLE LINK IN COLUMBIA CHAIN FROM THE HUDSON TO THE GREAT LAKES

**CBS** BASIC SUPP. **WIBX** 270,000 METRO M'K'T

UTICA, N. Y.'s ONLY RADIO STATION

## Censorship Office To Act Re "Language" Personnel

(Continued from Page 1)  
nounced yesterday by Allen Cranston, chief of the Foreign Language Division, Office of War Information. The decision was reached at a meeting attended by Attorney General Francis Biddle, Director Byron Price and Harold J. Ryan, of the Office of Censorship; FCC Chairman James L. Fly, and Director Elmer Davis, Milton Eisenhower, Gardiner Colles, Jr., and Cranston, representing the OWI. In cases which do not involve denaturalization proceedings or do not call for criminal or other direct action, the meeting decided that the Office of Censorship was the proper agency to act. The executive order by which it was set up gives Censorship broad powers to determine what may constitute "aid or comfort to the enemy." OWI, set up as an information distributing agency, has no such power, although as a direct result of its advice, one announcer has been removed from the air.

### National Security to Govern

Cranston indicated that he would now turn over information obtained on other questionable individuals in the foreign language radio to Censorship, as hereafter, the other Federal agency will act if it appears that a job applicant or any other employee should be removed from the microphone in the interest of national security.

It has not been decided whether the Office of Censorship will make its recommendation to the station orally or in writing, according to the OWI division chief. He also stated that, while there has been some talk of the possibility of setting up an appeals board, this has not proceeded beyond the discussion stage.

### Finds Managers Cooperative

Cranston stated that OWI had found the station managers "fully cooperative" whenever they were furnished personal information. He also said that, although determination of the desirability of personnel has now been delegated to another agency, OWI foreign language radio chief Lee Falk would continue to serve as liaison between the foreign language stations and the various government agencies.

## Lightning Halts WINS; Resumes 2 Hours Later

Freak accident in which lightning jumped the gap between the four transmitter towers threw WINS, New York, off the air for two hours and 23 minutes yesterday. Station went off the air at 1:44 p.m. and resumed normal operations at 4:07 p.m.

## WKRC Local Nat. Spot Reveals Rise of 42%

(Continued from Page 1)  
paring the three-month period (April, May and June, 1942) with the corresponding three months in 1941, WKRC shows an increase of 42.1 per cent in combined local and national spot business.

## Pillsbury Adding 26 To "Clara" Web On CBS

(Continued from Page 1)  
Friday from WBBM, Chicago, at 10:00-10:15 a.m. CWT. Series was placed by McCann-Erickson, Inc., agency for the account.

New outlets include: WDRC, Hartford, Conn.; WMBR, Jacksonville, Fla.; WQAM, Miami, Fla.; WDBO, Orlando, Fla.; WFOY, St. Augustine, Fla.; WDAE, Tampa, Fla.; WJNO, West Palm Beach, Fla.; WMBD, Peoria, Ill.; WMT, Cedar Rapids, Ia.; KPH, Wichita, Kans.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WORC, Worcester, Mass.; KDAL, Duluth, Minn.; WOKO, Albany, N. Y.; WBNF, Binghamton, N. Y.; WHEC, Rochester, N. Y.; WFBL, Syracuse, N. Y.; WADC, Akron, Ohio; WKBN, Youngstown, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WPRO, Providence, R. I.; WCHS, Charleston, W. Va.; WTAQ, Green Bay, Wis.; WISN, Milwaukee, Wis.

Present network carrying "Clara, Lu 'n' Em" are WEEL, Boston; WKBW, Buffalo; WBBM, Chicago; WCKY, Cincinnati; WGAR, Cleveland; KRNT, Des Moines; WJR, Detroit; KMBC, Kansas City; WCAU, Philadelphia; WJAS, Pittsburgh; KMOX, St. Louis; WJSV, Washington; WCCO, Minneapolis; WRVA, Richmond.

## Strong Mexican Union Sets Commercial Series

Mexico City—One of the strongest unions in the city composed of local municipal government employees, will soon broadcast a series of programs over several of the local radio stations. All programs will be on a commercial basis, will range from 15 to 30 minute broadcasts from one a week to three per week. Programs will tell what the union asserts is the true current situation in Mexico.

Talks will be presented by speakers of the union, public servant organizations, local newspaper writers and noted scientists.

## Postpone O'Keefe Dinner

The dinner arranged by the Notre Dame Club of New York, as a tribute to Walter O'Keefe, master of ceremonies on NBC's "Star Spangled Vaudeville" and "Battle of the Sexes," has been postponed from August 16 to 30. The change was made necessary by O'Keefe's appearance in "Priorities of 1942."

## COMING and GOING

CLARK A. LUTHER, national sales and promotion manager of KFH, is in town from Wichita for a few days of conferences with the York representatives of the station.

DAVID H. ROSENBLUM, president and general manager of WISR, Butler, Pa., and MRS. ROSENBLUM, commentator known on the air as GLADYS BORNE, have left by plane for a short vacation in Chattanooga, Tenn.

C. H. FRAZIER, commercial manager of WJOL, has arrived from Knoxville for a few days at station business.

RALPH EDWARDS, of "Truth or Consequences" is back from a trip to the coast during which he appeared in an RKO film.

JAY EUBANK, formerly of KICA, Clovis, N. M., and now in Government service connected with the administration of the lend-lease program here and abroad, is in town awaiting further orders.

A. D. WILLARD, general manager of WISN, Washington, is vacationing at the Princess Anne Country Club, Virginia Beach.

DIETRICH DIRKS, general manager of KXII, Sioux City, who spent the latter part of a week in town, has returned to his Iowa headquarters.

H. V. KALTENBORN, NBC commentator arrived in London following a secret but flying trip.

CAMPBELL ARNOUX, general manager of WTAR, Norfolk, Va., is in New York for a few days on station and network business.

WARREN P. WILLIAMSON, JR., president and general manager of WKBN, CBS outlet Youngstown, is in town from Ohio on a business trip of about a week.

UNA MERKEL is here to discuss radio commitments for the Fall.

## Govt. Officials To Bat While Lewis Vacation

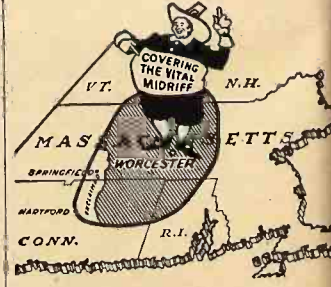
(Continued from Page 1)  
power Commission; Tuesday, August 18, Claude Wickard, Secretary Agriculture; Wednesday, August 19, Leon Henderson, Federal Price Administrator; Thursday, August 20, Bloom, Congressman from New York; Friday, August 21, Admiral Emory Land, head of the U. S. Maritime Commission. Senator Alvin Barkley, Donald Nelson and Helen Hayes are scheduled for the week of August 24, but definite dates for each have not been set.

## When you buy time BUY AN AUDIENCE

What about WOL?

serves the Nation's No. 1 Market—over 1,000,000 people

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



## WTAG WORCESTER

# WHN GETS RESULTS FOR UNCLE SAM, TOO

*\$100,000 in War Savings Bonds sold in two-hour broadcast*

WE'VE boasted a great deal about WHN's ability to get results—to sell things like cigarettes, razor blades, soap and breakfast cereal.

On Wednesday, August 5th, we accepted Uncle Sam's challenge to put WHN's selling power to work in the direct sale of War Savings Bonds.

For exactly two hours and five minutes on that date, during our exclusive broadcast of the Dodgers-Giants twilight baseball game, Red Barber told listeners to telephone in their pledges to buy War Bonds and to send their checks to WHN.

No previous or outside publicity was given to the sale.

By the end of the broadcast, pledges totaling \$58,000 had managed their way through a jammed switchboard.

Persevering listeners continued to call all night and the next day to swell the total sales to over \$100,000 in War Bonds.

It's all yours, Uncle Sam, to help buy the things we need for Victory. We're humbly proud to include you among our clients for whom we get results.

**WHN**  
**NEW YORK**

*America's Most Powerful Independent Station*

# Los Angeles

By JAC WILLEN

FOR the fifth straight season Meredith Willson and orchestra will be a highlight of a drugstore series (Rexall) which were made into transcriptions on July 31 and will be released over a combined network in the fall. Ken Murray, Kenny Baker and Marlow Wilcox will be other principals.

"Ravenscroft" sounds like a script writer's idea of a comedy English butler's name, but that broad English accent that answers when Rudy Vallee addresses his "butler" actually is Thurl Ravenscroft, towering (six feet four) basso of the Sportsmen quartet singing on the show.

Arch Oboler, known to thousands of radio and movie fans as a writer and director, and to his many friends as a very proud father, will be guest star on Walter White, Jr.'s "Nobody's Children" program, August 16, (3:30 p.m. PWT) on KHJ and Mutual-Don Lee net.

Oboler currently is directing "This Precious Freedom," a motion picture starring Claude Rains, the first of a series of feature films for General Motors, to be shown to the thousands of GM employes now engaged in war industries throughout the nation.

KNX-CBS commentator Knox Manning, who is also master-of-ceremonies for CBS "Stars Over Hollywood," has accepted an invitation to appear at the August meeting of the Author's Club. Manning will speak on "Radio and the War."

Theodore Dreiser, eminent writer, guested as speaker on station KPAS, Pasadena, Thursday, August 6th, with a talk on "The Truth About Russia." CBS made transcriptions of the broadcast speech for their usage.

Wayne Babcock, at one time with KSTP, St. Paul-Minneapolis, who is now First Lieutenant in the Communications Branch of the Air Corps, held a reunion recently with John Wald, Richfield Reporter, who was also with KSTP.

"Breakfast at Sardi's received one of its heaviest receptions during last week's visit and broadcasts from San Francisco. Reportedly 20,167 requests were made to attend the broadcasts which were originated in the Persian Room of the Sir Francis Drake Hotel, a notably small dance spot. By Wednesday requests were so far behind that it was decided to redo the Blue Network transcontinental show from the Civic Auditorium on Friday after the broadcast from the hotel had hit the airplanes. Many a fan was pleased at the gesture.

Ned Tollinger will produce the Meredith Willson-John Nesbitt show during Underwood's absence.

## FOR SALE

RADIOTONE recorder and radio. Sixteen inch turntable, two speeds, excellent condition. List price \$675. Available to be seen and heard quickly. Reasonable offer will be accepted. Write RADIO DAILY, Box 557, 1501 Broadway, New York City.



### Late Flashes from the "War Bond" Front . . .!

● ● ● In Wednesday's column, we stuck our neck way out to here telling the radio industry about the major role it must take in the War Bond drive. Today, the radio industry answers that challenge—and how! We all read the other day about how Red Barber sold over \$100,000 worth of Bonds in a single WHN broadcast. Now here's what the rest of the industry is doing. They're not in any chronological order. We're merely jotting 'em down as they come in. From WTOL, Toledo, comes word that each purchaser of a War Bond is registered for a possible interview on the air. They're running a series of interviews with Americans who wish to tell others why they are buying War Bonds and Stamps and why they are contributing a full 10 per cent of their incomes to the purchase of a share in America's future. WTOL is also running a 15-minute daily program called "Bonds for Freedom" along these lines: "WTOL has a side line which is more important than the radio business—that of selling 'Bonds for Freedom.' Here is the best buy in the world today—a War Bond costing \$18.75 which will be worth \$25.00 in 1952." Fourteen hours a week are being devoted to the Treasury Drive at the station



● ● ● WJW, Akron, O., has scheduled a daily half hour "Hill Billy" show designed to sell Bonds by mail. . . . KOA in Denver has sold three million dollars worth of Bonds through local organizations and is now arranging to sell Bonds directly via a series of special programs designed to secure immediate sales from booths and by mailed pledges. . . . WCFL, Chicago, has three programs for direct Bond sales. "The Irish Hour" on Sunday evening sold \$2,000 in Bonds on one program and "The Treasury Corner" booth program originating from the Sears Roebuck store window at noon daily, with gueststars, sold \$50,000 during the July 31st broadcast. WCFL also has a half hour show on Tuesday and Thursday called "Any Bonds Tonight," with an orchestra, vocalists and celebs plugging mail and 'phone call sales for Bonds.



● ● ● WAIT, Chicago, has this on sixty station break daily announcements: "WAIT, but don't wait to buy War Bonds and Stamps." The announcements urge mail pledges or a visit to the Treasury Store, a large office space in which WAIT has displayed all types of war planes, guns and other equipment showing the public what their Bond investments will buy. . . . WBYN, N. Y., inaugurated a Hungarian program designed to appeal to foreign listeners and sold twenty-five Bonds on the first fifteen minute airing.



● ● ● The Cleveland Stations—WTAM, WGAR, WHK, WCLE—have joined in a four-way sales plan with newspapers, outdoor advertising and street car signs for a five month's campaign starting Aug. 1st. They solicited pledges from local factories on the basis of \$1.25 per employee, and have collected \$100,000 which will be used for advertising on the four media by a local agency. The entire campaign will attempt to make Cleveland the outstanding city in the sale of War Bonds in the United States. . . . Kasper-Gordon up in Boston has adopted a new policy with War Stamps. They've organized "I Tip With War Stamps" clubs—and use the Stamps instead of actual tips.



● ● ● And so it goes. Suggestions are pouring in from all over the country. Now let's hear what you think about it!

—Remember Pearl Harbor—

# Chicago

By FRANK BURKE

DICK BELLAMY, radio editor, "Milwaukee Journal," is a hep cat in his spare time and has a big collection of popular swing recordings. Latest addition to his library is a set of the new Vaughn Monroe and other recordings.

World radio preview of the orchestration from "Seven Days Leave," new Hollywood movie, will be presented by Roy Shield and company on NBC from Chicago at 11 p.m., Tuesday, August 18. Dinning Sisters and Janette will be heard with the Shield orchestra.

Paul Whiteman and orchestra may play in the back yard of his farm home at Stockton, N. J., in September. Band has been offered a date by George Hamid at the Trenton, N. J. fair.

Mary Afflick, whose "Women for Victory" program is heard on WGN has been named OCD air raid warden for her block on Chicago's northside section.

New and renewal business WMAQ includes an order from the Walgreen company, through Schwimmer and Scott, for a 13-week renewal of the war news commentary Monday through Friday, 5:15 to 5:20 p.m. Lever Brothers, through Ruthrauff, Ryan, series of 60 one-minute transcriptions in a six week period beginning this week and the Chicago "Sun" through Wade Advertising Company 39 one-minute announcements during a 13-week period.

Harry Canfield, a member of NBC Chicago guide staff, has been inducted into the Army and two men have been added to the staff. They are Gerald Ravenscroft and John Condit.

Dorothy Masters, member of the NBC press department, has enrolled as a volunteer worker for the Treasurers Aid Society.

Fred Williamson of the New York Frederick Brothers office in Chicago making radio calls.

Leo Carr, chief of the Illinois State police, and a favorite among the radio folks has announced his candidacy as a Republican seeker of the Cook County Sheriff's job.

## G. E. Chart Available

Schenectady, N. Y.—A quick-selection and comprehensive chart of electronic tubes for industry, with technical data on applications and tubes has been prepared by the General Electric Radio, Television and Electronics Dept., at Schenectady, N. Y. and is available on request.

## RADIO ARTIST?

Call

# LExington 2-1100

FIRST AND FOREMOST

# See Normal Radio Listening For Second Quarter Of 1942

(Continued from Page 1)

or only slightly above the same months of last year. The return to normal radio listening is best indicated by a comparison of the average ratings of night-time network programs.

## Average Ratings of Night-time Network Programs\* (2nd Quarter 1941 vs. 2nd Quarter 1942)

	1941	1942
73 Programs broadcast both Aprils	13.6	13.0
73 Programs broadcast both Mays	11.9	12.6
71 Programs broadcast both Junes	10.2	10.5

\*Weighted by quarter hours.

The volume of listening to network evening programs broadcast in both years was just about the same for each year. At the same time there was an increase of six per cent in the number of programs offered. Average ratings of daytime network programs in both years likewise show that the interest was about the same as in the previous year. The number of daytime network programs, however, was up eleven per cent.

## Average Ratings of 4-5 Time a Week Quarter Hour Daytime Network Programs (2nd Quarter 1941 vs. 2nd Quarter 1942)

	1941	1942
40 Programs broadcast both Aprils	6.0	5.9
40 Programs broadcast both Mays	5.6	5.6
38 Programs broadcast both Junes	5.6	5.2

The volume of listening to all programs, moreover, was practically the same in both years except for April of 1942 when the volume of night-time listening was somewhat less than in the previous year.

## C. A. B. Index of Listening

	1941		1942	
	Night	Day	Night	Day
April	28.9	15.4	27.3	15.4
May	27.4	15.0	27.0	14.4
June	24.4	14.8	23.4	13.6

Interest in newscasts continued at a higher level in the second quarter, but the margin of gain over 1941 was markedly less than that recorded in the first three months, when an increase of fourteen per cent in the size of the average audience was found.

## Set-Owners Hearing One or More News Broadcasts (Based on Wednesday nights—2nd quarter of 1941 vs. 2nd quarter of 1942)

	Between 5-7 P.M.		Between 7-9 P.M.		Between 9-12 P.M.	
	1941	1942	1941	1942	1941	1942
April	26.1	25.9	10.8	12.1	16.6	17.6
May	21.5	22.8	9.6	12.0	18.1	18.2
June	20.3	20.6	8.5	12.3	15.9	15.4
Average	22.8	25.1	9.6	12.2	16.9	17.1
Jan.-Mar. Average	26.8	32.2	11.2	16.2	18.4	21.6

Expectations that gasoline rationing would stimulate radio listening were not fulfilled, at least during the first six weeks of rationing in eastern cities. Comparison of listening before and after rationing in rationed and unrationed cities reveals little, if any, difference in the seasonal downward trend which was indicated in the size of the listening audience.

## Relation of Amount of Radio Listening in Gasoline-Rationed Cities vs. Unrationed Cities

	Prior to Rationing		After Rationing	
	Week of May 6-12	Week of May 19-26	Week of June 3-9	Week of June 17-23
Unrationed Cities	17.8	18.2	17.3	15.7
Rationed Cities	16.6	17.2	15.6	15.0
	Prior to Rationing		1 1/2 Months After Rationing	
	Week of May 6-12	Week of May 19-26	Weeks of May 19-26 and June 3-9	Weeks of May 19-26 and June 17-23
Unrationed Cities	17.8	17.5	17.5	17.5
Rationed Cities	16.6	16.9	16.9	16.9

The comparison is based on an average of the percentage of the radio sets in use during all the quarter hour periods between 7 a.m. and 12 midnight, local time. The cities included in the tabulation are:

**Rationed**—Boston, Providence, Hartford, New York, Philadelphia, Baltimore, Washington, Atlanta and Syracuse.

**Unrationed**—Rochester, Pittsburgh, Buffalo, Cleveland, Detroit, Cincinnati, Chicago, St. Louis, Des Moines, Kansas City, Minneapolis, St. Paul,

Omaha, Louisville, Memphis, New Orleans, Dallas, Houston, Oklahoma City, San Francisco, Los Angeles, Portland, Seattle, and Spokane.

## SAMUEL FRENCH

SINCE 1830  
AUTHORS' REPRESENTATIVE  
PLAYS FOR RADIO, STAGE & SCREEN  
25 West 45th Street, New York  
811 West 7th Street, Los Angeles  
(Catalogue of Plays on Request)

## AGENCIES

H. B. "BUD" TRAUTMAN has been named radio director of the W. Earl Bothwell Advertising Agency, Pittsburgh, to succeed Virginia Bothwell, who will devote her full time hereafter to consumer research. Trautman was formerly with WWSW, Pittsburgh, and also was a writer and producer for the "Treasure Chest" on NBC. Jean Albright has been appointed assistant art director of the agency replacing George Platacz, who has enlisted in the Marines.

MARTIN DEAN WICKETT, formerly in charge of radio production at Erwin, Wasey & Co., has been appointed assistant radio director by Edward J. Fitzgerald, vice-president in charge of radio. Wickett will have operational responsibilities of the radio department.

FRANKLIN OWENS has succeeded George Kern as radio time buyer at Benton & Bowles. Owens joined the agency in 1941, having previously been with NBC and BBD&O.

LAKE - SPIRO - SHURMAN, Inc. has been named advertising agency for Chicago & Southern Air Lines, according to an announcement by the home office of Chicago & Southern Air Lines. Firm is headquartered at Municipal Airport, Memphis.

## Sign Crumit-Sanderson For New Tums Program

Lewis-Howe Co., makers of Tums, has contracted through its ad agency, Roche, Williams & Cunyngnam, Inc., for the 8 p.m. EWT spot on CBS, starting October 3. Sponsor will air a new quiz program featuring Julia Sanderson and Frank Crumit, heard last season on "The Battle of the Sexes" on NBC for Molle Shaving Cream. Format of the program has not definitely been decided upon, but it is understood that it will be different from previous Crumit-Sanderson airings.

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

## OUR RATE POLICY

As a national advertiser, your rate is no higher than that paid by the many local accounts who use this station consistently and profitably. It's one rate to everybody—a bargain for all! WDRC, Hartford, Basic CBS for Connecticut.



## QUEST-ING

RMOSTEL, on "Hobby Lobby," WABC-CBS, 8:30 p.m.).

NANCE BENNETT, on Gen- Mrs' "Cheers from the Camps," om Camp Crowder, (WABC- 90 p.m.).

SHOESMITH, blind sculptor director of the New York for the Education of the the "Living Art" program, (ABC-CBS, 4:30 p.m.).

ANN MERCER, substituting vacationing Louise Massey, Reveille Roundup," tomorrow d, 7:45 p.m.).

ANDER J. R. PERRY, of the Navy Bureau of Yards and n "The Engineer at War," (NBC Red, 6:30 p.m.).

EINSDORF, substituting for allenstein, on the "Sinfoniet- gram, Thursday (WOR-Mu- 3 m.).

BERON, PHIL BAKER AE FROMAN, on the "Stage anteen" show, Thursday CBS, 9:30 p.m.).

SOBOL, on Ted Husing's Minutes to Play" program, (WABC-CBS, 8 p.m.).

## Cell Leads Survey In National Ratings

(Continued from Page 1)  
tion Please," which added previous rating were the only grams to show increases, the losing from fractions up ts over the previous report. ers to the list were the wes program, Gabriel Heat- ventures of the Thin Man," "Saturday Nite Serenade," hich were on the July 15 d which did not make the n for this period were Lux Theater," now vacationing, eties Revue," "Treasure the Rudy Vallee program. the first fifteen evening pro- m the July 30th report with ent ratings are as follows: inchell, 19.8; "Mr. District e" 13.7; Frank Morgan, 13.5; r, 12.9; "Information Please," ar Hit Parade," 11.1; "Star Vaudeville," 10.3; "Music 0; Major Bowes, 9.5; "Take ve It," 9.4; "One Man's Fam- Gabriel Heatter, 9.0; "Adven- he Thin Man," 8.8; "Satur- Serenade," 8.7; and "Seren- nday," 8.7.

## WANTED TO BUY SOUTHERN STATION

of 30,000 or more population. Copies confidential. Write Box Radio Daily, 1501 Broadway, New

## Technicians' Strike Forces Close Of WCOV

Washington Bureau, RADIO DAILY

Washington—Failure to reach an agreement with the WCOV management after more than two months' negotiations led members of the Broadcast Technicians' Union, local No. 1299 at the Montgomery, Alabama station to go out on strike on Friday, it was revealed here yesterday by the International Brotherhood of Electrical Workers. When the station was closed, the union announced it would have technicians available to place the transmitting equipment in operation immediately in event of any civilian defense emergency.

Clifford I. Shelkofsky, business manager for the local, said a proposed agreement had been submitted to G. W. Covington, business manager of WCOV in June. Negotiations have continued intermittently since that time, according to Shelkofsky, although the original agreement between the station and the union expired on July 1. By mutual agreement the contract was extended to permit further negotiations. Final conferences, held last week were attended by John A. Thompson and Lawson Wimberly, international representatives from Washington.

### No Conferences Scheduled

Main points in issue, according to the union, are wages and working conditions. The union also claimed that the station's management refused to use the services of technicians in connection with remote control broadcasts. On this point the union contended that it has been designated by the National Labor Relations Board as the bargaining agency for employees performing such work.

When negotiations might be resumed is in doubt as no further conferences were said to be scheduled. Union representatives said they were willing to resume discussions if there appeared any possibility of reaching an agreement.

## CFLC Resumes Aug. 17

Ottawa—Radio Station CFLC, Prescott, has gone off the air and J. Whitby, who purchased the station last February, stated it will resume operations about August 17 in its new location at Brockville, 10 miles west of Prescott. New buildings being erected in Brockville for the station include a transmitter room and an emergency studio. The transmitter will be located one mile outside the city with two 70-foot towers being used. An extensive ground system is being put in.

Prescott may continue to have a studio, operating by remote control from the Brockville outlet.

## Fried Manager of KLX

Oakland, Calif.—Adriel Fried has been named manager of KLX of this city. Fried has been connected with various stations on the West Coast and also has taught radio for four years at the Santa Cruz, Calif., high school.

# WORDS AND MUSIC

By SID WEISS

**NOTES FROM AN AISLE SEAT:** WJZ sold \$15,525 in war bonds the other day in the first nine minutes of a broadcast...Mort Lewis will do the scripting on Zero Mostel's new show to be called "The Zero Hour"....Geo. F. Putnam has penned an article for "Picture Scoop" mag on "What to Do With Hitler After the War"....Lum 'n Abner will write their own story for their third film, "Wonderful World"....That Bonnie Baker-Chiclet transcription deal was set by Herb Gordon....Bill Goodwin will do the splicing for Dorothy Kilgallen during her coast airings....BBC has banned "Deep In the Heart of Texas" in broadcasts for factory workers because during the "clap, clap" routines, the workers would use their hammers on machines, damaging many and slowing up production in general...."Let's Play Reporter," a new Basch Production show, being auditioned for two sponsors this week....Bill Pennell signed to announce the new Gen'l Motors "Victory Is Our Business" series via transcriptions....Jackson Beck back in town again.

★ ★ ★

JERRY ADELMAN and Jack Hill have taken over the writing assignment on Fay Wray's "Keeping Up With Rosemary"....If Edna May Oliver doesn't return to "The Remarkable Miss Tuttle," there's a strong chance that Lionel Barrymore will take over for the sponsor in "Mayor of Our Town"....Tom Slater's "This Is Fort Dix" show on Mutual will be the first army radio show to be filmed as a short for Paramount release with Army Emergency Relief as the benefactor....John McIntire writes from his dairy farm in Montana that he's gone from "Crime Doctor" to "Cream Doctor"...."Sing for Dough" drew more audience response than any of the newer sustainers, Frank Cooper will be glad to know....Ted Straeter's eight Singing Sirens may wind up with a spot of their own, after all....Maurice Roffman has penned a new tune called "Patriotic Swing"....Happy Jim Parsons, Mutual's morning melody mentor, has been signed by that network for a full year....Milt Herth will do a Universal short called "The Good Herth."

★ ★ ★

CAROL BRUCE being considered for a new fall show....Charlie Martin comes up with a winner for his "Playhouse" next week in "The Maltese Falcon" starring Edward Arnold....Aug. 23 marks Phil Baker's 45th birthday and his 10th anniversary in radio—so his sponsor is making it "Baker Night." Only people named Baker will be admitted to the show that night....That beautiful gal on "Crime Doctor" is Katherine Bard, daughter of Assistant Sec'y of the Navy Ralph A. Bard....Harry A. Gourlain and Zac Freedman have formed a new producing organization and are readying an intimate musical revue called "Green As Grass." Cast will be recruited from the Borscht Belt, with sketches by Geo. Jessel and Sid (Guffy) Fields....We miss Maxine Keith's "From Me to You" series and wish some station would not only sign it up—but give it the sort of promotion it rates....Recommended: The crackerjack mike performances of Everett Sloan.

★ ★ ★

HERMAN MAYER, who books the "In Person" attractions for the Strand, scores a beat by signing Dick Jurgens for his first Eastern personal appearance, opening Labor Day....The Julian Rosentals have an early date with the Stork....Mayita Montez will broadcast to So. America on a special short-waver over NBC Aug. 12. She will describe "Stars On Ice," the Center Theater spectacle, in which she is now appearing....Kenneth Spencer, currently at Cafe Society Uptown, has recorded several numbers for Asch Recording Studios....Harry Smith is turning out platters for the office of War Information....Most radio stars make their name first and then go out on the road to cash in on their popularity. Herb Shriner reversed the process. He covered some 20,000 miles at some 200 army camps and made such a hit with his homespun humor that he was signed as one of the stars of the Camel show.

## Blue Gave 511 Hours Toward War Effort

(Continued from Page 1)

utes in October and 24 hours minutes in July. Time also was by outside organizations and insured programs and miscellaneous nouncements. The largest amount time, 167 hours, 22 minutes, was voted on Blue Network sustain programs.

The monthly report for July revealed that 105 hours, 14 minutes were voted to the war effort on WJZ, the Blue. Total network time, including 72 hours, 55 minutes sustaining, and six hours, two minutes sponsored, was 78 hours, 57 minutes, total local time was 26 hours minutes.

Forty-seven pledges totaling \$2 in a 45-minute program, "Much About Bonds" over WJZ, New York, were received Sunday in a test to discover whether listeners would pick up a telephone in response to a public request. Program was a spin-off from a regular WJZ airing titled "What Ado About Music" and will be repeated as a result of the response, according to Charles Barry, Blue Network program manager.

## Camp Wheeler Disks Now On 15 Stations

Camp Wheeler, Ga.—Fifteen stations as widely separated as WINS, New York, and WHBL, Sheboygan, Wis., are served by soldier broadcasts on a "Hello Mom" network, believed to be the largest ET project ever undertaken by a single Army. Lieut. Chauncey Brooks, Jr., relations officer, formerly with WBAL, Baltimore, estimated nearly 100 soldiers are greeting parents and friends every week by the recorded programs produced tirelessly by Camp Wheeler soldiers' civilian experience in radio.

Technical burden for the schedule, as well as for 24 weekly broadcasts weekly over WBAL, WMAZ, Macon, Ga. is being shouldered by Pvt. Arthur E. Marth, former control man for WARM, Scranton, Pa., and Pfc. Michael T. Land, recording engineer for WTEL, Philadelphia, Pa. WBAX, Wilkes-Barre, Pa. and WBAL, Baltimore, are the additions to the Wheeler ET network, some of whose members have been carrying the programs for as long as five months.

## WOR Mail Volume

Volume of mail received by WOR this year has set a new high. During the first seven months of 1942 the station received 610,000 pieces, as compared with 610,000 the same period in 1941; 495,000 in 1940 and 620,503 for 1939. Total still under that of 1938 when the figure soared to 824,575. Best mail pullers this year were "Can You Hear This?" "Transradio News with Havrilla," "Jack Armstrong," "Dempsey's Sports Quiz," "Deane" and "Bessie Beatty."

## Shutdown Of Radio Assures Industry

(Continued from Page 1)  
 when broadcasters are rendering a great deal of public service and operating splendidly, it is very probable that these adverse interests will say themselves in these forms like this. When broadcasting is going along successfully in the program, it should not be done with this bunch of pups that its heels all the way."

**Calls Rumors Baseless**  
 Commission chief also told his conference, "it is true that there are problems in the broadcasting industry just as there are in many other industries and as there must be in all industries. But I have no concern with the War Relocation Authority Board representatives and I find no reasonable justification for any rumors. We not only plan to continue the broadcasting industry to do its job, but consider it essential from the standpoint of morale, war information and essential purposes."

It is not merely true that every effort will be made to keep broadcasting, Fly went on, "but we are anxious for any suggestions that would result in the demolition of the service."

**Haggerty Proposal**  
 A second illustration of how everybody is trying to jump on the broadcasting industry these days, FCC Chairman mentioned a proposal made before the Senate Committee last week for a tax of 25 to 30 million dollars on the sales. The proposal for a discriminatory tax was made by Haggerty, head of the International Printing Associations, who advocated the same tax in the House Ways and Means Committee.

Not specifying where the tax is levied, beyond attributing it to "adverse competitive sources," it was obvious such a heavy burden would be "not merely unfortunate from the standpoint of the industry."

The broadcast industry just simply cannot carry any such burden," the chairman stated. "I doubt if serious consideration would be given to these demands, but it's just as well to stand and be counted on this question."

**NAB to Reply**  
 NAB has announced that it will reply to the latest Haggerty proposal which would be filed with the Finance Committee shortly by the International Brotherhood of Electrical Workers (AFI) has disputed the basis for Haggerty's discriminatory proposal, that printing trades workers would be displaced by radio. IBEW's Ed J. Brown has pointed out that printer's organizations made up a substantial membership simultaneously with the demolition of the broadcasting industry.

## U. S. Shortwave Facilities Still Inadequate—Francisco

(Continued from Page 1)  
 and has diverse problems well in hand, the CIA can more intelligently inform the public of its work, Francisco stated.

No special reason was given for the conference beyond the fact that the idea cropped up in the mind of some member of the staff. Various members of the staff were on hand to aid in answering questions or explaining the work of the CIA.

Francisco, former president of Lord & Thomas agency, revealed that approximately 46 programs were scheduled to South and Latin America, but mostly to the large population centers such as Mexico City, Buenos Aires and Rio de Janeiro, particularly the latter two. Some 3,500,000 receiving sets were being used in South America with a potential audience of about 20,000,000 people. Listeners per set there is held unusually high.

**Full Licensee Co-op.**  
 Considerable stress was placed by Francisco on the fact that in all of the CIA shortwave operations, the fact was that the CIA was sending the programs out in cooperation with the six companies who hold the shortwave licenses such as Crosley, NBC, CBS, General Electric, etc. These companies are giving their fullest support although losing in the neighborhood of \$250,000 a year in course of operations.

Another point brought out is that only 12 international outlets are available here as against a possible 100 by the British, for instance. Thus the facilities in the U. S. are inadequate up to a certain point. Lack of facilities forced the stations to operate on a wide beam aimed at the larger metropolitan areas, which also held drawbacks. Each station and company currently is operating on its own and it was hoped that eventually all shortwave stations here could be operated as a battery and thus completely blanket desired areas.

**Six Variations Used**  
 Not all programs are shortwave, Francisco pointed out; six methods are used such as shortwave, rebroadcast, rebroadcast of point to point, rebroadcast via electric transcription, programs produced locally and commercial programs which tie up with the CIA. Networks also were producing their own shows, thus aiding the CIA greatly while other companies such as recording studios, further lend a hand.

In ironing out its objective CIA developed its own talent recruited from consulates to night clubs, in order to obtain a neutral form of Spanish that would click in most countries, avoiding either Cuban, Mexican, or other dialects, accents, much less political aspects.

**Topical Material Predominates**  
 Programs to South America are varied and all new and welcome to the great majority of listeners who formerly heard music from old records, or their news by an announcer who merely walked up to the mike with the nearest newspaper

handy. News, music and programs showing America's industry in the war effort comprise the major portion of the broadcasts or programs sent via wire.

Special events of a type not yet heard in the U. S. have been going to South America, such as a transcription of a submarine crash diving with all the actual sound effects. Network rule against the use of transcriptions has prevented one transcription of a special event from being heard so far. Other events from shipyards and war work factories have been well received.

**Attractive Program Skeds**  
 Among the current programs regularly scheduled is an adaptation of the "This Is War" series but since expanded in its scope. Other adaptations include "The March of Time," in its former format of documentary type. "Arsenal of Freedom" is the series containing many of the special events. Numerous other shows on the sked are carefully chosen for content, but probably the all time high for sheer talent is a ("Great Artists") series under way which will be transcribed for a year's run.

These will be leading artists taken off the line while broadcasting here and combined in recordings which will give every appearance of a special production of top-flight talent prohibitive in price to obtain any other way.

**Post-War Possibilities Stressed**  
 Francisco also mentioned the great possibilities in store for buyers of commercial time on shortwave stations during the post war rush for markets. He believed that the work now being done by the networks and other international station licensees would stand them in good stead later on even though the going now was far from profitable. He also hoped that some way would be found to get some equipment to such South American outlets as would need it in the near future and thus maintain the stations and audiences.

**Roberts Describes Shows**  
 Various other details of programming were revealed by Wilfred Roberts, of the production department. Roberts, until recently with NBC stated that a considerable number of special features were being used and were in process of being devised including a "Believe It Or Not" Ripley type of show which usually stresses the almost unbelievable efforts of the war factories here.

Much additional data on programs and methods of operations were explained by Francisco who indicated that there was plenty of material available for feature writers and that the doors were open. CIA incidentally is training its first "station relations" man, Herbert Cerwin, who was born in South America and will return to contact both government and privately owned stations and further seek to study their wants which will be filled by the Nelson Rockefeller organization.

## Canada Radio May Cut Operations To 11 P. M.

(Continued from Page 1)  
 CBC. Rationing, which would close station at 11 p.m., was seen going into effect as early as September or October. Shortages of tube supplies occasioned by the demands for the product by the armed forces and by the shortage of critical materials are responsible for the plan to limit broadcasting time.

Manson, explaining the situation, declared "it would not be a very great hardship on anyone if we closed down an hour earlier. Service until 11 p.m. would give pretty good satisfaction."

Concern over the scarcity of tubes is being felt by private stations. A meeting of the Canadian Association of Broadcasters will be held shortly to discuss the question. Effort will be made to cut out duplication and overlapping of broadcasting effort.

According to Manson, CBC has been operating an equipment pool for some time. Many stations have been forced to touch their reserves for operation, though no Canadian station has had to go off the air for lack of equipment. The only other means of conserving tubes, Munson explained, would be reducing output. Such a step was unlikely, he added, because the area covering the same number of persons served would be reduced. From the point of view of morale, he concluded, it is important that broadcasting activities continue.

## Radio-Recording Men Confer With Arnold

(Continued from Page 1)  
 to September 16 gives the interested parties more time to assemble pertinent facts for the case, and it is understood that, while some affidavits were handed in at the conference, others will be expanded or revised on the basis of the discussion, for later presentation. Session was a closed one, and both government and industry representatives, when called upon for comment stressed that this was a strictly legal matter "not to be pre-tried in the newspapers," as one spokesman pointed out.

Thurman Arnold, chief of the anti-trust division presided. He was assisted by Holmes Baldrige of the division. The following also attended:

Neville Miller, Russell P. Place and Sydney M. Kaye, NAB; Daniel R. Creato and Frank D. Walker, RCA; Louis G. Caldwell, MBS; Joseph H. Ream and Kenneth Raine, CBS; Andrew Bennett, National Association of Independent Broadcasters; Milton Diamond, Jack Kapp and Sidney A. Diamond, Decca Records; Charles Gaines, World Broadcasting System; Leonard Zisser and Michael M. Silberman, Keystone Broadcasting; Clinton S. Darling, Automatic Phonograph Manufacturers Association of Chicago; Vernon G. Wahlberg, Mills Novelty Co. of Chicago; Cyril O. Lanlois, Lang-Worth, Inc. and Harry M. Plotkin and Charles R. Denny, representing the FCC.



# Coast-to-Coast



**VIC KENNEDY** manager of the Falstaff Brewing Corporation of New Orleans announces the appointment of **Woodie Hattic** as Falstaff's new "Sportstime" reporter. Hattic is at present serving in the capacity of agricultural director with WWL, New Orleans, and has in addition to these duties been associated with sports for a number of years. He has been a play by play, blow by blow, announcer for just about every sport in the books. "Sportstime with Falstaff" is heard daily through WWL at 5:45 p.m.

The first city-wide blackout in Dayton, Ohio, was covered by WHIO recently with descriptions by announcers **Kirby Brooks** and **Lou Emm** from the top of the tallest building in town. In addition state and local defense officials were interviewed immediately following the blackout concerning its effectiveness. The broadcast was transcribed and presented on the air after the all-clear signal sounded.

After a lengthy absence from the staff of WCBI, Columbus, Miss., **Phil Gullely**, emcee, announcer and pianist has returned to his staff duties. Gullely has been under the observance of physicians due to a nasal ailment. After a successful operation he has returned to his work.

Due to the extreme housing shortage, **KUTA**, Salt Lake City, represented by **Verne Johnson**, public relations director, has pledged the full support of the station in helping to remedy the situation with various kinds of programs and spot announcements. Production of the shows is under the directorship of **June Lee**, **KUTA** women's commentator.

Last week **Fulton Lewis, Jr.**, Mutual's commentator on national affairs, was honored by the Senate when twelve pages of the Congressional Record were given over to a reprint of Lewis' discoveries and broadcasts on the synthetic rubber situation. This is believed to be the most space ever given a radio commentator in any one Congressional Record.

**KRNT** and **KSO**, Des Moines, will carry a daily series of broadcasts from the big army show which will be in progress in Des Moines August 16, 17, 18 and 19. Two thousand members of the American Task Forces will be in the city. One of the special features will be a round table discussion by three former network announcers now attached to the American forces. They are **Bert Parks**, of CBS, **Bob Waldrop**, of NBC, and **George Fuller**, of Mutual. Both **KSO** and **KRNT** have now exceeded the 10 per cent payroll deduction goal set by the United States Treasury Department. In addition all members of the **KSO-KRNT** staff are cooperating by selling individual bonds to their friends and relatives. Their first sale was ten \$500 bonds.

**Bill Stevens**, Calhoun Cartwright, **Connie Gilbert** and **Dalton Hille** were added to the staff of **WCAR**, Pontiac, Mich., it was announced last week by station officials. Stevens, special events announcer came to Pontiac from **WTOL**, Toledo and was formerly with **WIBC** in Indianapolis for four years. Cartwright, a reporter and feature writer for ten years was last associated with **Wrighters Associates, Inc.**, a publicity firm in Toledo. He is the station's news editor. **Miss Gilbert**, handling special women's programs worked in the same capacity at **WBDO**, Orlando, Fla. and **WKMO**, Kokomo, Ind. **Hille**, announcer and singer was with **WTOL**, Toledo, **WMNN**, Fairmont, W. Va. and **WLOK**, Lima, Ohio.

Marking the first time in **Fort Wayne** history that **WGL** has provided spot coverage of the **Fort Wayne Golf Tournament**, **Hilliard Gates** described play during the tourney via **WOWO-WGL's** short wave adjunct, **WBGW**.

The complete staff of **KSL**, Salt Lake City, and some members of their families gathered on August 3rd in one of the **KSL** studios to be "shot" for typhoid fever. The first shot of the precautionary inoculation was administered to some 58 individuals, resulting in many sore arms and a few cases of sleeplessness. Civil and military authorities are urging every possible precaution against communicable diseases because of Salt Lake City's importance in the war effort.

**WDRG**, Hartford, is now presenting two shows weekly direct from the U. S. Army induction center at Hartford. The remotes are handled by chief announcer **Ray Barrett**, and music is furnished by a **WPA orchestra**. The **WDRG** shows are transcribed early in the day, and aired in the late afternoon. A show is put on every day at the induction center, and other Hartford radio stations broadcast programs from there.

A tribute to **Irving Berlin**, featuring song hits from his current Paramount picture, "Holiday Inn," was the highlight of the **Blue Network "Coast-to-Coast on a Bus"** program on Sunday. Premiere of "Holiday Inn," which was produced and directed by **Mark Sandrich** and co-stars **Bing Crosby** and **Fred Astaire**, was held last week in conjunction with a huge **Navy Relief Benefit Show**.

"Camp Butner Bandwagon," an early morning eye-opener, presented mainly for the entertainment of early rising soldiers at the new **Camp Butner**, is the latest getter-upper at **WDNC**, Durham, N. C. . . . **Ed Higgins**, **WDNC** announcer, has resigned to enlist in the **Army Air Corps**. . . . **WDNC** is now cooperating with the **Treasury Department** by serving as a **Durham** agency for the sale of war bonds.

**Jordan Marsh Company**, Boston department store has just placed, through the **John C. Dowd Advertising Agency**, a series of 15-minute programs which will be heard twice weekly over **WORL**, Boston. Show will be presented on the "920 Club" and conducted by **Bob Perry** with the latter's photograph appearing daily in all **Jordan Marsh** newspaper advertising in connection with the broadcast. In addition, and for the ladies, there will be short talks and fashion hints by the store's leading experts.

**Fredue Marshall**, hostess at colored **USO Club** and featured vocalist on the "Colored Army Hour" on **WRBL**, Columbus, Ga., has returned from **New York** where she auditioned for several shows. She will return this month for a part in the new **Lunt-Fontanne** musical which will open in the Fall. **Fredue** was with the original "Porgy and Bess" company, "Cabin in the Sky" and "Mamba's Daughters" with **Ethel Waters**.

**KOA**, Denver, has added to the program schedules for **Kays Jewelry Company** by booking a 15-minute thrice weekly early morning feature called "Hello, Soldier!" The recorded series is heard Mondays, Wednesdays and Fridays from 6:45 to 7 a.m. The sponsor also has the 3-a-week "Musical Clock" show on **KOA**. **Raymond Keane** agency, Denver, placed the business.

**Lew Clawson**, **WWVA** sports and **George Skinner**, news editor **WWVA**, Wheeling, W. Va., are preparing transcribed periods of news and sports news to be broadcast abroad to American forces serving overseas. The material is sent to the **Office of War Information** in **New York**, and then is cast over several short wave frequencies.

**WKRC**, Cincinnati, has added other series of programs to its schedule of broadcasts in its "All-Plan of cooperation with the various branches of war-effort agencies" is titled "USO Presents" had its initial airing Sunday 6:15 p.m. Schedule calls for the following programs to be heard on other Sunday at 6:30 p.m. **Be Williams** **Foley**, co-ordinator **WKRC's** war effort programs and special events, is arranging the program. On each of the programs, some "cute woman" of the **USO** will be produced and in turn will present four or five soldiers from the **Thomas Post**, who have interesting stories to relate regarding Army and experiences.

## Sues New England For Broadcasting

**Worcester, Mass.** — **Westinghouse Electric & Manufacturing Company**, owner of **WBZ** and **WBZA**, stations, and **Worcester Telephone Publishing Co.**, owner of **WTAG** station, were named among defendants in a suit for \$25,000 damages from each, by **Mrs. Bes Smith**, in Superior Court. **Smith** was found guilty several months ago on a charge of assault with a knife, murder, and is serving an indeterminate term in **Women's Reformatory Framingham**. Other defendants include the **District Court Judge**, **officials**, and a newspaper reporter. **Smith's** declarations against radio stations recited that their broadcasts of her assault charges on 13 and 14 of 1940 caused her financial losses.

**920 CLUB**  
One of  
America's Greatest  
Local Radio Programs  
**WORL BOSTON, MASS.**

1942  
**BIRTHDAYS**

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

August 11

<b>Buddy Arnold</b>	<b>Fred Barron</b>
<b>Helen Broderick</b>	<b>John W. Dolph</b>
<b>Carl Landt</b>	<b>Adrian Revere</b>

**COVER**  
A \$2,000,000,000 MARKET  
WITH One STATION  
**WOW**  
OMAHA  
590 K. C. + 5,000 WA  
*John J. Gillen, Jr., Gen'l Mgr.*  
JOHN BLAIR CO. REPRESENTATIVE



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 20, NO. 31

NEW YORK, N. Y., WEDNESDAY, AUGUST 12, 1942

TEN CENTS

## Appraise Post-War Radio

### New FCC Press Head; Nation-Music Survey

Washington Bureau, RADIO DAILY  
Washington—FCC yesterday named  
R. Clevenger to fill the post of  
Director of Information during the  
absence of George O. Gillingham, who  
has been on active duty with the  
army since April. Clevenger is par-  
ticularly known to the broadcasting  
industry as director of the public rela-  
tions department of Broadcast Music  
Inc. which conducted its operations un-  
til March. More recently he has  
acted as a consulting tax expert to  
Treasury Secretary Henry Morgenthau.  
Clevenger is currently on leave as  
(Continued on Page 3)

### War Savings Bonds and Stamps AFRA Certifies For KDKA Announcers

Washington Bureau, RADIO DAILY  
Washington—American Federation  
of Radio Artists (AFRA) was certified  
as bargaining agent for the an-  
nouncing staff of KDKA, the Westing-  
house station in Pittsburgh, accord-  
ing to an announcement yesterday by the  
National Labor Relations Board. De-  
cision was made on the basis of an  
audit check of the company's pay-  
roll in June 22. Reported that the  
members of the announcing staff  
are members of AFRA.  
(Continued on Page 3)

### War Savings Bonds and Stamps Winterfield Program Covers Full NBC Network

Met & Myers Tobacco Co. has  
been the ranks of NBC sponsors  
of an entire 125-station network.  
The company has added 15 NBC stations to  
(Continued on Page 3)

### Recognition

San Francisco—"America's An-  
nouncer" program produced jointly by  
local stations of this city will  
receive national recognition follow-  
ing a request from Washington for  
permission to give the scripts na-  
tionwide circulation through OGD  
regional offices. Series using talent  
from the local outlets, is currently  
being broadcast over KPO, KQW, KFRC, KYA,  
KGO, KSFO and KSNB.

### OWI Booklet

Washington—Office of War In-  
formation is making available to all  
stations, through its Bureau of Pub-  
lic Inquiries, an 82-page speakers'  
handbook on war production, titled  
"War Facts." Book provides fac-  
tual and authoritative information  
on all phases of the war produc-  
tion program. Purpose, explained  
in the preface, is "to help speakers  
explain the scope, nature and effect  
of the production program."

### Ask Spot Allocation To Emphasize Salvage

Much emphasis and urgency is  
placed on Junk Salvage messages in  
Network Allocation Plan from August  
24 to September 6, by an appeal from  
War Production Chief Donald M.  
Nelson calling special attention to the  
importance of the drive. Nelson's  
plea to radio sponsors was revealed  
yesterday by OWI Radio Chief Wil-  
liam B. Lewis.

"The whole war production pro-  
(Continued on Page 2)

Buy War Savings Bonds and Stamps

### "Spotlight Bands" Returns On Blue For Coca-Cola

Coca-Cola Co. yesterday confirmed  
the resumption of "Spotlight Bands,"  
scheduled for the Blue Network, ef-  
fective late in September. Designed  
as entertainment for members of the  
armed forces, war workers and their  
(Continued on Page 2)

### Package-Show Producers Rush To Recover S.S. Expenditures

#### Pic and Pat New Program; Dropping Blackface Stuff

Pic Malone and Pat Padgett, black-  
face comedians who have been fea-  
tured on various network and re-  
corded spot programs as "Pic and Pat"  
and "Molasses and January," will re-  
turn to the air on Monday, August 17,  
on the Blue Network. Titled "Mo-  
lasses and January, Advisors to the  
(Continued on Page 2)

### Current Trend Of Thought By Ad Men Reveals Highly Optimistic Tenor Regarding Industry's Future

#### Yandell To Red Cross; Blue Personnel Setup

Lunsford P. Yandell, has resigned  
his post as treasurer of the Blue Net-  
work Co. and has been given a mili-  
tary leave of absence, according to  
executive vice-president Edgar Kobak.  
Coincidental with this announcement  
is official word from Norman H.  
Davis, chairman of the American Red  
Cross that Yandell has just arrived in  
(Continued on Page 3)

Buy War Savings Bonds and Stamps

#### "Time" To Become Active In Policies Of WQXR

Time, Inc., publishers of "Time,"  
"Life" and "Fortune" magazines,  
which heretofore had confined its  
radio activities to sponsoring a radio  
program, such as "March of Time" or  
providing advance proofs to radio  
commentators, has now bought an in-  
(Continued on Page 2)

Buy War Savings Bonds and Stamps

#### CIA Appoints Hillpot Head Of N. Y. Radio Dept.

William Hillpot, former program  
manager of the Radio Division, Office  
of Coordinator of Inter-American Af-  
fairs, has been appointed director of  
(Continued on Page 3)

Radio will emerge from this  
war a more potent medium,  
recognized by government and  
commercial groups which have  
been until now either indiffer-  
ent to or anti-radio, as a result  
of radio's incomparable service  
during the war. This increased  
prestige and use of radio will  
prevail in England, Canada and  
the United States at least in the  
(Continued on Page 7)

Buy War Savings Bonds and Stamps

### To Coordinate Drives For OWI Radio Bureau

Washington Bureau, RADIO DAILY  
Washington—Appointment of Wil-  
liam M. Spire as coordinator of cam-  
paigns for the OWI radio bureau  
was announced yesterday by Deputy  
Chief Douglas Meservey. This is  
known in Government parlance as  
an "appointment from within," since  
Spire is already associated with the  
bureau. He left McCann-Erickson,  
(Continued on Page 7)

Buy War Savings Bonds and Stamps

### Four 52 Week Renewals Among WTAG Contracts

Worcester—Four 52-week contract  
renewals have been signed on WTAG,  
reflecting a marked late-summer  
business spurt for the station, accord-  
ing to Herbert L. Krueger, commer-  
(Continued on Page 8)

### Estamos En Guerra!

Harlingen, Texas—Pulling power  
of radio was again proved recently  
on KGBS of this city. At the county  
draft board's request, the names of  
11 draft eligibles, who were delin-  
quent in filing their question-  
naires, were read on the station's  
evening Spanish-language program.  
Before noon the following day, nine  
of the delinquents had reported to  
the draft board.

(Continued on Page 8)



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Tues. Aug. 11)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Pic and Pat In New Show; Dropping Blackface Stuff

(Continued from Page 1)

Home Front," the five-minute series, which will be aired Monday through Friday at 9:55-10 p.m. EWT is an experiment in radio comedy in which the comedians will drop their blackface characters to discuss current war-time problems in a humorous manner providing contrast to the news and serious discussion programs.

Ellsworth to Blue Net; Handling WJZ Promotion

T. B. Ellsworth, director of advertising and publicity of Ross Federal Research Corp., has resigned in order to join the Blue Network where he will handle promotion for WJZ, New York. He replaces John V. Sullivan, who has resigned.

THOMAS J. VALENTINO, Inc. MAJOR SOUND EFFECT RECORDS

OFFERING THE "LAST WORD" IN SOUND EFFECTS

SEND FOR CATALOG

1600 BROADWAY NEW YORK, N. Y.

"Time" To Become Active In Policies Of WQXR

(Continued from Page 1)

Interest in station ownership and operation, according to an official announcement yesterday which reported the magazine's tieup with WQXR. The deal has yet to be ratified by the stockholders of Interstate Broadcasting Company, owner and operator of the high fidelity station.

Pact calls for "Time's" acquiring 1,000 shares of preferred stock in the station, and in "Time" being represented on the nine-man board of the IBC by two members. "Time's" reps would be David Brumbaugh, secretary of Time Inc., and Frank Norris, managing editor of the "March of Time." There would be no change in ownership of the common stock or in the management of the station for the present.

An official statement from the station led off with: "John V. L. Hogan, president of the Interstate Broadcasting Company today announced conclusion of negotiations whereby experiments in radio programming and broadcasting over station WQXR, New York, would be undertaken in collaboration with Time Inc., publisher of 'Time' and 'Life' and 'Fortune.' A group from Time, Inc. under Frank Norris, managing editor of the 'March of Time' on the air, and assisted by Joel Sayre and Finis Farr, formerly with the editorial staff of the 'March of Time,' will work with Elliott M. Sanger, general manager of WQXR, and his staff in developing new radio programs."

Non-Musical Shows Possible

Though the station's statement maintained "there will be no change in the policy of WQXR" and that "the station will continue to emphasize good music," Norris conceded that the programming experiments would be other than music. Though reluctant to elaborate on the station's announcement, Norris admitted further that the programming would take in news broadcasts, special features "and a wide realm of possibilities not necessarily music."

Move is viewed by trade as a subtle way of widening scope of station's character which would take it out of its "music" nook, for purposes of garnering better advertising.

Rumor of the "Time" buy has been brewing for several weeks. It was accelerated last week when Albert Grobe, pinch-hitting for Lisa Sergio, commentator, reported getting his information from a new and exclusive source. Sanger refused to discuss the matter, and as late as Monday night denied that "Time" was buying into the station's stock. "Time" execs also denied the deal as late as Monday evening.

Kate Smith "Post" Story

The success of Kate Smith as a homely philosopher and teacher of wisdom, a dual role for her songbird functions, is the subject of an article in the August 15 issue of "The Saturday Evening Post." Story, entitled "Philosopher at Work," details the Kate Smith-technique, and gives Ted Collins his due.

"Spotlight Bands" Returns On Blue For Coca-Cola

(Continued from Page 1)

folks at home, the program will be presented coast to coast over 134 stations and will offer popular music 25 minutes each night on a Monday through Saturday basis at the same time, 9:30 p.m., EWT. Launched last November on a 15-minute schedule, six nights a week, the program returns in May after 26 weeks. It is returning to the air on a broader basis in response to requests from military centers and widespread civilian demands. Featuring the nation's leading bands and dance orchestras, the program again will be highlighted by a different unit each night, Monday through Friday, with the most popular combine of the week being presented on Saturday night.

The original program proved so popular with the United States armed forces that when recordings of broadcasts were scheduled for overseas troops, "Spotlight Bands" topped the list. The "Spotlight Bands" program will be integrated with Coca-Cola's present magazine and newspaper schedules and the Sunday afternoon and daytime radio programs.

Ask Spot Allocation To Emphasize Salvage

(Continued from Page 1)

gram is at a critical stage," Nelson informed Lewis. "As our production facilities have expanded, our need for raw materials to keep these plants going has been constantly stepped up. Today it is imperative that every ounce of scrap iron, copper, brass, zinc, aluminum, lead, rubber, rags, Manila rope, and burlap bags be recovered so that those plants can be kept going at capacity."

Nelson continued, "The radio sponsors cooperating with you can do a tremendous service to the Government by urging their listeners to make a conscientious effort to search their homes from cellar to attic for every conceivable kind of junk which might have some value. I am sure you will pass along to them our thoughts on the importance of this drive."

The WPB head's special appeal is in line with the message conveyed by Elmer Davis and other speakers over CBS Sunday in the "Production Crisis" broadcast.

Advertisement for WHAM radio station. Includes text: 'NOT JUST MONROE COUNTY but WHAMland WHAM ROCHESTER, N. Y.' and statistics: '43 counties... 18 trading centers... 900,000 radio homes... 5,305 factories... 140,518 farms.' Also mentions 'Natl. Rep. George P. Hollingsberg Co. 50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks'.

COMING and GOING

DON FRANCISCO, director of the Radio Division for the Coordinator of Inter-American Affairs, in Washington yesterday on business trip.

ROBERT A. KELLEY, commercial manager WCAX, CBS affiliate in Burlington, has arrived from Vermont for a week in New York.

MERLE S. JONES, general manager of KMOP, has returned to his St. Louis headquarters after spending a few days in Chicago.

MELA UNDERWOOD, NBC fashion editor, vacationing at Burbridge, Quebec.

WILLIAM A. SCHUDT, JR., CBS eastern division field manager, back from a business trip New England.

RICHARD PACK, publicity director of WOL, has left on his vacation. Returns August 31.

BENNETT LARSON, general manager of WWDC, Washington, D. C., leaving for the capital after having spent a few days in town.

DAVE CROZIER, of Muzak, vacationing Maine.

FRED A. PALMER, general sales manager of WCKY, Cincinnati, in New York for conference at the offices of CBS.

WALTER SCOTT, NBC salesman, has joined the network contingent currently on vacation.

GERALD MAULSBY, assistant to the acting director of broadcasts at CBS, and JEROME SILVERMAN, manager of station service in the station relations department of the network, have returned from their respective vacations.

JOHN THAYER, commercial manager of WWNC, Nashville, in town and visiting yesterday at the CBS station relations department.

GENE KING, production manager of WOL, spending a couple of weeks on Long Island with his family. Will return the latter part of the month.

HELEN GUY, business manager of the Blue Network's program office, has left on her annual vacation. ELEANOR MCCARTHY, script writer, is spending her two weeks at Southampton.

Large advertisement for WEVD radio station. Includes text: 'NEW YORK'S STATION OF DISTINCTIVE FEATURES NOW 5000 WATTS The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—' followed by a list of features and contact information: '1 The feature boxes of newspaper radio program pages. 2 The large number of famous advertisers on the station continuously year after year. Ask for "Who's Who On WEVD" ... sent on request. WEVD 117-119 West 46th St., New York, N. Y.'

# New FCC Press Head; Station-Music Survey

(Continued from Page 1)

vice-president of Albert Frankmather Law Inc., ad agency. He is on the staff of the New York Times for five years.

Interesting angle in connection with Clevenger's appointment is the fact he becomes one of FCC Chairman James Lawrence Fly's chief aides many months after completing his term for BMI where he was associated with NAB-BMI President Neville Miller. Miller was out of town yesterday and could not be reached by statement on the appointment, there was some speculation in industry circles here as to whether the Clevenger appointment might help to improve relations between the NAB and the Commission.

Earl Jones, who came to the commission press section as assistant to William H. Clevenger, will continue in that post. Clevenger, it was understood.

Second direct step in connection with the FCC's announced survey of the activities of the AFM ban upon the broadcasting stations will be the sending of a questionnaire to all station licensees in order to determine the extent to which recordings and electrical transmissions are used by the industry. The first step was the sending of letters of inquiry on the cancellation of the Interlochen broadcast by Chairman Fly to both AFM head Petrillo and NBC President Niles Trammell.

Forms in Mail Shortly announcing the forthcoming canvass by questionnaire yesterday, the Commission disclosed that the forms will be in the mail within the next few days.

Another purpose of the survey, according to an FCC spokesman, is "to inform the Commission with respect to the problem raised" by cancellation of the Interlochen broadcast from the National Music Camp.

Neither Petrillo nor the AFM were mentioned in the announcement of the forthcoming music study.

# Yandell To Red Cross; Blue Personnel Setup

(Continued from Page 1)

London. He took up special duties for this organization at the specific request of Davis. Yandell will continue as a vice-president of the Blue and as a member of the company's board of directors. Following the acceptance of Yandell's resignation, the board of directors of the Blue announced the following appointments and realignment of executive assignments.

Charles E. Rynd, sales service manager, was appointed treasurer to succeed Yandell. In addition to his duties as treasurer, Rynd will continue to supervise the activities of the sales service department. Ludwig Simmel takes over management of the activities of the sales service department.

Anthony B. Hennig was appointed assistant treasurer.

Alexander D. Nicol was appointed comptroller of the company and will continue to act as auditor and signing officer.

Robert D. Swezey was appointed assistant secretary of the company and will continue to perform duties heretofore assigned to him as legal counsel.

### An M.I.T. Man

Rynd, an engineer by training, studied at Hamilton College and the Massachusetts Institute of Technology. After several years experience in sales and sales service, he joined NBC in 1935 and was appointed assistant sales traffic manager. When the Blue was formed as an entity early this year, he was named manager of the Blue sales service department.

In making the announcement of Yandell's resignation and the new appointments, Kobak said: "We view this move with pride and with regret. Pride that an executive of the Blue Network is able and willing to put personal thoughts aside and devote his capabilities to aiding in the war effort, which in these days is foremost in the thoughts of all of us. Naturally, we regret losing Yandell's services, which had so much to do with the successful inauguration of our company. However, we are proud of the fact that, during these months, he worked so diligently and well that his associates now can carry on along the broad general principles established by him."

# NBC Supplying Material To Army Publications

NBC has readied a special service whereby all periodical publications published at major Army, Navy and Marine camps in the United States and abroad will receive news, features and mats slanted specifically to the needs of these publications. First issue, dated August 13, will include a by-line story by H. V. Kaltenborn, in which he answers some of the questions most frequently asked of him by soldiers; a story by Vivien of "The Hour of Charm," giving her impressions of soldier audiences; Bob Hawk's reactions to soldier quiz participants on his "How'm I Doin'"; and a special feature on "The Army Hour."

# CIA Appoints Hillpot Head Of N. Y. Radio Dept.

(Continued from Page 1)

the New York radio department of the Coordinator's Office, Don Francisco, director of the Radio Division announced yesterday. Hillpot succeeds Sylvester L. (Pat) Weaver, Jr., who will activate his commission in the Naval Reserve in early autumn. Hillpot will assume his executive duties immediately inasmuch as Weaver will utilize the time before going into service by filling special assignments for the radio division on the West Coast.

Hillpot, former program manager of the Blue Network, will be assisted by Wilfred Roberts, former production manager of NBC. Jack White, former assistant production manager takes over Hillpot's duties. Frederick A. (Ted) Long continues as assistant to the director of the New York office in charge of administrative, legal and business activities. Lou Dean continues in charge of special events.

The Latin American Division is

# Chesterfield Program Goes Full NBC Web

(Continued from Page 1)

its list of outlets which are carrying the "Fred Waring In Pleasure Time" show.

Stations added are: WGL, Ft. Wayne, Ind.; WG-BF, Evansville, Ind.; WBOW, Terre Haute, Ind.; WCOL, Columbus, Ohio; WSN, Allentown, Pa.; WRAW, Reading, Pa.; WRAK, Williamsport, Pa.; KSOO, Sioux Falls, S. D.; WHIS, Bluefield, W. Va.; WGKV, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WEAU, Eau Claire, Wisc.; WKBH, La Crosse, Wisc.; WIBA, Madison, Wisc.; and WSYR, Syracuse, N. Y.

headed by Paul R. Kruming with John Jensen assigned as his assistant succeeding Cyrus H. Nathan who has been assigned to special duties under Hillpot in the new setup.

**"THE PRESENT SITUATION REQUIRES THAT ADVERTISING BE CONTINUED"**



Says CARROLL L. WILSON, Director of the Bureau of Foreign & Domestic Commerce, U. S. DEPARTMENT OF COMMERCE.

"The present situation requires that personal selling effort, and advertising, be continued.

"Advertising, indeed, faces a great opportunity.

"It can and it should be used to convey to the public information which will dispel confusion among merchants and consumers.

"This confusion is inseparable from the War effort—but for the sake of maximum War effort it should be, insofar as possible, prevented. In this, advertising can be of invaluable assistance.

"Nor should brand names be eliminated

during the War. We in the Department of Commerce are opposed to that.

"The American people have come to rely on the brand name as a standard of the quality it demands in a given product. We all know that a basic part of our whole economy and of our American standard of living, is the good-will of the consumer for the product. The brand name is the sign and the symbol of that good-will. In many instances the brand name represents an investment of millions of dollars—not only in advertising, but in research and in manufacturing and marketing methods."

★ To those whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

WJW THE NATION'S MOST MERCHANDISE-ABLE STATION

**TO SELL WASHINGTON AT THE LOWEST COST**  
USE THE ORIGINAL **SPORTS REPORTER**  
featuring **TONY WAKEMAN**  
weekdays from 1 to 5 P. M.  
**5.4%** of listeners\*  
E. Hooper, Dec. '41 - April '42.  
**WINX**  
Washington's Own Station  
Washington, D. C.  
Representatives  
Foreman Co., New York, Chicago

# WHAT DO YOU WANT TO KNOW ABOUT



**Y**OU WILL FIND A NATION-WIDE  
RADIO MARKET ANALYSIS  
IN THE  
1942 RADIO ANNUAL.  
THIS COMPREHENSIVE  
BREAKDOWN  
IS CONTAINED ON

PAGES  
**209**  
THROUGH  
**287**

AS A RESULT OF THE WAR  
MANY MARKETS HAVE  
UNDERGONE EXTREME  
CHANGES AND TODAY  
THIS DATA IS  
MORE IMPORTANT THAN  
EVER BEFORE IN THE  
EVALUATION OF  
POTENTIAL MARKETS

Your check for \$10 will bring you the 1025 page Radio Annual plus the next 260 issues of Re

# MARKET AND POPULATION STATISTICS?

## ALABAMA

Population 2,832,961  
Families 670,111

Radio Homes 376,330

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Rural			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Autauga	20,977	18,313	4,974	4,100	136	\$481	5	\$65	37	\$333	189	\$1,518	5	\$37	
Baldwin	32,324	13,324	7,936	4,100	136	1,354	12	176	93	1,701	469	5,107	3	17	
Barbour	32,722	6,269	7,664	3,870	92	728	10	118	56	979	380	3,264	8	109	
Bibb	20,165	—	4,636	2,380	49	252	5	37	20	461	253	2,073	3	26	
Blount	29,490	—	6,599	3,040	68	304	6	67	61	758	335	2,499	1	—	
Bullock	19,810	3,107	4,687	2,280	103	454	3	76	20	302	221	1,793	2	—	
Butler	32,447	5,075	7,299	3,670	120	765	7	124	48	737	349	3,464	9	104	
Calhoun	63,319	32,537	14,525	8,840	200	3,013	22	432	105	2,727	847	11,653	37	810	
Chambers	42,146	6,141	9,077	4,550	156	1,104	15	260	41	730	388	3,367	5	48	
Cherokee	19,928	—	4,405	1,940	104	376	4	32	20	204	306	1,455	1	8	
Chilton	27,955	3,982	6,599	3,070	75	628	7	118	61	979	361	3,216	2	—	
Choctaw	20,195	—	4,555	2,200	59	140	2	*	18	312	292	1,438	1	—	
Clarke	27,636	—	6,373	3,100	69	571	6	76	43	1,443	417	3,706	1	—	
Clay	16,907	—	3,870	1,740	54	256	5	53	26	276	242	1,511	1	—	
Cleburne	13,629	—	2,977	1,360	42	324	2	*	18	290	189	1,635	—	—	
Coffee	31,987	4,358	27,634	7,306	128	689	9	127	78	1,009	412	3,037	5	50	
Colbert	34,093	13,448	20,645	8,238	108	1,394	7	153	63	1,366	415	5,381	12	117	
Conecuh	25,489	—	5,821	2,690	62	412	4	75	35	463	195	1,954	6	73	
Coosa	13,460	—	2,972	1,370	29	173	6	32	30	168	146	836	1	—	
Covington	42,417	13,063	29,354	9,860	104	1,183	15	296	131	1,926	563	6,578	12	178	
Crenshaw	23,631	—	5,554	2,610	83	421	7	73	28	489	284	2,168	2	30	
Cullman	47,343	5,074	42,269	10,693	118	740	7	179	65	1,765	608	6,310	8	158	
Dale	22,685	3,601	19,084	5,327	76	493	8	94	76	498	315	1,703	3	44	
Dallas	55,245	19,834	35,411	13,765	179	1,760	9	362	80	2,098	592	8,996	15	456	
DeKalb	43,075	4,424	38,651	9,885	88	410	7	124	71	1,000	522	3,824	5	76	
Elmore	34,546	3,089	31,457	7,731	141	1,007	8	123	64	989	433	3,570	4	67	
Escambia	30,671	6,523	24,148	6,785	98	842	9	144	79	1,954	383	5,294	12	199	
Etowah	72,580	41,860	30,720	17,178	221	3,128	26	573	118	3,702	836	15,614	35	1,269	
Fayette	21,651	2,668	19,983	4,921	43	406	6	64	33	659	233	2,335	3	22	
Franklin	27,552	3,510	24,042	6,131	63	560	8	96	50	684	349	2,622	7	59	
Geneva	29,172	2,803	26,369	6,602	76	457	12	133	63	734	337	2,851	6	40	
Greene	19,185	—	19,185	4,722	2,170	24	124	3	63	14	137	147	1,622	3	16
Hale	25,533	—	25,533	5,939	2,700	28	265	8	65	22	361	174	1,693	4	45
Henry	21,912	—	21,912	4,840	2,240	54	363	6	63	27	428	188	1,766	3	16
Houston	45,665	17,194	28,471	11,121	168	1,375	16	278	114	2,051	666	8,175	27	789	
Jackson	41,802	2,834	38,968	9,110	121	4,260	7	129	47	750	437	3,517	9	70	
Jefferson	469,930	319,213	140,717	118,787	85,600	1,390	25,748	185	4,427	601	27,336	5,194	132,388	249	11,304
Lamar	19,708	—	19,708	4,427	2,020	53	268	7	53	27	274	248	1,753	—	—
Lauderdale	46,230	15,043	31,187	10,641	130	1,464	11	193	72	1,376	555	7,505	12	359	
Lawrence	27,880	—	27,880	6,234	73	439	3	34	26	181	226	1,490	2	19	
Lee	36,455	13,139	23,316	8,569	134	1,320	15	300	47	1,326	413	5,762	28	421	
Limestone	36,642	4,342	31,300	8,004	95	632	7	131	44	682	396	3,401	9	112	
Lowndes	22,661	—	22,661	4,936	2,190	62	242	4	13	18	118	169	1,390	1	—
Macon	27,654	3,937	23,717	6,348	132	893	8	139	53	704	410	2,873	11	115	
Madison	63,317	13,060	50,257	15,212	209	2,657	13	330	66	2,413	735	11,964	28	529	
Marengo	35,736	4,137	31,599	8,339	4,120	110	879	6	112	37	727	327	3,249	5	103
Marion	28,776	—	28,776	8,240	2,940	38	245	7	67	58	716	254	2,191	5	121
Marshall	42,356	8,049	34,306	9,717	4,710	134	912	14	206	93	1,588	618	5,831	11	284
Mobile	141,974	84,804	57,170	35,787	24,450	701	9,122	55	1,978	271	7,359	2,348	41,224	94	3,125
Monroe	20,465	—	20,465	6,441	3,030	65	382	6	67	35	746	277	2,967	5	104
Montgomery	114,420	78,084	36,336	29,471	19,900	497	6,099	42	1,014	140	6,789	1,507	34,555	93	3,806
Morgan	48,148	19,188	28,960	11,764	6,710	157	1,002	16	284	39	2,628	578	8,757	21	495
Perry	26,610	—	26,610	5,927	2,750	77	650	6	92	19	489	225	2,274	7	133
Pickens	27,671	—	27,671	6,284	2,580	54	420	8	86	26	689	200	2,322	2	20
Pike	32,493	7,055	25,438	7,705	3,980	133	1,056	10	141	54	1,337	440	4,614	4	14
Randolph	25,516	4,168	21,348	5,793	2,800	49	320	6	72	39	520	330	2,324	3	24
Russell	35,775	15,351	20,424	8,572	4,300	163	916	10	82	41	717	427	3,302	2	—
St. Clair	37,336	39	37,297	8,269	3,140	80	645	7	92	45	1,141	260	3,113	2	—
Shelby	28,962	—	28,962	6,802	3,450	76	786	9	105	43	443	259	2,809	3	35
Sumter	27,321	—	27,321	6,391	2,960	40	265	7	64	29	644	183	2,136	3	43
Talladega	51,832	15,567	36,265	11,206	5,940	132	1,816	22	317	89	1,635	511	7,749	8	380
Tallahassee	35,270	6,840	28,430	8,102	4,120	72	979	12	200	75	1,219	434	4,857	6	198
Tuscaloosa	76,036	30,680	45,356	17,482	9,950	247	3,043	16	581	85	3,212	736	14,673	30	1,072
Walker	64,201	9,402	54,799	14,366	7,800	143	1,689	13	259	68	1,715	552	7,660	7	206
Washington	16,188	—	16,188	3,564	1,760	65	369	—	—	28	270	225	1,112	—	—
Wilcox	26,279	—	26,279	5,959	2,710	63	246	4	55	22	1124	228	1,875	—	—
Winston	18,746	—	18,746	4,015	1,890	36	267	8	57	28	483	210	1,639	3	32
<b>Total State</b>	<b>2,832,961</b>	<b>855,941</b>	<b>1,977,020</b>	<b>670,111</b>	<b>376,330</b>	<b>8,802</b>	<b>\$93,910</b>	<b>833</b>	<b>\$16,117</b>	<b>4,353</b>	<b>\$105,814</b>	<b>32,917</b>	<b>\$467,277</b>	<b>915</b>	<b>\$28,239</b>

Family figures for Counties in this State are preliminary Census releases.

## ARIZONA

Population 499,261  
Families 131,133

Radio Homes 99,420

County	POPULATION		Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE		RETAIL—SERVICE		APPAREL		
	Total	Rural			Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
Apache	24,095	—	5,240	3,460	20	\$239	3	*	27	\$466	154	\$2,487	1	\$14	
Cochise	34,627	14,476	9,190	7,120	132	2,528	13	\$330	100	2,587	560	11,419	21	284	
Cocopine	11,074	7,702	4,677	3,330	38	1,000	5	222	70	1,804	280	7,021	7	171	
Gila	23,867	10,863	6,616	5,170	69	1,843	11	288	63	1,597	332	6,766	12	199	
Graham	12,113	—	2,894	1,960	35	644	5	111	45	648	132	3,366	5	75	
Greenelee	8,998	—	2,185	1,530	29	386	2	*	24	473	213	2,291	4	33	
Graham	180,193	80,399	50,455	38,650	678	12,950	78	3,260	503	16,000	3,201	72,712	95	2,890	
Maricopa	8,691	—	2,654	1,860	33	1,119	3	122	53	1,040	198	4,347	4	—	
Maricopa	26,309	4,577	5,911	4,240	47	938	4	299	59	1,450	282	5,841	3	30	
Maricopa	27,838	36,818	19,050	15,690	263	7,141	29	1,570	172	6,444	1,107	30,878	49	1,913	
Maricopa	28,841	—	6,979	4,790	97	1,647	12	310	92	1,417	463	5,681	10	188	
Maricopa	9,482	5,135	2,377	1,920	36	702	4	110	22	659	162	3,626	5	59	
Maricopa	26,511	6,018	20,493	7,822	5,960	100	2,270	15	406	105	2,443	546	9,771	15	242
Maricopa	19,326	5,325	14,001	5,083	3,740	64	1,449	10	269	81	1,459	371	6,883	8	151
<b>Total State</b>	<b>499,261</b>	<b>173,981</b>	<b>325,280</b>	<b>131,133</b>	<b>99,420</b>	<b>1,641</b>	<b>\$34,856</b>	<b>194</b>	<b>\$7,424</b>	<b>1,416</b>	<b>\$38,977</b>	<b>8,061</b>	<b>\$172,883</b>	<b>239</b>	<b>\$6,271</b>

## ARKANSAS

Population 1,949,387  
Families 495,825

Los Angeles

By JAC WILLEN

**NATHAN SCOTT**, who stepped out a few months ago in Hollywood Radio City to mount the podium for two special coast-to-coast Blue Network broadcasts, and to direct the Melodates on "Your Blind Date" program, is now to have a weekly program of his own titled "Nathan Scott and His Music," to be heard over the Pacific Coast Blue each Wednesday at 2:00 p.m. PWT., starting tomorrow.

Mary Lee Taylor, popular kitchen authority, started a new series of broadcasts over KFI this Tuesday at 10:15 a.m. She will be heard twice weekly, Tuesdays and Thursdays, at the same hour.

Irene Rich's "Dear John's series will be heard on Sundays from 3:15 to 3:30 p.m., PWT. beginning August 16. The CBS program has been a feature of the airlines for ten continuous years.

Meredith Willson's new pop tune, "Mind If I Tell You I Love You," introduced on his last week's Thursday night program with Frank Morgan, is being published by Robbins Music Co.

Frances Scully's Blue net program "Your Blind Date," now heard Monday nights, moved into a Sunday spot starting August 9th and is being heard in the 4:00 to 4:30 p.m. PWT. time slot on the regular coast-to-coast airing.

Bob Laning, of CBS-Hollywood publicity staff, enlisted in the U. S. Coast Guard and reports for duty immediately. He will be replaced by Jean Meredith.

Smith Book Out Sept. 8, Third By CBS Reporters

"Last Train from Berlin," a 359-page book in which Howard K. Smith, CBS correspondent now stationed in Berne, Switzerland, describes his experiences in Germany, first as a UP correspondent and then as a CBS reporter, will be published Sept. 8 by Alfred Knopf, Inc.

The book completes what might be termed a trilogy on Berlin by CBS correspondents. The first was "Berlin Diary," by William L. Shirer, which has sold more than 600,000 copies. This was followed by Harry Flannery's "Assignment to Berlin," published last June. The Smith work, soon to be issued, is appropriately titled in view of the fact that the author was the last American correspondent to leave Germany prior to Pearl Harbor.

"Last Train from Berlin" describes the state of the Nazi home front as a result of the Russian war.

RAY WINTERS ANNOUNCER

5 Years With Paramount Newsreel  
2 1/2 Years With Manufacturers Trust Co.

LA 4-1200



Radio Row Is Talking About . . .!

● ● ● Al Jolson's refusal to go on the "Star Spangled Vaudeville" show this Sunday, "insiders" claiming the real reason being failure to announce it on last week's stanza. . . . The report around town that Ted Bates will wind up with the Jolson air show, with Sherman & Marquette already looking around for a cheaper show as a possible substitute. . . . The just-as-strong rumor that Bates will also wind up with the Chase & Sarnborn business. . . . Lionel Barrymore's being signed for "Mayor of Our Town" which definitely replaces "The Remarkable Miss Tuttle" and soon. . . . Vick Knight's auditioning of a Pat O'Brien dramatic series for Pabst Beer. . . . Bob Hope's plan to entertain the boys up in Alaska as soon as he finishes current picture commitments. Hope will play nothing but army camps throughout the coming season. . . . Edgar Bergen's reporting for his physical the other day. . . . One of the most prominent talent agencies in town whose personnel is due for a complete shake-up. . . . Melvyn Douglas' return to the coast this week to audition a Bernie Schubert show called "Special Agent." Douglas wants the show for government sponsorship, inasmuch as it is tied in with the "Don't talk" campaign.



● ● ● The fact that comedy is still the No. 1 attraction in the radio market as evidenced by three leading sponsors now trying to line up shows for the fall. Danny Kaye, Milton Berle and Ed Wynn are the three comics being paged—this, in spite of the fact that the Ed Wynn-Wm. Esty deal is colder than a pawnbroker's handshake. Gary Moore comes east with an NBC sustainer (was on the Blue) and don't sell Ransom Sherman short. Have a prediction on us: That Sherman will be among the air's headliners within three years. . . . The new show at Billy Rose's Diamond Horseshoe: The best dollar-for-dollar nite club buy in town! . . . The new patriotic song that Kay Kyser will introduce shortly called "Praise the Lord and Pass the Ammunition"—written by Frank Loesser, writer of "Jingle, Jangle, Jingle," and just as zingy.



● ● ● Pan-American Coffee Growers Ass'n decision to use American radio time to "educate" people not to dilute their java or use "ersatz" during the shortage. . . . The expected arrival of Maury Holland in town from the coast to put together a new show for J. Walter Thompson. All very hush hush. . . . Don Bernard's new directorial assignment with "Cheers from the Camps" . . . The action brewing on "Hilltop House" as well as the "O'Neills" . . . The effect of the music "war" as well as lack of transportation facilities on several of the top bands who are facing bankruptcy as a result of it. Two of the nation's favorites are well over 30 G's in the red. . . . The radio campaign Paramount did on Irving Berlin's "Holiday Inn"—one of the hottest to date. You could hardly turn a dial last week without hearing either Marjorie Reynolds or Betty Hulton, who came east for the premiere. . . . The anti-trust suit which is being readied against one of the most powerful firms in the country—and which the front pages are getting ready for next week. . . . The Army's reported refusal to allow Ezra Stone to resume the "Aldrich Family" in the fall.



● ● ● The four or five agencies who are "pitching" for a certain beer account when five will get you twenty that Lord & Thomas hangs on to it. . . . Lum 'n Abner's bringing their air show to N. Y. for two weeks in Sept. . . . Parkyakarkus being teamed with Jolson on the air when as recently as two months ago they weren't even speaking to each other. . . . Tommy Dorsey's first investment that ever paid off—Ziggy Elman's suggestion to put beef cattle on his Jersey farm

To the Colors

LLOYD MAXWELL BOND, JOHN W. MILLER, raider engaged with the firm of John Barron, Washington, D. C., are now under government orders. Former has been commissioned as an ensign in the Naval Reserve and is now attending Naval Training School at Dartmouth College. Latter is now employed as a civilian with the Navy Department.

J. SOULARD JOHNSON, manager of KMOX, St. Louis, has entered the U. S. Army Air Corps as a second lieutenant and has been assigned to the Officers Training School at Miami Beach, Fla.

BOB KAUFMAN, chief announcer at WISR, Butler, Pa., has enlisted in the U. S. Army Air Corps and is on 48-hour call.

JOHN MALAN POWELL, radio operator at KSL, Salt Lake City, has resigned to join the armed forces. After attending technical radio school for a few weeks he will be assigned to the Signal Corps.

JIM BENNETT, assistant manager of KOA, Denver, will take place in the ranks of the U. S. Army on Friday.

CARTER REYNOLDS, announcer at KSO-KRNT, left this week to accept a commission in the U. S. Army. TOMMY MOORE, of the station's promotion department, enters the service Sept. 1.

Sullivan to WNEB

John V. Sullivan has been promoted to promotion manager of WNEB, New York. Sullivan was formerly employed in the promotion department of the Blue Network.

NOW.

For COMPLETE Coverage

ALABAMA

it's The ALABAMA

WSGN • BIRMINGHAM

WSFA • MONTGOMERY

WALA • MOBILE

Now—5,000 watts, 610 on 5 makes WSGN clearcut daytime (1,000 watts at night)

Deep in the heart of Alabama's Army territory, WSFA is a market whose power is still growing

5,000 watts day WALA covers the Coast where station payrolls are all-time high.

Remember Pearl Harbor

REPRESENTED BY HEADLEY-RANDOLPH

# Appraisal Of Post-War Radio Shows Ad Men Highly Optimistic

(Continued from Page 1)

of authoritative spokes- addressed the lun- meeting of the American ng Association yester- the Hotel Bedford. The included W. B. B. Fer- managing director of the office of Lord & Tho- Walter Elliott, president it-Haynes Ltd., Toronto, Lehman, manager of Ad- Research Foundation. n program was ar- and presided over by Allen, Research man- WOR.

es further agreement among ears that the change in lis- bits brought on by the war provide a favorable force for radio which is slated for boom. Opinions were careful research and habits of public reaction and

England Sponsoring ing on radio trends in Bri- son emphasized that there indication pointing to the of sponsored broad- England after the war, though may continue to operate at of the seven wavelengths. es which Ferguson enumer- pointing to the advent of com- broadcasts in England in- report on the success of the recorded show put on the g and other Continental ions before the war; the ening audiences chalked commercial programs when with the BBC shows; the which Britishers have oving such American pro- Jack Benny," "Fred Allen," Performance," "Let's Get " and others. The fact verment has never been ect as much money from and the sale of radio pub- pay for the upkeep of ssen Parliamentary oppo- legislation which would ve lengths to permit in- and commercial broad-

an Instrument of War Britain today is chiefly an of war, according to Fer- ere the war, Britishers had

THE'S NO BAN ON THE HARMONICA

cription and live shows. Ideal es, Musical Bridges and Back- Call MICHAEL CHIMES, Har- Ocarina Specialist . . .

LE 2-1100

the alternative of seven stations, now they have only two and those are government controlled. BBC's personnel has doubled from 4,000 to 8,000 to handle the increase in foreign language and propaganda broadcasts.

### Ask British-American Co-op.

Last subject presented by Ferguson, pointed out that there was need for greater reciprocity in radio between England and America; that America has a big job of selling itself to the British laymen, and that such British-American intercourse had better materialize in the immediate future for the good of the united war effort.

Elliott, presenting a summary of radio listening in Canada projected the theory that the past and current experience of Canada in radio may well be the path American broadcasting will take in the near future. The declaration of war caused over a one hundred per cent increase in the purchase of radio sets among Canadians. This greater use of radio he attributed to the interest in war news and the increase in the number of newcasts.

### Many Changes War-Induced

As a result of the war, listening habits of Canadians have changed measurably. Elliott reported that listeners instead of just tuning in to favorite programs, kept their sets tuned in continuously, anxious for bulletins, so that after the September 1939 crisis, and other crises such as Dunkirk, fall of Paris, etc., audiences were increased more and more, figure never returning to the peace-time level even during war lulls.

Elliott declared, "If war came to a halt tomorrow, listening would be on a higher level than ever. The war will be the making of Canadian radio. It gives radio a certain recognition by force of circumstances." He substantiated these conclusions with a report that the government had accorded radio unprecedented recognition in granting the medium fifty per cent of the budgetary allowances for wartime campaigns. The highest radio ever had before was 8 per cent.

### Warns on Over-Censorship

Elliott's report on Canadian listening habits disclosed the danger of over-censorship by the government. Newcasts almost doubled their ratings right after war was declared. Then, as the number of such programs increased, individual program ratings dropped. As government censorship of news became more stringent, audiences dropped off, with listeners veering to broadcasts from the United States instead. The trend, Elliott interpreted as a lessening of confidence in the medium and the government, and therefore a weakening of the government's program to get its own propaganda and education across to the public. Analyses of propaganda programs and audience reactions in Canada disclosed that those programs wherein entertainment is an important factor received a high rating, often as high as 25 and 30 per cent.

To sum up his observations, Elliott predicted that radio will be used even more as an emergency measure during the war, and after the fracas, advertisers will more than ever recognize radio as the best medium for reaching the large masses of people efficiently.

### Envisages Post-War World

It was Lehman's job to summarize the application of the findings of both Ferguson and Elliott to radio in this country. Highlighted in his comments, thus, were the predictions that, in the long point of view, Britain will be more affected by American procedure, than vice versa; that one of the economic results of the war which would tend to reduce the number of very rich and very poor people, would create a mass audience with incomes and recreational interests more nearly alike. The condition would be a natural for radio, the mass medium. The third major prediction made by Lehman pointed out that the sets in use in the U. S. were pretty high, and that after the war expansion in this field would not be relatively greater, but the growth in radio would be in its potency.

### Expects Social Readjustments

Touching on the economic and social changes on radio, Lehman pointed out that "the problem of paying for the war, and the social implications involved in this great struggle will undoubtedly have one major economic effect on the people of all of the United Nations. This is particularly true in Britain, and probably will be to a great extent in the U. S. There will be fewer very rich people and fewer very poor people. With pocket-books more nearly alike, the same types of escape and recreation will be more generally used by people as a whole. This should be a 'natural' for radio because radio is a mass medium."

Lehman's windup on programming is as follows:

"People listen to programs. They have done so in the past and they will do so in the future, in spite of social, economic and technical changes. Programming in the U. S. is apparently well ahead of both Canada and Britain. A study of network programming, however, indicates there is a great need for new programs and new program ideas. Whether or not this challenge will be met remains to be seen. There is some indication, at present, of an increased interest in music.

### Wants Less "War" on Air

"There is a great danger in having too much war in our radio programs because radio in America is primarily an entertainment medium. While there may be a great need for making people war conscious, the developing of a great fighting spirit in the American people, there is a danger of getting too much war on the radio. I believe that this is particularly true among women and parents, and possibly young people... The need

## To Coordinate Drives For OWI Radio Bureau

(Continued from Page 1)

where he was chief of the Radio Department, to join the former director OEM radio division as administrative officer to Bernard Schoenfeld. The defunct OEM and OFF radio divisions presently constitute the nucleus of the OWI radio bureau under William B. Lewis, to whose office Spire will now be attached.

Effective immediately, Spire serves as liaison between the radio bureau and OWI's Bureau of Campaigns, formerly the advertising division. This is now headed by Kenneth R. Dyke, former advertising director for NBC and Colgate-Palmolive-Peet. The Bureau of Campaigns parallels and coordinates in the interest of government advertising, the other six bureaus in the OWI domestic operations branch under Gardner Cowles, Jr. The new Campaigns Bureau also will serve as contact between other government departments, agencies and bureaus sponsoring campaigns in connection with the war effort, and the advertising council and advertising agencies.

As campaigns coordinator for the radio bureau, Spire will meet with the Bureau of Campaigns to plan for Radio's participation in forthcoming drives, his plans and time tables being subject to approval of the radio bureau's planning board.

He will also be responsible for following through on radio campaigns until their completion. Supervision of all transcriptions, both series and single programs, will be another of Spire's duties.

for careful analysis of the public's reaction to program content, the need to be thrifty, and the great interest in the armed forces in intertainment as a method of building morale will undoubtedly have a more marked effect on program tastes than the last war did on the legitimate theater and the silent films."



Here's the DENVER Daytime Picture

THE 10 TOP-RATED daytime serial programs in Denver (Hooper ratings)—all on KOA! Such overwhelming audience leadership proves it pays to have your say on KOA!



Represented nationally by Spot Sales Offices

GUEST-ING

ADOLPH GERMER, regional director of the CIO of Portland, Ore.; HAROLD BROWN, secretary of the Great Falls (Mont.) Farmers Union; EDGAR J. WRIGHT, of the Washington State Grange Association, and HUGH DE LACY, of the Washington Commonwealth Federation, discussing "Are the Farmers Demanding Excessive Prices," on "America's Town Meeting of the Air," tomorrow (WJZ-Blue Network, 9 p.m.).

ALICE MARBLE, formerly national amateur tennis champion and now assistant director in charge of physical training for women in the OCD; GRANTLAND RICE, noted sports authority, writer and now president of War Football, Inc.; TAMI MAURIELLO, a prominent contender for the heavyweight crown, and HYPE IGOE, sports editor of the New York "Journal-American," participating in "A Salute to Sports," on "Double or Nothing," Friday (WOR-Mutual, 9:30 p.m.).

LIEUT. COMM. MILDRED McAFEE, director of the WAVES (Women Appointed for Voluntary Emergency Service), on "Information Please," Friday (NBC Red, 8:30 p.m.).

Four 52 Week Renewals Among WTAG Contracts

(Continued from Page 1)

cial manager. With business sales for July ahead of those for the same month a year ago, the first week in August saw a continued upswing on WTAG, the following accounts re-newing:

Socony-Vacuum Oil Company, for Mobilgas, signed for two fifteen-minute news programs daily, Monday through Sunday, for 52 weeks. News-casts are heard at 7:45 a.m. and 11 pm. Stirling Getchell, New York, is the agency. William Filene's Sons Company renewed its 5-minute "Did You Know" program, Mondays through Saturdays at 8:55 a.m., for 52 weeks. Carter Products, for Arrid and Carter's Little Liver Pills, signed for 107 one-minute ETs for a 52-week period, through Small & Seiffer, New York. Prudence Stores signed direct with WTAG for daily news announcements, Monday through Saturday, for 52 weeks.

1 9 4 2											
BIRTHDAYS											
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

August 12

- Scotty Bates      Cecil B. De Mille
- Evelyn Gardner      John Jaeger
- Leonard Joy      Ruth Lowe
- Frank Ross      Arthur Sinzheimer
- Gus Van      V. A. Weber

Coast-to-Coast

TWO former New York radio announcers are still able to handle assignments according to a report from Cochran Field, Ga. Recent programs from the army camp were handled by Sergeant Bill Gordon, ex-announcer of WOV and Corporal Richard Hogue, formerly with WHN. Hogue conceived and wrote the broadcast, which originated at WBML, Macon, Ga., for the Mutual network.

Alan H. Miller is the new program director at WCAR, Pontiac, Mich. Miller was formerly with WTOL as program director and also as a member of the sales staff and is the author of a show titled "Sunny Corners," which is broadcast by transcription on several stations throughout the country.

KOY, Phoenix, is feeding two chapel programs to stations of the Arizona Network. Soldier choir from Williams Field and the chapel choir and quartet of Fort Huachuca, both in Arizona, have been scheduled for Sunday airings. Another Arizona Network show, presented weekly is the "Search For Army Talent," during which cash awards are given to each week's winners.

Recent "Bond Wagon Broadcast" on WISR, Butler, Pa., in one half-hour sold \$6,100 worth of Bonds. Program featured brief talks by prominent local citizens, music by the studio band and was emceed by Bob Kaufman of the station's staff. Airing was written and produced by Everett H. Neill, WISR program director. Neill has been named musical director of the Butler Fair.

W. C. Alcorn, general manager of WBNX, New York, has arranged more than 40 programs weekly under the general title "Bonds of Freedom" as the station's contribution to the War Bond sales campaign. Spots and 15-minute programs are carried in English, Polish, German, French, Italian, Greek, Yiddish, Armenian, Lithuanian and Spanish.

Personnel changes at WSUN, St. Petersburg, Fla., include the addition of Fred Temple, formerly of WFIL, Philadelphia, and the resignation of Howard Donahoe as program director.

Lyle Wahlquist, chief engineer of KUTA Salt Lake City, is vacationing in Calif. he expects to be gone two weeks. Corp. Vern Bruggeman of Fort Douglas is airing a very unique quarter-hour every Saturday over KUTA, "A Private Reports," giving army gossip, and chatter about the soldiers of this camp. Corp. Bruggeman was formerly news editor of KUTA.

Richard Porter, Jr. has joined the engineering staff at WOR, New York, replacing Gene Posey who entered military service several weeks ago.

Anniversaries celebrated at CHML, Hamilton, Ont., recently, included the second birthday of the "Farm-Forum," quarter-hour farm news series announced by Alex Kaye of the station's staff and the 500th broadcast of the "Thumbs Up" program, sponsored by a local clothier. CHML has issued brochures in connection with three of its network airings: "Cheers From the Camps" for General Motors; Wrigley's "Treasure Trails"; and Orange Crush's "A Smile A Day."

"Manhattan Panorama," written by Victor Miller, will have its premiere performance on WQXR, New York, on August 17, with the author doing the piano solo accompanied by the WQXR staff orchestra under the direction of Eddy Brown. Composition is based on 5 themes dealing with the New York scene.

Twenty-five announcements weekly for 6 weeks have been contracted for on WTAG, Worcester, by A T & T to advise listeners in this vital defense area to eliminate non-essential calls. Other new and renewal contracts on WTAG include thrice-weekly news spots for a 16-week period for the Mass. Department of Agriculture and a 20-minute program, twice weekly for 4 weeks, for Sears, Roebuck.

Jack Starr, sports editor at KXOK in St. Louis, has been visiting nearby army camps with his "Sports Quiz." Contestants are selected from the soldier audience and try to answer the questions fired at them by Starr. The contestant making the highest score receives a trophy donated by Griesedieck Brothers Brewery, sponsors of Starr's programs over KXOK. In addition to his work at the army camps, Starr makes an average of five civilian defense talks each week and is a member of the local Naval Recruiting Committee.

Jack Mitchell, program director of KTSA, San Antonio, is on a much needed two weeks vacation trip, destination unknown. Wash Master-son, account executive will take in the beauties of Garner State Park on his two weeks vacation trip. Senator W. Lee O'Daniel will air a quarter hour political program each Monday through Saturday over the Lone Star Chain and KTSA. Aiding in the drive to sell Bonds and Stamps, KTSA has erected a booth and a special display in the lobby of the Gunter Hotel calling attention to its participation in the Radio War Defense Bond and Stamp Drive.

Vacationists at KMOX, St. Louis, include Jane Porter, food counselor, who is spending hers at the Stewards and Caterers convention in Chicago; Emily Mrazik, secretary to traffic manager Grace McGowan, who is in Indianapolis visiting relatives; and Bob Stetson, studio engineer, in Chicago visiting relatives and friends.

NEW PROGRAM IDEAS

"Neighborhood Call"

The government's efforts to down living costs and the manner which the average housewife can protect her pocketbook is reviewed during "Neighborhood Call," a Office of War Information transcription program being heard over WNY New York, in behalf of the Office of Price Administration. The program service series deals with the problems of the average household and average storekeepers in a simple, direct forceful manner. The program features the "Neighbor" who drops on his friends and through analogy and quiet philosophy coupled with dramatic interludes tells of control, rent control and rationing.

Dramatized War Messages

Bringing needs of the war directly to the people via KVOO, Tulsa, has inaugurated a series of half hour Sunday programs "The Nation This Week" which plains in detail in dramatized one particular need or phase of war effort on each broadcast. Listeners are asked to co-operate in the particular need mentioned. Messages are localized, definite "down earth." Featured to date have been "Men for the Merchant Marine," "War Bonds—Prevent Dangerous Inflation"; "Need for Nurses," and "Vage For Victory."

Package Producers Request To Recover S. S. Tax

(Continued from Page 1)

were not to be considered exempt. Whether or not these applications will be granted will not be determined for some months by the Bureau of Internal Revenue. All such applications received locally are automatically passed on to the Bureau of Washington, according to official procedure. Fact that the Bureau has sought an appeal from the court decision has encouraged the application into believing that the Bureau honor the court's reversal.

However, for the time being branch offices of the Bureau have been instructed to continue to collections as if the decision had been rendered.

That the applications in the trade are being filed by the show producers is an odd development, SS experts point out, at best, they would be the ones likely to get the grant. Refund more likely fall to those producers which maintain a skeleton staff permanently, and use a guest or weekly variety, the guests have the chance for exemption.

WANTED TO BUY SOUTHERN STATION

in town of 30,000 or more pop. Cash. Replies confidential. Write 556, Radio Daily, 1501 Broadway, York City.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

O. NO. 32

NEW YORK, N. Y., THURSDAY, AUGUST 13, 1942

TEN CENTS

## Iron Out "Awards"

### adds S.A. Network Two Single Shows

is announced the scheduling special variety programs for 1 and September 4 to be for a network of 120 domestic and 76 Latin-American stations, which are described as the second report to the Hemisphere, following the of service on CBS' Network the Americas on May 19, are South American artists with CBS staff performers. both broadcasts is "a neigh-

(Continued on Page 2)

### at Candy Factory To Radio Parts Plant

tion Bureau, RADIO DAILY, D. C. — Transition of factories to plants for the manufacture of radio detection equipment industry conversion pronounced by the War Production, it was revealed yesterday. food branch is currently with the Tobe Deutschman, Mass., to convert several chocolate factories, hit by

(Continued on Page 2)

### Will Buy Anns. "Bedlam" Program

of its spot campaign, American Cigar Co. for Pall has bought a one-minute announcement on "Breakfast in Bedlam" over WJZ. Contract starts and runs through Sunday weeks. Ruthrauff & Ryan, is the agency.

### No Can Do"

ing commercial and transcriptions, James C. notified recording companies that master disks must be the AFM or destroyed. engineers point out that procedures violate WPB regulations. Masters are made of copolymer rationed war material. will have to take ET firms grant will not be abused.

### Shouse "Takes Over"

Washington — James D. Shouse, vice-president in charge of broadcasting for Crosley Corp. is in town to "take over" the Broadcasters Victory Council offices for the week. WLW executive relieved council member George Storer, middle west owner of several stations.

### New Libraries Ready To Offset AFM's Ban

Bearing out reports that the transcription companies have put in a good stock of disks to tide them over the AFM production ban, Associated Music Publishers Inc. has just issued a new library catalogue which is the industry's first since the Ascaphase last Fall. Of the 3,300 titles, sixty-six and two-thirds per cent are still non-Ascaphase. The new catalogue is being distributed to all AMP's subscribers. Its non-Ascaphase subscribers still receive

(Continued on Page 5)

### Set New "Henry Aldrich" To Succeed Sgt. Stone

Army having formally refused permission to Sgt. Ezra Stone to continue his broadcasts in "The Aldrich Family" which resumes its season tonight over NBC 8:30-9 p.m. the Young & Rubicam agency issued a statement that a new "Henry Aldrich" would be heard in the role tonight. Name of the newcomer still appeared to be in doubt last night, not even the net-

(Continued on Page 2)

## Wallace's Int'l Song Contest Getting NBC 3-Month Plug

### Humble Oil Opens Pigskin On Eight Texas Stations

Abilene, Texas—The Humble Oil & Refining Co. opened up the football season here last week several months in advance, with the sponsorship of a description of a game played here last Saturday between the North and South high school football teams, a

(Continued on Page 2)

## NAB Calls Meeting Of Peabody Group In Effort To Re-Arrange Policies And Avoid Further Burn-Ups

### Atlantic Drops Plans For Football Season

Philadelphia — Broadcast football will lose one of its biggest backers this season, with the cancellation of plans for a football schedule by the Atlantic Refining Co., it was learned yesterday. There is but a rare possibility that decision may be reversed. Gas-rationing is believed to be the reason for the curtailing of the broad-

(Continued on Page 2)

### Petty Named Chairman Of Radio Central In N. Y.

Herbert L. Petty, managing director of WHN, New York, and treasurer of Radio Central in New York City, has been named acting chairman of the latter group to fill the vacancy caused by the resignation of A. A. Schechter, former NBC news and spe-

(Continued on Page 2)

### Philo Higley To OPA; Heads Radio-Film Section

Washington Bureau, RADIO DAILY  
Washington—Philo Higley, formerly associated with Erwin, Wasey & Co., Inc., Arthur Kudner, Inc., and Young & Rubicam, has been named

(Continued on Page 2)

In an effort to iron out resentment created in the industry and the NAB as well by the method involved in making the Peabody Radio Awards, a meeting has been called at NAB offices in Washington for next Thursday, August 20, when it is expected, a new policy will be developed or at least a reversion to an old one where individual stations will be eligible for one or more of the awards.

Conference is to be attended by Edward Weeks, editor of the "Atlantic Monthly"; John E. Drewry, Dean of the Henry W. Grady School of

(Continued on Page 3)

## OWI Appoints Carroll London Office Head

Washington Bureau, RADIO DAILY  
Washington—OWI yesterday named Wallace Carroll as director of its London office and Lt. Commander Paul Smith to be assistant director of its domestic operations. Carroll, who is scheduled to leave for England within the month, will be in charge

(Continued on Page 3)

## U. S. Naval Air Station To Debut Show On MBS

Norfolk, Va.—Fifth Naval District here is all set for the debut of its coast-to-coast show which starts on Mutual tomorrow night 8:30 p.m. EWT, through the local affiliate

(Continued on Page 2)

### Actual Proof

Denver—Bill Day, of KOA, was wondering where his brother-in-law, an Army lieutenant, was stationed. Having had no news from the officer, the family was worried. Finally, in the "Rocky Mountain News," Day saw a group photo of American officers playing bridge at a British Air Base. Among them was Lt. Frank Gravestock, Day's brother-in-law.

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FINANCIAL (Wed. Aug. 12)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS B, Gen. Electric, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, OVER THE COUNTER, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Petty Named Chairman Of Radio Central In N. Y.

(Continued from Page 1) cial events chief. Radio Central is a pooling setup of New York local stations originating at the headquarters of the Eastern Defense Command of the U. S. Army for the purpose of cooperation in times of emergency. Schechter has resigned from the group following his acceptance of a position with the Office of War Information in Washington. Petty will serve as chairman of Radio Central until the executive committee meets to name a permanent head.

WWPG Joins Blue Oct. 1

WWPG, Lake Worth, Florida, will join the Blue Network effective October 1, as a member of the Florida Group. This gives the Blue a total of 131 affiliates, the newest member operating on 1,340 kc. with power of 250 watts.

Schaffer Joins KPO

San Francisco—Henry Schaffer will take over as sales promotion manager of KPO of this city, effective August 17, according to an announcement by John Elwood, manager of the outlet. Schaffer, for the past four years, has been commercial manager of KVOA, Tucson, Ariz.

CBS Adds S. A. Network For Two Single Shows

(Continued from Page 1) borly good time"; which means, in this case, the United States furnishes the facilities and Latin America the talent.

Featured on the August broadcast will be Carmen Amaya, Spanish singer and gypsy dancer; Sabicas, her accompanist; Juan Arvizu, Latin-American folk singer; Eva Garza, Mexican interpreter of popular, melodies, and an augmented Latin-American orchestra, directed by Alfredo Antonini, with Don Alberto as emcee. On September 1, Fernando Alvarez, Brazilian vocalist, Charro Gil Y Sus Caporales, Mexican guitar trio, Eva Garza and the orchestra with Juan Arvizu, as emcee will be featured.

Announcements will be in Spanish and Portuguese, with cut-ins in English for the North American audience. In announcing the two shows Edmund A. Chester, CBS director of shortwave broadcasting and Latin-American affairs made the following statement:

"This broadcast service, (CBS Latin-American network) instituted long before that event and progressing constantly in quality, has resulted in thousands of congratulatory letters from Latin America. We want United States radio fans to keep abreast of these advances. We want them to appreciate and enjoy what is being accomplished in uniting this half of the world through the steady exchange of information and culture. The August 21 and September 4 broadcasts provide just such an opportunity."

Convert Candy Factory To Radio Parts Plant

(Continued from Page 1) reduced cocoa supply, to the making of capacitors or condensers used in radio equipment for the Army and Navy.

Fact that the plants are clean and air-conditioned and that their employees are skilled in working with their hands, both important factors in making precision equipment, make the candy plants "ideal" for the war purpose, the WPB claims. Machinery necessary for the conversion already has been obtained, it was stated. First to begin operations will be the New England Confectionery Co., Cambridge, Mass., which is expected to begin making radio equipment about August 23.

Sarnoff, Selly Donate Blood

David Sarnoff, president of RCA, and Joseph P. Selly, head of American Communications Assn., the radio workers union, on Tuesday occupied adjoining couches at the New York Red Cross blood donor center, where the two executives each contributed a pint of blood to be processed into dried plasma for the wounded.

Wedding Bells

Las Vegas, Nev. — Buddy Clark, band leader and vocalist, was married here Monday to Nedra Sanders, model. The couple will live in Hollywood.

Atlantic Drops Plans For Football Season

(Continued from Page 1) casting activities of the sponsor, who has been using close to 100 stations per season for the past few years. The Atlantic Refining Co. distributes its products in the 17 eastern states affected by the gas-rationing.

With the cancellation of its schedule, the sponsor, through its advertising agency, N. W. Ayer & Son, has relinquished its option of the Dick Dunkel Football Forecasts, which are distributed by Radio Events, Inc. Latter firm has announced that the forecasts are now being made available to eastern sponsors and stations.

In notifying Dick Dunkel, of the option lapse, Wallace Orr, of the N. W. Ayer company, stated, "Naturally the Dunkel Forecast has been an important factor in the success of the Atlantic Football broadcasting plan. It proved itself the best traffic puller Atlantic has ever used. Due to the present emergency we are forced to discontinue the use of the system for this fall. It is our earnest hope that we will be able to resume its use after the present emergency."

WRC, Washington, Signs Up

News of availability of the Dick Dunkel Football Forecast in the east resulted in requests from thirty-five stations for tentative options of Radio Events, Inc., handlers of the "Gallop of Sports Forecasters," pending Atlantic Refining Company's final decision. Immediately upon the official Ayer notification WRC of Washington, D. C. signed the first eastern station contract for the Dunkel Forecast in the past eight years. Joe Koehler of Radio Events, who is handling the show for Dunkel stated that the other 34 station contracts would soon be rolling in—and "many more stations will find sponsors now that we are able to officially announce that the show is available."

U. S. Naval Air Station To Debut Show On MBS

(Continued from Page 1) WRNL, in Richmond. Broadcast is from the Naval Air Station here and as previously announced Saxie Dowell (now a seaman first class) will conduct a 15-piece dance combination of men who have played in numerous headline bands. Guest stars will be used, the first being PFC Benjamin Stevenson, USMC, tenor and Juilliard graduate. Program is entitled "This Is Navy Norfolk."

Philo Higley To OPA: Heads Radio-Film Section

(Continued from Page 1) chief of the film and radio section of the Consumer Division in the Office of Price Administration. He will act as liaison between OPA and writers, supplying specific ideas which can be embodied in radio and film scripts.

Farrell-Brodsky Series Set

Eileen Farrell, soprano, and Vera Brodsky, pianist, this afternoon will broadcast on CBS the first of a series of weekly recitals devoted to great music for voice and piano. The programs will be heard from 4-4:15 p.m.

COMING and GOING

A. N. ARMSTRONG, Jr., general manager WCOB, Boston, in town for conferences with New York representatives of the station.

VERA BARTON, CBS vocalist. Leaves tomorrow for Buffalo, where she will sing at the thousand-dollar-a-plate War Bond dinner at the Statler.

FRANCIS P. DOUGLAS, news editor, BERNIE FOX, assistant auditor, of KMOL, Louis, vacationing.

WEST M. WILLCOX, assistant general manager of WHOM, leaves on the Century this evening for a 10-day visit in Chicago and other points.

WILLIAM T. LANE, station manager of Syracuse, is in town for a short stay on and network business.

CHARLIE BARNET and his orchestra, their engagement today at the Strand, leaves immediately for Boston, where they open at the RKO Theater in that city.

CON HECKER, of KVOD, Blue Network in Denver, in town from Colorado and yesterday at the headquarters of the network.

DOROTHY HEALY, of the NBC stations staff, has left on her annual vacation.

WILLIAM F. MALO, commercial manager WDR, Hartford, has returned to his job following an absence of two weeks.

JOHN FOX, assistant to the director of promotion at CBS, has left town for his vacation.

JACK VAN SWERINGTON, commercial manager, and J. RAYMOND STEWART, of Sharon, Pa., spending this week in town for their vacation.

IRWIN MOISON, of the WBNX technical staff, off for a two-weeks holiday in New York.

HAROLD F. OXLEY, manager of Jimmie Ford, has returned to Oak Bluffs, Mass., following a short business trip to New York.

BOB BURNS, who is on tour in one of the USO-Camp Shows, was in New York prior to leaving for a three-day appearance at Fort Devens in Ayer, Mass.

Humble Oil Opens Picnic On Eight Texas Stations

(Continued from Page 1) climax of the Texas High School Coaches Association annual school held here.

An eight station network will be organized with KRBC originating there with Vex Box at the microphone describing the play-by-play and Tee Casper handling local spots. Other stations included KXY, Ft. Worth; WACO, Waco; KGKL, Kelo; KBST, Big Springs; Midland; KFJZ, Fort Worth; KFYO, Lubbock.

Set New "Henry Aldrich" To Succeed Sgt. Slaughter

(Continued from Page 1) work having the information believed new "Henry" is being laid, from list of possibilities. Foods is the sponsor.

WANTED TO SELL SOUTHERN STATISTICAL

in town of 30,000 or more population. Cash. Replies confidential. Write 556, Radio Daily, 1501 Broadway, New York City.

# Appoints Carroll London Office Head

(Continued from Page 1)  
OWI information activities. This includes the relaying of States information, through facilities, to the European con-

veran European correspondent and a former chief of United States bureaus in Chicago, London and Paris, Carroll recently won the title of the Headliners' Club for his work on the war in Russia, where he was called a year ago from London on the first convoy. His new book, "The War with Russia" is scheduled for publication early in the year.

**Appointment Announced Yesterday**  
Carroll's appointment as assistant chief of the OWI section headed by Charles Cowles, Jr., was announced yesterday by OWI Director Charles Davis and Frank Knox, Secretary of the Navy. Smith, who is 33, was a former San Francisco newspaperman and was ordered to active duty on December 2, soon taking over the post of press director in the OWI relations office. He is now in a temporary inactive status, having requested combat duty, but that he might aid Cowles in carrying on OWI's important domestic relations.

Carroll has visited many of the war zones, and has performed several special navy missions, and has traveled the country, since the war

# Living Song Contest Three-Month Campaign

(Continued from Page 1)  
Mexico City, awarded to the professional vocalist, who is a Mexican and a student of music and who has best learned one Spanish-through-music song in the series. In addition to the grand prize, a board of judges will choose four regional winners, from whom will receive a complete RCA-Victor record album of Latin-American music as well as first on the "Down Mexico" series and on the "Pan American Holiday" programs at the present

**Promote Spanish Culture**  
The contest is planned to foster a greater interest in the Spanish language and in the customs of neighboring countries below the Rio Grande. The method to be followed in conducting auditions and selecting winners will be determined largely by the individual stations. When the regional competitions end, all recordings will be sent to the OWI for final judgment. In addition, the cost-paid Mexican trip, the grand prize winner will be taken to Mexico to meet Vice-President Roosevelt and representatives of the American countries who are participating there. The winner may also receive a special broadcast or on the "Pan American Holiday" program.

# PROMOTION

## "Shadow" Tie-ins

The most extensive promotion campaign ever undertaken by a local baker gets under way this week when WQAM, Miami, starts "The Shadow" on transcriptions for Bell Bread. The following is the campaign: Bumper strips front and rear on all taxicabs in Miami; posters on all Bell Bread delivery trucks; window streamers in 128 grocery stores; posters on 65 newsstands and 15 American News Co. trucks; 25,000 bread wrapper inserts; "The Shadow" motion picture serial (15 chapters) in 8 Miami theaters; 2 advertisements weekly in 2 Miami newspapers; half minute radio plugs five times daily over WQAM, utilizing the famous "Shadow" laugh. Broadcast time is Mondays at 8:00 p.m. for a full year. Charles Michelson, sales representative for the series, placed the contract on WQAM.

## Attention-Getter

To get immediate attention to its brochure on its spot campaign for Johnson & Johnson first aid products, KSTP, Minneapolis, sealed the folding mailing piece with a "band-aid"

instead of the usual sticker or pre-canceled stamp. The folder, which was mailed to all druggists in the northwest, calls attention to KSTP extensive coverage and urges retailers to give prominent display to Johnson & Johnston products.

## Druggist Bulletin

One of the many new activities which WOWO, Ft. Wayne, is undertaking to establish closer relations with dealers in the WOWO area is the mailing of a weekly bulletin, "Drug Hi-Lites," to 80 Fort Wayne druggists. The bulletin contains short, punchy items of interest to druggists gleaned from trade magazines by Bill Malone, of the WOWO-WGL merchandising department.

## USO Sports Bulletin

KXOK in St. Louis is completing arrangements whereby they will furnish running scores and results on all sports events to the USO Center at the local Municipal Auditorium. A huge scoreboard will be erected in the "Sports Den" at the Center where the soldiers will be able to follow their favorite teams.

# Call Special Meeting Re Peabody Awards

(Continued from Page 1)

Journalism of Georgia University; Neville Miller, president of the NAB; C. E. Arney, Jr., assistant to the president and Joseph L. Miller, also of NAB.

NAB it is understood, is definitely determined to get the awards back to the stations and possibly avoid a repetition of the gravy going to the networks. Original basis of the awards was on the merits of "public service," and the NAB desires to revert to this.

## Hope for Compromise

Last year the Advisory Committee suddenly swapped horses in mid-stream and decided to give the awards on a program basis, after numerous stations had already submitted their material on station activity. This burned up the NAB and the stations involved. It is hoped that a compromise will be worked out at the meeting next week.

Another point to be worked out is the revamping of the Advisory Committee to include radio-minded people who will take an active part in their work.

# The Music Is Now Available

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Los Angeles

By JAC WILLEN

CONTEST conducted by Hedda Hopper during her CBS show to find the best ending for "Talk of the Town," new Columbia Pictures film, brought in a total of almost 5,000 letters last week.

Bill Hay's new series of programs titled "Bill Hay Reads the Bible," which started August 3 on KHJ, became a feature of the entire Mutual-Don Lee network on Monday. Two broadcasts are scheduled each day—one at 3:45 p.m. PWT., for KHJ and the Pacific Coast Don Lee net, and one at 9:15 a.m. PWT. for the Mutual network's eastern listeners.

Vera Vague has been set as a definite part of the Bob Hope Pepsodent ainer when the program hits the air- lines again over NBC September 22.

Although there's been a sponsor switch on Bob Garred's morning CBS network newscasts, it doesn't affect his broadcast schedule. His soap sponsor (Manhattan) is taking over his Monday, Wednesday and Friday programs, and another (Mennen's) will sponsor his Tuesday, Thursday and Saturday spots.

New Sax player with Kay Kyser's orchestra is Herbie Haymer, who formerly tooted a tenor saxophone with Jimmy Dorsey and Woody Herman. He joined the band in Hollywood last week.

Victor Borge, NBC's "Music Hall" comedian who was a picture star in his native Denmark before the start of the present war, is being tested for parts in two pictures which will deal with the European occupied countries.

Dick Joy is compiling his own history of America's participation in the war. The KNX-CBS newscaster and announcer is clipping all headlines and pastes them into a huge scrapbook.

The Ginny Simms-Philip Morris deal has jelled, with Ginny scheduled to start as emcee and songstress over NBC September 8th. It is expected that the "Johnny Presents" replacer will repeat over the 103 station hook-up at least for the initial thirteen weeks period. First broadcast to the east will hit the airlines at 8:00 p.m. EWT., with a western repeat scheduled for 8:30 p.m. PWT.

Frank Feliz Leaves KGO For Job With Government

San Francisco—Frank E. Feliz, publicity chief for KGO and the Blue network in northern California, has resigned to join the Office of War Information here as administrative assistant on the War Production Board, covering six western states.

His new duties will include editorial direction of the "War Production News," official WPB regional publication, aimed at west coast war production executives. Feliz was with KGO six months, during which he helped publicize opening of the new Radio City here, and directed the publicity buildup on the nationwide war drama series, "Alias John Freedom."



Jingle, Jangle, Jingle . . .!

● ● ● Paul Dudley, former writer-producer of such shows as "Pot o' Gold," "Treasure Chest," etc., gets the nod on the new Blue Coca-Cola show. He'll be writer-producer-director, in fact, he'll be the guy in charge. . . . It's a toss-up between Carol Bruce and Marcia Neil for the Helen Morgan role in "Showboat." Tuesday nite, Marcia will do a long-distance "audition" for Metro by singing "Can't Help Loving That Man" on her regular "Johnny Presents" spot. . . . Eve Arden won't be able to make the Al Jolson show—so Elaine Arden is being considered instead. Incidentally, no contracts have as yet been signed with anybody for the show. . . . Dave Rose is in the anxious seat so far as the army is concerned—and just when the Ginny Simms show is set. . . . Deal practically closed for Jessel air show this fall. . . . Eddie Cantor signed for another shot on the Philip Morris "Playhouse" on the 28th. . . . Hy Gardner's show tonite over WHN, dedicated to the work of the Father Duffy Canteen, will feature Ruth Clayton, W. C. Handy, the Deep River Boys and Tim Herbert. . . . There's a camel scene in the Bob Hope-Bing Crosby flicker "Road to Morocco" that's guaranteed to knock you right out of your seat. In a desert scene, one camel turns to another and says: "People are funny. I'm glad I'm a camel." The other one looks over sullenly and replies: "I'm glad you're a camel, too, Mabel!"



● ● ● The Morning Mail: Looks like the copywriters win hands down on that "Most thankless job in radio" contest. Latest to champion the cause of the down-trodden writers is Nikki Kaye, of W. E. Long Co. in Chicago, who dips her pen in vitriol and comes up with a good argument. . . . Arthur Solomon writes from Hollywood that the networks could go further and do worse than sign Sara Berner for a show of her own. "The worst they could wind up with," argues Arthur, "is a female Red Skelton." Is that bad? . . . Geo. Wallach insists the modern version of that famous soliloquy should read: "I-A or not I-A, that is the question!" . . . Rush Hughes drops a note to tell this column he's now with KWK in St. Louis starting with a daily record show—where he'll not only dish out the world's best music, but will highlight the show with human interest stories concerning the artists. . . . Both NBC and The Blue are competing to sign Wilbur Evans for guest shots, etc. . . . Evans is the super-handsome singer doing the male lead in "The Merry Widow" at Carnegie Hall.



● ● ● Critic's Corner: The 21st letter (meaning "U") shouldn't miss CBS' "22nd Letter," which gets the first letter on this reporter's report card. . . . Major de Seversky's experring on aviation flies through the NBC airwaves with the greatest of listening ease—except when there's a hint of his feuding with army officials. A commentator's opportunity to inform shouldn't be confused with a chance to air personal or professional differences of opinion. . . . Columbia's "Commandos" should be another commando-performance in every radio home. They may be fictional in content—but their tribute to the courage of freedom-loving fascist-haters is a matter of fact. Incidentally, why not call buyers of war bonds—"Cash-commandos"? . . . There's a valuable hint without velvet to American radio in BBC's banning of wartime "slush" songs on English air lanes. . . . Public Bad Example No. 1: That network commentator who permits himself (and is permitted) to say about his, your and my Commander-in-Chief—"The President said it. . . . but he didn't mean it." Is it the blessed right of free speech to use a microphone as a glorified personal bombsight to take pot-shots at the man leading our fight for freedom? To borrow a phrase, "where does free speech end—and treason begin!"



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

A FRA getting behind WBBM's matinee show by allowing members to donate their services to the matinee broadcasts. Cooperation with AFRA on the series is being handled by the Authors Guild. War committee headed by George Roosen, Betty Lou Gerson of the AFRA entertainment committee is cooperating with WBBM in assigning radio artists for the Monday afternoon broadcasts. "On the Chanute," is title of new WGN vicemen's show which will originate at Chanute Field, Illinois, where Show features talent of the Air Corps Training Station. Morris Wood is producer and Francis Collins does the script.

Lewis Lamar, WGN farm editor will do a series of five, fifteen-minute transcribed broadcasts from the Wisconsin state fair which opens in Waukegan August 22nd. Transcription will be used on the "Farm Hour," WGN at 6 a.m. daily beginning 25th.

Fred Brady, last heard on "Walters Dog House" on NBC, has his own show on WBBM-CBS on days from 7 to 7:30 p.m. Brady, a radio writer, will have support from Franklin Macomber, announcer; Dale Robbins, songstress; Russ Brant, vocalist, and Caesar Petrillo's orchestra. Les Mitchell is scheduled to produce series.

Comm. M. P. Hanson

Washington Bureau, RADIO DAILY  
Washington—Commander M. P. Hanson, 47, who was chief engineer with Admiral Richard Byrd on his South Pole expedition 1928-30, has been killed in an airplane accident somewhere in the north probably Alaska, it was revealed yesterday. The accident was believed to have taken place Sunday, but details have not yet been released to the Navy Department.

Hanson, who early in his career was both a radio operator in the Navy and a radio operator in the Naval Reserve in the World War, constructed broadcast station WPA early in the war. He was awarded the gold medal of the Veteran Wireless Operator Association for his work with the Antarctic expedition.

920 CLUB  
America's Greatest Local Radio Programs  
WORL

GUEST-ING

GEN. MARK W. CLARK, commander of the American ground forces in Britain, speaking from England in the "March of Time" program tonight (NBC Red, 10:30 p.m.).

EN BALLON, Canadian pianist, and Martha Deane program today (Mutual, 2 p.m.).

NG FISCHER, tenor, on Bill "Those Good Old Days" show, (WJZ-Blue Network, 8:30 p.m.).

HART ERWIN, on the "Stars of Hollywood" program, Saturday (Mutual, 3:30 p.m.).

ARDSON WRIGHT, editor of "The Garden," discussing vicariously, on "The Garden Gate," (WABC-CBS, 9:30 a.m.).

FRANK KINGDON, president of American Now, Inc.; MRS. BENJAMIN KING, president of Belgians in America; NORMAN THOMAS, socialist leader; and MARY HILLYER, director of the Post-War World Council, on "When Should We Start Europe," on Theodore Roosevelt "American Forum of the Future" (WOR-Mutual, 8 p.m.).

ACE SPRAGUE, Red Cross executive of planning services to the war forces, on "Thus We Live," (WABC-CBS, 9:45 p.m.).

CK BUCK, on "Post Toasties" show, (NBC Red, 8 p.m.).

ARD ARNOLD, in an adaptation of "The Maltese Falcon," on the "Morris Playhouse," tomorrow (WABC-CBS, 9 p.m.).

AN LOCKWOOD, of the planetarium staff, discussing "The Air—the Atmosphere," on "Living Space," tomorrow (WABC-CBS, 9 p.m.).

Hawley Guests Listed

es scheduled for appearances include Hawley's "Woman's Page" next week on WABC, 8:45-9:00 p.m. include: Tuesday, G. W. Wilcox, executive secretary of "Flag Day at Home" patriotic organization; Wednesday, Teresa O'Brien, asst. manager of the Waldorf-Astoria; Thursday, Beverly Bayne, silent movie star now featured in "The Sign of the Cross"; Friday, Mrs. Winfred B. Johnson, Jr., chairman of the Women's Auxiliary of the Westchester County Savings Staff, and Marguerita L. Smith, of the American Women's Voluntary Services in New York City.

WAR-PROGRAM IDEAS

Announcers' Contest

A new angle in the promotion of the sale of War Bonds and Stamps has been worked out with the chairman of the War Savings Committee of Lowndes County by WCBI, Columbus, Miss. Taking the four announcers of the WCBI staff, Phil Gullyer, Buck Hinman, Bert Craig and Bill Shackelford, general manager Bob McRaney has divided twelve quarter-hour programs per week among them, with the announcers given a free hand in producing three shows each per week to encourage the listeners to buy more Bonds and Stamps. They are to ask the listeners who purchase the Bonds and Stamps to write them a card, giving their name, address, date of purchase and place of purchase of the Bond. Listeners are to give credit to announcer of their choice. At the end of the month-long contest the amount credited to each announcer will be tabulated and the one having largest amount to his credit will be rewarded with a prize of a \$25.00 War Bond.

Co-Sponsoring Freedom

Five sponsors selling a single product: freedom. That's the set-up of "Modern Molly Pitchers," a new series recently inaugurated on WNOX, Knoxville, Tenn. Co-sponsored by Knoxville's five leading wholesale grocers, the program is heard each Saturday morning, 10:05-10:30. The only commercials on the program are those promoting the sale of War Stamps and Bonds at the "Molly Pitcher Booths" in grocery stores throughout the city. The initial broadcast featured a dramatic narration about the original Molly Pitcher, American Revolution heroine, as well as an interview with an anonymous grocer, describing the "Molly Pitcher Plan" of selling War Stamps and Bonds in stores all over the country. On future programs, part of each broadcast will originate at the Knoxville store which has set the highest record of War Stamp and Bond sales during the preceding week. Emcee of the broadcast is program director Lowell Blanchard.

New Libraries Ready To Offset AFM's Ban

(Continued from Page 1)

In addition, its special non-Ascap bulletins which the library had instituted during the music-radio war.

From the point of view of the radio stations' program departments, the new catalogue offers three innovations which will serve to assist in music programming. For the first time, all the transcription companies have agreed to use a set of initial symbols to be used on all the records to identify the copyright licensee. Thus, at a glance, program director will hereafter be able to ascertain which is Ascap, AMP, SESAC, etc. Device will save stations the job of doing their own checking and of running into legal complications and charges of copyright violations.

As a further assist in programming, the new catalogue carries a tune's origin or derivation when such circumstances exist. Also, instead of the numerical order of previous catalogues, the new one is alphabetized in two ways. The large group classifications, of which there are twelve, such as Concert, Opera, Romantic Cycles and Organ, etc., are alphabetized, and the tunes in each of these units are broken down alphabetically again.

Ben Selvin, AMP exec, is expected to start on his semi-annual good will trip among subscribers, soon after Labor Day, and will be gone about a month. Trip this time takes on added significance in view of the AFM ban. Exec will do more than indulge in a round of glad-handing on this trip. Aim is to assist station musical and program directors in their local problems, and indicate what kind of service the library will be able to maintain during the ban. Understood Sel-

RCA Execs Present Batt Production Pledge Book

Washington Bureau, RADIO DAILY Washington—William L. Batt, vice-president of the War Production Board, yesterday received from Robert Shannon, president of RCA Manufacturing Co., and other RCA officials, a book containing the names of more than 20,000 RCA employees who have pledged themselves to "beat the promise" on war production.

Shannon and F. R. Deakins, RCA vice-president, were accompanied by Ann Stankus, the 29-year-old Harrison, N. J., RCA plant employee who won a production award in the company's "Let's Go to Batt for MacArthur" suggestion contest inaugurated April 7. That was the day the last phonograph radio rolled off the assembly lines of the Camden plant and it went on a complete war basis in the presence of Batt.

Miss Stankus' suggestion was to change a plate in small radio tubes, thereby reducing shrinkage to the extent that less skilled operators are now able to produce better tubes. Her suggestion results in an increased output and improved quality of tubes for war use.

"Martha Deane" Birthday "Martha Deane" will celebrate a first anniversary on WOR, Tuesday, August 18, 2-2:30 p.m., but will have no party. Instead, she will devote all her programs next week to the celebration by special programming. During the year's series, the program guested 307 persons.

vin will be equipped with production schedules showing that new tunes will be released far into the winter season even if no new ones are produced between now and then.

AGENCIES

ERWIN D. SWANN has been appointed a vice-president of Lord & Thomas, New York. Swann has been in charge of the Schenley Distillers account for several years. He will continue in active charge of this account and will assume additional responsibilities in the agency.

MUZAK CORPORATION has named Erwin, Wasey & Co., Inc., to handle its advertising.

HAM FISHER, cartoonist whose best-known character is Joe Palooka, will address the Publicity Club today at the Hotel Delmonico.

EDWARD G. COMSTOCK, of the Newell-Emmett research department, has resigned to accept a post with the Office of Imports, of the Board of Economic Warfare in Washington.

A. E. NELSON CO., newly-formed agency in San Francisco, has announced the addition of Isabel Coss, formerly with the United States Lines and Panama Pacific Line, New York, to its staff.

WILLIAM KEARNS, formerly of H. W. Kastor & Sons agency, has joined Ted Bates, Inc., as vice-president.

RICHARD MANVILLE, author of "How to Create and Select Winning Advertisements" and formerly of Newell-Emmett Co., has joined Donahue & Coe as director of market research.

LENNE & MITCHELL agency is featuring an exhibition of the works of Ernest Hamlin Baker, member of the Guild Artists Bureau. Paintings will be on view for the remainder of the week.

AMERICAN CRANBERRY EXCHANGE, in planning its impending campaign for Eatmor Cranberries, is including spot radio. BBD&O handles the account.

WRVA COVERS NORFOLK AND RICHMOND IN VIRGINIA! 50,000 WATTS DAY AND NIGHT CBS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

92% MUSIC Ask FOR JOE SAN ANTONIO CHICAGO-NEW YORK

**NEW BUSINESS**

KOA, Denver: Mountain States Telephone and Telegraph Company, 13 spot anns., direct; Kortz Jewelry Co., thru Raymond Keane Agency, renewal of the "Musical Clock" programs Mondays, Wednesdays and Fridays, for 52 weeks; Barnett Fuel Company, thru Max Goldberg Agency, renewal of anns. to run for the remainder of the year; Colorado & Utah Coal Company, thru Walter Eha Agency, five-minute newscasts Mondays, Wednesdays and Fridays, for 26 weeks; Denver & Rio Grande Western Railway, thru the Cusack Agency, one half-hour period, Monday evening, Sept. 14.

WABY, Albany, N. Y.: Arrowhead Inn, 15-minute midnight periods, Mondays through Fridays for 5 weeks; Capitol Curtain Shop, announcements for 4 weeks; Roxy Cleaners and Dyers, five minute periods, week days for 13 weeks; Colgate-Palmolive-Peet Co. (Supersuds), 245 minute announcements, 10 times weekly, Monday through Friday, through William Esty Agency; Gillette Safety Razor Co., through Maxon Agency, fight broadcasts; Roxy Cleaners & Dyers, anns., for 13 weeks, Monday through Saturday; Perkins Silk Shop, eight weeks, daily announcements; Rhythm Club, weekly announcements.

WFIL, Philadelphia: National Biscuit Co., N. Y. City, (Milk Bone), two participations weekly on women's program for 26 weeks, through McCann-Erickson, Inc., N. Y. C.; Cocilana, Inc., New York City (Cough Drops), four spot anns. weekly through Al Paul Lefton Co., Inc., Philadelphia, for 52 weeks; Ridge Auto Sales, Philadelphia, Pa., (Used Cars), six spot anns. weekly for four weeks, thru Joseph Lowenthal Agency, Philadelphia; Sam Gerson, Philadelphia, Pa., (Men's Clothing), one 15-minute studio program (news) weekly for 26 weeks, thru Harry Feigenbaum Co., Philadelphia; Studebaker Corp., South Bend, Indiana, (Studebaker Cars), three 15-minute studio programs (news) weekly, for four weeks, through Roche, Williams & Cunningham, Inc., Chicago.

WOKO, Albany: Loew's, Inc., Donahue & Coe, anns.; Riley's Lake House, 15-minute periods, for 5 weeks; American Industries Salvage Committee, McCann-Erickson Agency, Inc., 39 anns. three times daily for 13 weeks.

**Subs For Nancy Craig**

Amy Vanderbilt, nationally known writer for women's publications, will substitute for Nancy Craig on "Woman of Tomorrow" on WJZ during the two weeks of Miss Craig's vacation, which began Monday. Miss Vanderbilt has contributed to "Better Homes and Gardens" and "American Home," and was associate editor of "Everywoman's Magazine." The participating program is aired at 9 a.m., EWT, and 12:15 p.m., EWT, Monday through Friday.

**WORDS AND MUSIC**

By SID WEISS

NOTES FROM AN AISLE SEAT: Gertrude Berg is considering giving a course in radio writing this fall at a local university... Eddie Davis and Jack Barnett have finished the first draft of their new book called "It's In The Gag"—dealing with the various idiosyncrasies and comedy styles of the nation's leading comics... Lou Singer and Hy Zaret have penned a piece called "The Great Assembly Line" which has been accepted by the Treasury Star Parade... Looks like Pat Ryan, Eddie Cantor's p.a., has a "find" in Helen Pope, pianist-composer, whose latest is "Mario"... Dick Farrell, ex-Bobby Byrne drummer who was about to join Alvino Rey's crew, was intercepted by Uncle Sam instead... The Geo. A. Putnams have moved to Bronxville... Russ Hull, prexy of Country Music firm, set for the navy... James Monks doing a nice job on "Against the Storm"... Muriel Pollock celebrates her ninth anniversary in radio this week... It's a boy at the Buddy Sheppards... Sid (Guffy) Fields and Wille Howard scored so solidly on "Star-Spangled Vaudeville" that they're being considered for a repeat.

★ ★ ★

LARRY ELLIOTT will announce the new Treasury Show on Mutual... Abe Bloom bedded with the flu... One of the better-known singers is in a stew because he's now asked to sing when he makes an appearance at nite spots. He only knows one number by heart—and it took him three years to learn that one!... Nola Day, former NBC star now singing at Iceland, oughtn't to be overlooked by the radio big-wigs... Fred Vosberg taking over one of the Treasury Hour shows on WMCA... One of the newer music firms is the Latin-American Publishing Corp. opened recently by Sergio De Karlo, writer of over 500 tunes. DeKarlo is nothing if not versatile. He sings, plays the guitar and starred in some 25 Mexican pictures. Offered a contract by a major studio here, DeKarlo didn't even so much as consider it. Right now he's interested only in promoting good will between the Americas.

★ ★ ★

CRISP COMMENTS: Bing Crosby oughta be mighty proud of his kid brother, Bob... Ted Straeter's nitey song session on the Blue belongs in the "recommended" division... Clark Dennis making a strong bid for comeback honors. Schaefer's have him down for a guest shot on the 19th... Description of Martin Block: The guy could probably talk the German Army into a travel tour in Russia—next winter!... The hepsters may scorn "Great Moments in Music"—but no real lover of music will overlook Jan Peerce... "The Army Hour," one of the best of the "propaganda" shows.

★ ★ ★

PAGE MR. RIPLEY: WABC's all-nite music program is proud of its huge record library and boasts it can play any requested piece at a moment's notice. Lowell Cartwright, announcer on the show, was handed a letter a few nites ago just before air time from a listener asking for a little known selection, "Nights In The Garden of Spain" by Manuel DeFalla. Unable to find it in his files, he was about to give up and admit he didn't have it when his engineer noticed the record already on the turntable. Coincidentally enuf, it had been scheduled as the first selection on the program!

**Ben Selvin Giving Talks On "Music In Industry"**

Ben Selvin, Muzak exec is giving a series of talks on music in industry. He appeared last week at New York University. Earlier this week he addressed the staffs of "Reader's Digest," a Muzak subscriber. Last night he "played" a Brooklyn laundry, another client. The day will be when he puts on his spiel for one of the large advertising agencies which is currently negotiating for the wired music end which handles many radio accounts.

**Gordon Leaving CBS For Position With OWI**

Matthew Gordon, news editor of CBS, has accepted a post with the OWI effective at an early date, the new position to deal with enemy news methods, on which he is considered an expert. A forthcoming book entitled "News Is A Weapon," will be published by Alfred A. Knopf. Gordon has been with CBS since Jan. 1939 and before that was news editor of Press-Radio Association.

**PROGRAM REVIEWS**

**"Our Secret Weapon"**

Purpose of this new program CBS, Sundays, 7-7:15 p.m., EW, to debunk Axis propaganda. Stout serves as narrator and "director," pulling Nazi, Fascistic and Japanese propaganda apart to show its inconsistencies and lies. Propaganda thus analyzed is that which has been picked up through CBS shortwave listening post in New York City, and that which Germany at its own people as picked up by CBS in London.

The process displayed was rational, frank and intelligent. Stout's delivery was flawless, showed a mastery of tonal inflection and keen appreciation for timing. Some of the material, itself, however, was a little weak in point. At times it seemed that the examples were mild and obvious compared to Axis propaganda reported both in news broadcasts and newspapers. Even at that, the program is deserving of network airing.

**"Your Date With Don Norman"**

Whatever planning and organization may go into this program, the result is no manifestation thereof. It is an inane, pointless bit of giddy chatter which does nothing more than to make the listener believe the studio's intelligence is stupid.

Don Norman isn't funny. His questions are banal and pointless. It is natural, therefore, that the responses from those who answer, is sad.

Series seems to be designed to attract women, with Don Norman interviewing at the mike. He could use the valuable air time in a more constructive way and become an entertaining feature if that is the aim. Program smacks too much of decadent indifference which will probably get away with itself. We at peace, and riding a wave of prosperity. The industry could charge such a program up to us and not worry about it. "Date" program was heard Thursday, 1:45-2:00 on WOR.

**DeCastro Joins Blue Network**

Allen J. DeCastro, formerly manager of the CBS Latin-American network, will join the sales staff of the Blue Network Monday, according to George Benson, Eastern sales manager of the Blue. DeCastro was previously engaged in sales and advertising work in Latin-American territories.

**Dean Landis On MB**

Dean James D. Landis, head of Office of Civilian Defense, will be heard over Mutual next Wednesday in an address which will be delivered before the Interstate Peace of Assn., in Jacksonville, Fla. The program will originate at WJHP, Jacksonville, and will be on the air at 12:30-1 p.m.

**TO EXECUTIVES:**

**NOW YOU CAN HELP**

*Even More...*

**New Treasury Ruling Permits Purchases  
UP TO \$100,000, in any Calendar Year, of  
Series F and G WAR BONDS!**



The Treasury's decision to increase the limitations on the F and G Bonds resulted from numerous requests by purchasers who asked the opportunity to put more money into the war program.

This is not a new Bond issue and not a new series of War Bonds. Thousands of individuals, corporations, labor unions, and other organizations have this year already purchased \$50,000 of Series F and G Bonds, the old limit. Under the new regulations, however, these Bond holders will be permitted to make additional purchases of \$50,000 in the remaining months of the year. The new limitation on holdings of \$100,000 in any one calendar year in either Series F or G, or in both series combined, is on the cost price, not on the maturity value.

Series F and G Bonds are intended primarily for larger investors and may be registered in the names of fiduciaries, corporations, labor unions and other groups, as well as in the names of individuals.

The Series F Bond is a 12-year appreciation Bond, issued on a discount basis at 74 percent of maturity value. If held to maturity, 12 years from the date of issue, the Bond draws interest equivalent to 2.53 percent a year; computed on the purchase price, compounded semiannually.

The Series G Bond is a 12-year current income Bond issued at par, and draws interest of 2.5 percent a year, paid semiannually by Treasury check.

Don't delay—your "fighting dollars" are needed *now*. Your bank or post office has full details.

Save With . . .



**War Savings Bonds**

# Coast-to-Coast

**E**XCERPTS from "Entr'acte" ballet by Vladimir Dukelsky will be given their first performance by the Columbia Concert Orchestra on its Russian-American Festival program on Friday at 4 p.m. EWT on CBS. Bernard Herrmann conducts the orchestra. Composer Dukelsky publishes popular music under the name of Vernon Duke.

Roy Baker has taken over the duties of network sales representative for NBC in San Francisco, it has been announced by Frank Berend, Western Division sales manager. Baker was formerly with the Don Lee Network and KFRC, San Francisco. Another addition to the sales staff of the NBC-San Francisco offices is Don Staley, formerly with KLX, Oakland, who has been named local sales representative of KPO by John W. Elwood, manager of the outlet.

Former cub announcer of WTAG, Worcester, 23-year-old Tommy Russell has returned to the station after two years of mike experience with WKNE, Keene, N. H., and WBRK, Pittsfield, Mass. Russell replaces Tony Randall on the announcing staff. Later is under studying the male lead in "The Corn Is Green," legitimate stage success.

"Rocky Mountain News" in Denver now listing complete schedules of all five local stations every day. Denver "Post" still lists only KOA, KVOB and KLZ...KFEL, Denver, broadcast a recent round table discussion of prominent Denverites and civic authorities anent the proposed 12 o'clock curfew for all bars in the city. The curfew hour has aroused much comment among local citizenry and the KFEL program was given a big play in local newspapers. Station may schedule another such panel discussion with different "cast," so successful was the first one.

Girl Scout activities will be featured this week on the "National Farm and Home Hour," Friday, and "Coast-to-Coast On A Bus," Sunday, both on the Blue Network. Uncle Sam's Forest Rangers will dramatize a fire prevention project of the Scouts on the former show and four Girl Mariners will be interviewed on the latter.

W65H, Hartford, FM station, is now operating on a new evening schedule. The new broadcasting schedule runs from 6 p.m. to 12 midnight, replacing the previous 3 p.m. to 10 p.m. schedule. Feature program of the evening is Symphony Hall, from 9 to 10 p.m.

Al Roberge, Sibbi Sisti, Jimmy Wallace, Johnny Cooney and Manager Casey Stengel of the Boston Braves were interviewed by Bill Burns, sportscaster, and Charlie Tiano, baseball announcer, over WKNY, Kingston, N. Y., recently, prior to an exhibition game which the Braves played at Kingston Municipal Stadium.

WFAS, White Plains, observed its 10th anniversary this week. Station was founded in 1932 by the late Selma Seitz and has been managed since its inaugural broadcast by her son Frank A. Seitz. Two other members of the staff have been with WFAS since its inception: Harry C. Laubenstein, technical supervisor, and Randal Kaler, program director. Frank A. Seitz, WFAS managing director, has announced that the station's personnel has subscribed 100 per cent to the Treasury Department's Payroll Savings plan.

Staff members of WCAE, Pittsburgh, are doing considerable extra-curricular war work: Clif Daniel, program director, is taking flying lessons as well as studying aerodynamics and celestial navigation; Edith Flanagan, secretary, is active in USO work; Bob Donley, announcer, is studying navigation; Ray Spencer, announcer is taking courses in how to be a welder; Bill Schroeder, sales manager, is taking flying lessons and machine shop training; Tom Tomb, is learning to fly and is also studying radio engineering; Jim Schultz, chief engineer, is taking a course in electronics; Bill Thieman, continuity writer, is a member of the Pennsylvania Reserve Defense Corps; John Trent, Clif Daniel Joe Sartory, Jack Wentley, Calr Dozer and Jim Munday are acting as emcees during street corner sales of War Bonds and Stamps; Harold Goldstein, continuity, is contributing special playlets for presentation at War Bond shows; practically the entire staff has completed first aid instruction classes.

The Navy's program to enlist 1,700 men in the Twin Cities during August is being bolstered by three hours of broadcast time weekly on KSTP, Minneapolis. With sales manager Ray C. Jenkins, a member of the Minneapolis citizens committee backing the recruiting drive, arrangements were made for the annual roller derby to be broadcast for 15 minutes nightly under the sponsorship of the Navy. The Minneapolis programs plug the drive in both the cities as do the twice weekly 15-minute broadcasts from the recruiting tent in front of the St. Paul city hall.

Newcomer to the staff of WELI, New Haven, is Dean Theussen, formerly with WLLH, Lowell, Mass. He takes over the sunrise mike stint. Vacationist at WELI is Charlie Wright, program director, whose news assignment is being handled by Carey Cronan. Others slated for vacations are Vince Palmeri, continuity director, who leaves August 15, and Patti Pontillo, commercial department secretary.

WCCO, Minneapolis, held its annual golf tournament recently. First prize was a silver loving cup, which was awarded to Hal Garvin, vocalist on the station. Second and third prizes of war savings stamps were won by William E. Forbes, general manager, and Jim Sparrow, page boy.

With the advent of college openings around September 1st, Bert Craig and Bill Shackleford will leave the staff of WCBI, Columbus, Miss., to resume studies at Millsaps College in Jackson, Miss. John Brinn, WCBI newscaster will resume his duties beginning in September after a lengthy vacation. Sid Clawson, student of Miss. State has been named to replace Shackleford, while Brinn takes over the newscaster's post held down by Craig during the summer months.

William A. Schudt, Jr., of CBS, eastern division field manager for station relations, was a visitor at WDRC, Hartford, last week, and conferred with general manager Franklin M. Doolittle.

Vacations at KXOK in St. Louis hit high tide last week with three members being away. Program director C. L. Thomas is spending two weeks with relatives and friends in Cincinnati; Margaret Carroll, secretary to the general manager, John C. Roberts, is resting at her summer cottage at Maxville, Mo., and Louise Pieri of the continuity department is enjoying the cool breezes of Northern Michigan. George McElhiney, a member of the KXOK sales staff for the past few years has resigned his position because of ill health. McElhiney, who recently returned to his desk after a stay at Mount St. Rose Hospital, will spend most of his time in Mexico, where he is interested in a mine.

Henry Gladstone has recently completed the recording of transcribed spots for St. Joseph's Aspirin at World Broadcasting studios and for Plough, Inc. at Columbia Recording Co. Gladstone does the noontime news at WHN, New York.

Ed Hinkle, announcer at WFDF, Flint, Michigan, has resigned in order to take a similar position with WWJ, Detroit. Former WFDF announcers now on Detroit stations include Don DeGroot, program director of WWJ; Charles Park, WJR; and Joe Hurd and El Prough, WXYZ.

KSO, Des Moines, has started a new six-a-week program from 5:30-6 p.m. called "The Bond Wagon." Brought from the leading supper clubs to play alternate weeks. Musicians will be paid in War Bonds and War Stamps. Among those to be heard on the bands of Arnie Liddell, Barn Barnard, Harry Prosperi, Harold Morgan, Harold "Jug" Brown, and Ed Truman's Victory Variety group. Mabel Boddicker, assistant radio editor, is spending her vacation in Columbus, Ohio. Jessie Acmeor of the executive secretarial staff of KSO-KRNT, has returned from a month vacation spent in California.

Harry G. Bright, newly appointed manager of WGBR, Goldsboro, N. C. has announced the following staff changes: Ted Burwell, to program director; Daniel B. Trueblood, to chief engineer; and Bob Nelson, former with WOV, WBYN, WEIM, WNN and other New York stations, to announcing staff. Don Britt, University of North Carolina student, has been added to the production staff for summer relief work.

Political advertising plus regular scheduled business made last Monday the biggest commercial day in the history of WGNV, Newburgh, N. Y. Station is located in the Congressional district represented by Hamilton, N. Y. Jr.

## Lovette Replaces Hepburn In Navy Relations Post

Washington Bureau, RADIO DAILY  
Washington—Resignation of Rear Admiral Andrew J. Hepburn as director of the Navy Office of Public Relations was announced here Tuesday. Admiral Hepburn, who became chairman of the General Board of the Navy, will be succeeded in the public relations post by Col. Leland P. Lovette, who has been assistant director. Capt. Lovette formerly commanded a destroyer division in the Pacific, and his flagship was sunk during the attack on Pearl Harbor.

Lt. Commander Paul Smith, former managing editor of the San Francisco "Chronicle," who has been heading press section of the same office, will go in inactive duty and transfer to the office of war information.

## Wynn Wright Comes To NBC

Effective August 15, Wynn Wright, NBC's Central Division production manager, will assume the post of Eastern Division production manager with headquarters in New York. Wright replaces Ray Nelson, who is assigned to special duties in connection with the programming of the NBC outlet in New York. Charles Urquhart, who has been assistant production manager of the Central Division, takes over the post vacated by Wright.

1942													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

August 13

- |                |              |
|----------------|--------------|
| Louise Cox     | Bert Lahr    |
| Tom Moore      | Buddy Rogers |
| Mabel Todd     | Jane Webb    |
| Ellen Williams |              |



# AFM Suit Intervention

## Religious Shows 202-Station Webs

Sponsors for Mutual's three major religious programs, have expanded radio coverage and will use 202 Mutual's stations starting late this month. This is practically a full network with exceptions being WGN, Chicago and WOR. "Old Fashion Revival Hour," which had been using 178 stations, will inaugurate its new coverage Sunday, August 23, 9-10 p.m. The program is the Gospel Broadcasting Association. R. H. Alber Agency, Los Angeles, handled the account.

*(Continued on Page 2)*

## Oil Buys WLW Show On 7 Midwest Outlets

Cincinnati — Ohio Oil Co., through American-West-Burkhart, Inc., has ordered seven NBC midwestern stations to broadcast on Sundays from 3:30-4 p.m., beginning September 6, and to present "Views on the News," a table news digest. Program originates at WLW and will be broadcast by WMAQ, WSPD, WCOL, WGBF and WOWO. Commentators Gregor Ziemer, Carroll Williams, William Hessler and Jay Sims are featured.

## WABC Program Cut Around Recordings

Decision from its policy of not recording programs after 9 a.m. was made by WABC, CBS key station in New York, with the introduction of a new program idea titled "It's Off The Record" on August 14 at 4:45 to 5:00 p.m. New York.

*(Continued on Page 2)*

## Good Suggestion

Philadelphia—Following the suggestion contained in a letter from Werning, WIBG promotion manager, the Philadelphia "Daily Evening" has instituted a policy of only lower case instead of all letters in referring to Axis nations and personalities. Thus: "germany," "japan," etc. The paper is now trying to dope out counterpart for radio delivery.

### Vicious Amphibians

G. Stanley McAllister, CBS director of construction and building operations, is having his troubles in cleaning up the remains of the old WABC transmitter site at Wayne, N. J. Most of the buildings and the towers are down, the latter leaving two six-foot holes, now mostly filled with water. But a six-foot-six steel worker refuses to enter the ditch until "the frogs are taken out."

## Special Programs Set For WEAJ's Birthday

NBC will observe the 20th anniversary of its key station in New York, WEAJ, with the broadcasting of two special programs tomorrow and Sunday. Three-quarter-hour program on Saturday night at 11:15 to 12:00 midnight will be fed to the network and will feature Jane Cowl, Ann Nichols, Dinah Shore, Frank Black and the NBC Symphony Orchestra, Roy.

*(Continued on Page 7)*

## Lever Bros. Signs Burns For New Lifebuoy Series

Bob Burns, last heard on CBS for Campbell Soups, has been signed for a new series by Lever Bros. Co., in behalf of Lifebuoy soap. Show will be built around the same format as previous network stints of the comedian and rural philosopher. Ruthrauff & Ryan, agency for the account.

*(Continued on Page 2)*

# Survey Of Blue Net Affiliates Shows Public Service Trend

## Polish Diplomat Defends Short-Wave Broadcasts

Washington Bureau, RADIO DAILY  
Washington—Interesting repercussion to the Washington Star's recent lambasting of the American short-wave propaganda broadcasts (RADIO DAILY, August 4) comes from the Polish Ambassador to Washington, Jan Ciechanowski. In a letter to the

*(Continued on Page 2)*

## NAB Seeking Permission To Appear In Govt. Action As "Friend Of Court"; Union Plans Are Extensive

### More Disks Approved By Union Officials

Okays for another batch of commercial and patriotic transcriptions have been received by local recording companies from James C. Petrillo, president of the American Federation of Musicians. Approvals shed light on problem which had been bothering the waxers, revealing that the union will okay a whole series at one time.

*(Continued on Page 5)*

## Atlantic Coast Network Building Studio Shows

The first in a series of studio-built, domestic programs will start over the Atlantic Coast Network, August 20, when "The Lines Behind the Lines" will be presented as a sustainer, and in cooperation with the Association of American Railroads. Show will

*(Continued on Page 2)*

## Okay KTTS Stock Sale; Deny WAAT Power Boost

Washington Bureau, RADIO DAILY  
Washington—FCC has granted request of the Independent Broadcasting Company, licensee of KTTS, Springfield, Mo., to transfer control of the

*(Continued on Page 2)*

Washington Bureau, RADIO DAILY  
Washington — Permission of the Court to file a brief in the U. S. anti-trust suit against the AFM and its affiliates sought by the NAB within the coming week. Understood that the radio trade association will intervene as a "friend of the court" and that a move would be welcomed by the Justice Department.

NAB also expressed confidence yesterday in the successful outcome of a suit against the musicians' union

*(Continued on Page 6)*

## Agencies-Clients Hot For NBC Preview Idea

Agencies and clients alike, realizing that an innovation in the line of bargains was at hand, have hastened to respond to NBC's promotional plan, Fall Parade Of Stars, which includes free time on affiliated stations to preview and plug returning star programs to the network. Campaign gets under way next month. Full co-

*(Continued on Page 5)*

## "Time" Radio Investment Reported At \$250,000

Washington Bureau, RADIO DAILY  
Washington—Recent buy of one thousand shares of preferred stock in WQXR (Interstate Broadcasting Company) by "Time" magazine, will not upset the voting ownership of the

*(Continued on Page 2)*

### Foster May Wins

Radio accounted for two major victories in the primary elections held throughout the United States this week. In Nebraska, Foster May, director of special events and news of WOW, Omaha, was the winner of the Democratic nomination for U. S. Senator. Glen Taylor, entertainer on Idaho stations, was also elected the Democratic party's candidate for a seat in the Senate.

*(Continued on Page 7)*



Vol. 20, No. 33 Fri., Aug. 14, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Thurs. Aug. 13)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, OVER THE COUNTER, Bid, Asked, Chg.

Okay KTTS Stock Sale; Deny WAAT Power Boost

(Continued from Page 1)

company from O. E. Jennings to J. H. G. Cooper. Cooper, who is president and treasurer of the company, acquires control through the purchase of 20 shares of common stock from Jennings for \$1,000, or par value.

FCC also announced Tuesday that under the wartime freeze order of last April, it had denied the petition of WAAT, Jersey City, to apply for a construction permit for installation of a new transmitter, for changes in its directional antenna system, and for an increase in power from 1 to 5 kilowatts.

Lever Bros. Signs Burns For New Lifebuoy Series

(Continued from Page 1)

has not indicated whether time or network has been set for the program. Burns, who was in New York earlier this week, is on tour with one of the 15 road shows of USO-Camp Shows and will conclude his personal appearances at army camps at Camp Edwards, Falmouth, Mass., on August 18. William Morris Agency handled Burns for the new radio series.

"Time" Radio Investment Reported At \$250,000

(Continued on Page 2)

station since the deal included non-voting stock. Further, deal has not been filed with the FCC as yet. All transfers involving more than ten per cent of stock must be registered with the Commission within thirty days after deal's consummation. If sale were for any controlling stock, station would have had to obtain prior permission to make the commitments.

As registered with the FCC, stock set-up at WQXR is as follows: 1,150 shares Class A common stock, voting privilege, no par value given; 320 shares, Class B common stock, non-voting, no par value; 1,000 shares first preferred, non-voting, under by-laws except for privilege of electing one director to Board, par \$25 a share. (Official release from the station stated that "Time" would have two representatives on the Board.); and 1,766.28 second preferred shares, entirely non-voting, par \$25 per share. Stock ownership is filed confidentially.

"Time" is reported to have paid \$250,000 for its one thousand shares.

Polish Diplomat Defends Short-Wave Broadcasts

(Continued from Page 1)

Star, published yesterday in its Contributor's Column, the Ambassador takes pains to correct the newspaper's report that the Embassy arranged for its present transmissions to Poland over WGEO, Schenectady, in order to dissociate itself from the Foreign Information Service (Now the Overseas Branch of the OWI.)

"There was never any stipulation made on the part of the Polish Embassy that the Foreign Information Service should have no control over the news broadcast from Schenectady," wrote Ciecchanowski. While pointing out that he made this explanation to avoid any misunderstanding on the subject, he otherwise refused to discuss the merits of the Star's charges, pointing out that these concerned "problems of an internal character."

MBS Religious Shows Buy 202-Station Webs

(Continued from Page 1)

sponsored by the group of the same name, had been aired over 105 stations. In August, 30 programs will take on 97 more stations. Feature is heard Sundays, 4:30-5 p.m., and the account came through Ivey Ellington agency, Philadelphia.

The "Lutheran Layman's League" which has been off the air for the summer, will return October 25 for Sunday airings, 1:30-2 p.m. on 202 stations, having up until now used only 116. Kelly, Zahrdt & Kelly is the agency.

Joins Atlantic Net

Robert M. Scholley, formerly sales manager of WQXR, and more recently of WOV, has joined the New York sales staff of the Atlantic Coast Network.

Atlantic Coast Network Building Studio Shows

(Continued from Page 1)

originate at WWDC, Washington, D. C., and will be carried by the full network. Local outlet is WNEW.

Program's schedule will be weekly, Thursday, 9-9:15 p.m. Albert R. Beatty, director of public relations of the AAR, will emcee the program which will present the story of railroads in the war. Guest weekly will be another feature. For the initial program, lineup includes Col. E. C. R. Lasher, Deputy Chief of Traffic Control for the Army Services of Supply; George A. Kelly, vice-president of the Pullman Company, and Arthur H. Gass, manager of Military transportation for the AAR.

Edward Codell, general manager of the network will go to Washington early next week to get lineup of half a dozen other shows being mapped out for the network.

Novel WABC Program Built Around Recordings

(Continued from Page 1)

quarter-hour series will be broadcast Mondays through Fridays and departs widely from the usual method of merely playing recordings of the latest Tin Pan Alley tunes. Heretofore recordings were not played on WABC after 9:00 a.m.

Novelty of the program idea is in the method of introducing each number played. With John Reed King acting as narrator, anecdotal facts about the composer and the tune will be recounted to acquaint listeners with the little-known facts and backgrounds of the numbers before they are played. George Allen is producing.

New Treasury Dept. ET In Tryout Over WINS

New Treasury Department transcription which will enable small stations to give their sales drive for bonds and stamps a big time flavor without losing any local prestige, will be tried out tonight, 8:15 p.m. by WINS. ET consists of entertainment by Rudy Vallee and Bing Crosby. Larry Elliott handles their introductions. Then Secretary Morgenthau renders a dignified pitch to introduce a representative of the station's management, who, naturally, comes on live. WINS' own managing director, Cecil H. Hackett, will handle the sales talk at the end of the transcription.

G.E. Press Adds Two

Publicity department of General Electric Co., New York, has added Stanley C. Schuler, formerly an associate editor of "House Beautiful" magazine, and Edward L. Robinson, who has been transferred from the firm's Schenectady offices. Schuler succeeds William H. Dinsmore, now a lieutenant in the U. S. Navy, and will act as general assistant to K. G. Patrick, in charge of the New York publicity office. Robinson has been appointed New York publicity representative of General Electric's radio, television and electronics department.

COMING and GOING

PHILLIPS CARLIN, Blue Network vice-president in charge of programs, returning today for trip to Washington.

MAJ. EDWARD A. DAVIES, vice-president in charge of sales at WIP, has arrived here today after several days on business.

JOHN THAYER, commercial manager of WJWC, Asheville, returning this week-end from his North Carolina headquarters after he spent most of this week in New York.

LT. WILLIAM G. MARTIN, member of New York Guard and manager of the guest relations division at NBC, has returned from his assignment at Camp Smith, Peekskill.

MAJ. ALEXANDER P. DE SEVERSKY in San Francisco for the broadcast of tomorrow night's program from KPO.

LEVON THOMAS, station manager of WJWC Bridgeport, in town on a short business trip visiting yesterday at the offices of Blue Network.

TED HUSING and JIMMY DOLAN leave today for Saratoga to broadcast tomorrow's races.

BEA WAIN left for Washington, D. C. yesterday for a one-week personal appearance engagement at the Earl Theater.

BRIAN DONLEVY and SHIRLEY ROSS to row will travel to Santa Ana, Calif., to appear on the "Soldiers With Wings" program at the Army Air Corps Training Center.

ELMORE LYFORD, of NBC, leaves this evening for his summer home at Petersham, Mass.

E. R. VOIGT, vice-president of Associated Music Publishers, off today on a business trip.

ARTHUR SIMON, general manager of WJCL Philadelphia, and chairman of the Foreign Language War-time Control Committee, is vacationing in the White Mountains.

C. H. FRASER, business manager of WJCL Knoxville, Tenn., in New York yesterday for conferences with Sheldon B. Hickox, manager of station relations.

WYTHE WALKER, of the Walker Company Chicago, spending a few days in town.

HAL MEYER, general manager of WSRR, Hartford, down from Connecticut on a short news trip.

A. N. ARMSTRONG, JR., general manager of WCOB, Boston, who spent Wednesday and Thursday in New York, has returned to his Massachusetts headquarters.

CARL CHRISTOPHER, announcer at KMOE, St. Louis, is visiting with relatives in the State of Washington.

Philco Declares Dividend Philadelphia—The Board of Directors of Philco Corporation has declared a dividend of ten cents per share of common stock payable September 12, 1942, to stockholders of record on August 28, 1942. The amount was paid in the previous quarter.

920 CLUB WORL BOSTON MA One of America's Greatest Local Radio Programs

# *Rededication of purpose*

## **AT THE AGE OF TWENTY**

- ... to perform a public service whenever the need occurs or the opportunity affords.***
- ... to air the news truthfully and frequently as soon as it happens.***
- ... to offer daily the finest in all realms of radio entertainment.***
- ... to draw on its facilities and the imagination of its people in every way that might contribute to America's war effort and the Victory.***

As it enters its twenty-first year, these continue to be WEAF's guides for action. Today WEAF thanks its advertisers for their support of these aims in the past and looks forward to working with them in maintaining the highest standards in broadcasting.

# *WEAF*

AUGUST 16, 1922  
660 KC

AUGUST 16, 1942  
50,000 WATTS

OWNED AND OPERATED BY THE NATIONAL BROADCASTING COMPANY

# Los Angeles

By JAC WILLEN

A USO road show currently touring fields of the West Coast Army Air Forces Training Center features Claude and Clarence Stroud, twin patter team formerly on Chase & Sanborn program, and impressionistic-songstress June Lorraine, once featured with Phil Spitalny's all-girl orchestra.

John L. Akerman, KPAS, Pasadena, commercial manager, back at his desk after a pleasant vacation. Not much travel—but a lot of sun.

Meredith Willson's Tuesday-night show with John Nesbitt is being transcribed and re-broadcast on short-wave to the U. S. Armed Forces abroad every Sunday night.

Cecil Underwood, coast head of Needham, Louis and Brorby Agency, and producer of the Fibber McGee and Molly program, the Great Gildersleeve show, both off the air for the summer period, and the current Meredith Willson-John Nesbitt summer show, took his first vacation in four years when he left last week for his home town of Spokane, Wash., to visit his relatives and friends as well as relax and revisit the scenes where 15 years ago he first entered the field of radio.

Skinner and Eddy Corp. of Seattle, Wash., renewed their as yet unexpired sponsorship (participating) for "Breakfast at Sardi's" for an additional 26 weeks, beginning August 31. The contract was placed through the J. William Sheets agency of the Washington city, in behalf of "Minute Man Soup," and calls for Monday through Friday airings on thirteen Pacific Coast Blue stations.

If Norma Young, KHJ's "Happy Homes" mistress-of-ceremonies, has a wee bit of blarney in her voice these days, blame her friends in the U. S. Army North Ireland Forces. Not only has she just received a letter from Lt. Mark Finley, former Public Relations Chief of the Don Lee Broadcasting System, but she was sent a book from the "Kitchen Front," titled "How To Cook in War Times."

Tunes featured on the Fibber McGee and Molly program on NBC during the past year will be spotlighted by Billy Mills and his orchestra during their engagement at the Pasadena Civic Auditorium, today and tomorrow.

## "Info. Please" Larger Net Held Up By Time-Block

Difficulty in clearing late evening time on the Red network in the West has frozen the attempt to extend "Information Please" to the 125 station full network plan. Program, at present, clears through the Blue outlets on the West Coast in transcribed form, as a delayed broadcast. Sponsor, American Tobacco Co., does not favor broadcasting the program straight through, as it airs from New York at 8:30 p.m., because it hits the Coast then, at the "children's hour." In order to be eligible for the ten per cent discount, sponsor has to take the 125 stations all on the Red.



## Radio Is My Beat . . . !

● ● ● Reports on the Ezra Stone replacement in the "Aldrich Family" are as conflicting as a Berlin communique. One report insists that Norman Tokar is the lucky lad—while another would have you believe that the agency will try out several "Henrys" before picking a permanent successor. At any rate, the role of Mary falls to Sammy Hill . . . Reason Groucho Marx turned down Geo. Kaufman's "Franklin St." was because he's due for an air show of his own . . . Ed Byron out of the hospital and recuperating in Canada. All he needs now is a little rest and relaxation . . . Kay Kyser, Jimmy Cagney and Hedda Hopper joining forces to further the war effort via radio . . . When Abe Schechter was presented with an illuminated globe by Niles Trammell at his farewell party the other day, Abe looked over the globe and cracked: "I can see eight points where guys haven't turned in their expense accounts yet!" . . . It will be a sub subbing for a sub when Pierre Van Paassen pinch hits for Winchell on the 23rd. John Gunther was originally scheduled, but is held up on the coast by a War Dept. film . . . It's a girl at the Syd (NBC) Eiges homestead . . . "History is a Branding Iron" is the title of Bill Bacher's forthcoming book. Farrar & Rinehart will publish . . . Lovely Toni Gilman, just signed to a United Artists film contract, will star in a Geo. Abbott musical before leaving for the coast. She's signed for the lead opposite Jack Whiting . . . Alton Alexander has acquired the radio rights to the Arthur Garfield Hays book, "City Lawyer," and is readying it for a dramatic series . . . Starting next week, the Monday Prescott show will be handled by Geo. Weist . . . Basil Loughrane now directing Joan Blaine's "Valiant Lady."



● ● ● When Erskine Caldwell was on Mort Lewis' "Behind the Mike" some six months ago, he told of the Russian method of combating fire bombs, which was lifting the bombs with a shovel and dropping them into convenient barrels of water. Mort looked into the matter further and discovered that the Russians also use a steady stream of water on the bombs instead of spray as advocated in this country. Being an air-raid warden himself, he passed on this info to his superiors in the O.C.D. The other week the story broke in all the papers that the jet method would be used hereafter in this country in coping with fire bombs. Chalk up another public service for radio!



● ● ● With the three Philip Morris shows and "Cavalcade," among others, shifting to the coast this fall, radio actors are faced with still another problem—as tho' their lives aren't complicated enough. There always has been conflict between the two coasts—probably due to stage vs. picture work. The radio actor in Hollywood can double in pictures, whereas in N. Y. the stage is much more precarious. The past few years have seen such localites as Van Heflin, Ray Collins, Agnes Moorehead, Keenan Wynn, Fred Behrens, Alan Reed, Joe Cotten, Martha Scott and many others heading for the coast. Paul Stewart and Everett Sloan are among those who went there but prefer remaining in the east. And therein lies the new problem for the radio actor. Shall he remain here (where he can get a crack at the stage)—or shall he go Hollywood and answer the call of the cameras?



● ● ● Radiokays: Arthur Elman's rib-tickling stuff as the 6th Ave. auctioneer on last week's "Joe & Mabel"—one of their best scripts to date, incidentally . . . Clark Dennis' warbling on the Prescott show. He's getting better every performance . . . Shirley Eder's commentating via WINS. This little lady (the youngest commentator on the air) has got something.

— Remember Pearl Harbor —

# Chicago

By FRANK BURKE

GENE DAILY, former UP staff man in Chicago and Indianapolis, has joined WBBM as a news writer.

Ed Abbott, WBBM-CBS producer, joined the army air corps and will report at Enid, Oklahoma, for training.

Radio credited with aiding materially in helping in Chicago's successful blackout. All stations worked out of OGD headquarters in broadcasting instructions.

Lieutenant Commander Eddie Pebody, Jimmy Cagney, Paul Whitman and Betty Lou Gerson among personalities who will appear on WBBM "Victory Matinee" show this coming week.

Edward G. Cunningham, local sales traffic manager of NBC central division, is father of a seven pound, ounce son born in Wesley Memorial Hospital.

John Guedel, writer-producer "People Are Funny" show has been named manager of the Russell Seeds Agency office in Hollywood. Guedel was formerly with Hal Roach studios before entering radio.

Del King, former casting director and announcer for Russell N. Seeds Agency, returned from Hollywood last week to await induction into army.

Charles Urquhart, who succeeded Wynn Wright as production manager of the NBC central division, will take over his new duties on next Monday with Wright already announcing leaving this week-end for New York to assume the post of NBC Eastern division production manager.

## WOV Ready New Card

A new rate card will be issued shortly by WOV. Details are currently being worked out by Ralph Weil, new manager of the station, Concetta Porreca, assistant. New card will be a revision of Card No. 1. It was submitted to the sales department earlier this week, for salesmen's action.

## Going to NEW YORK

Stay "Where Radio City Meets Times Square"

Friendly atmosphere—spacious, cheerful rooms make you feel at home away from home!

600 ROOMS, each with radio and bath, from \$2.50

Reasonable All-expense Tours. Write for details.



HOTEL VICTORIA AT RADIO CITY 7th AVE. at 51st St. NEW YORK R. BAKER, Manager

**Agencies-Clients Hot  
NBC Preview Idea**

(Continued from Page 1)

tion of the affiliates has already  
omised and preparatory work  
ually started.  
sive tieups with newspapers  
rious visual merchandising  
agents are all part of the plan  
will be fully handed over to  
liates by NBC. As already  
the plan revolves around re-  
views of the returning  
The 10 top records requested  
ations will be included in the  
to being readied by the net-  
these will be augmented by an  
ent of scripts, the entire pro-  
ing flexible—from five to 30  
t, as needed.  
has pointed out that if the  
to become effective it must get  
away the first week in Septem-  
al material for the campaign  
the hands of the stations by that  
participating agencies are there-  
ed to get their two and three-  
recordings to the network  
on department as soon as pos-

**West Outlet Starts  
Operator Training Class**

ington Bureau, RADIO DAILY  
ington—Among the first sta-  
the country to sponsor a  
of training for radio operators  
the Valley Broadcasters at  
Wash. J. A. Murphy, man-  
of this Mutual-Don Lee affiliate  
formed Broadcasters Victory  
where that the class started out  
enrollment of twenty-four.  
already have been lost to Pacific  
ar industries and two more  
ben "donated" to the Navy, so  
ent enrollment for the eight  
course stands at twenty, all  
a are "doing very well," ac-  
to the KIT manager. He  
of "KIT set aside one of its  
ntioned offices, equipped it  
tles, chairs and blackboards,  
ion to necessary technical  
at, at its own expense. When  
sents have finished their  
iven by our assistant chief  
they will be qualified to  
government license for their  
ket. Most of them will, of  
e available for Army or  
ervice."  
er Murphy also reported that  
ama draft board feels well-  
toward the station since the  
urning out a number of men  
capable of becoming radio  
in the armed forces.

**McAfee On WCAU**  
mm. Mildred H. McAfee,  
of the WAVES (Women Ad-  
for Voluntary Emergency  
e who will make a guest ap-  
on the CBS "Womanpower"  
Sunday, is also scheduled to  
orrow over WCAU, Phila-  
roadcasting a 10-minute dis-  
this important new branch  
ervice.

**WHO'S WHO IN RADIO  
SHERMAN GREGORY**

**S**HERMAN GREGORY, manager of WEAf, is three years older in radio than WEAf, celebrating its 20th birthday Sunday, August 16. As a matter of fact Gregory may well have been the first to put radio to commercial use. Operating his own station 9 AVZ, Pierre, South Dakota, from October 1, 1919 (when the war ban on amateurs was lifted) till he left for college, he took, over long wave from a Kansas City government station, market reports that he sold to a local paper.

Gregory was born in Wessington Springs, S. D., September 18, 1904, and has had a continuous career in radio ever since his schooldays in Pierre. When he was six—he was an only child—the family moved to Pierre where they lived from 1910 to '24. This period covered school years and two years of attendance at the South Dakota School of Mines. Then he lived in Rapid City until he was graduated with the Bachelor of Science degree in electrical engineering in 1926. Because family funds were limited and illness of his mother took all the surplus, Gregory had to earn his education every step of the way.



Veteran of 23 years

After a trouble-shooting job for his hometown telephone company had put him through high school, he obtained employment at the School of Mines in charge of all electrical work. He also ran the college radio station, WCAT, and acted as chauffeur for the college president. He served a three-year enlistment in the South Dakota National Guard, the term overlapping high school and college. His service included identification with both artillery and engineering divisions.

Upon graduation he joined Westinghouse Electric and Manufacturing Company, taking training course prescribed for graduate engineers. In '27 he dramatized the opening of the electrified steel mills of the United States Steel Corporation in Homestead, Pa., by having the late Judge Elbert H. Gary pass his hand three times over a silver sphere in his New York office. This started a 5,000-horsepower motor in Homestead and put the new mills in operation. Also in '27, Gregory handled the controls for the first successful transcontinental broadcast over the networks of NBC—he was the operating engineer on duty at the KDKA, Pittsburgh, Pa., transmitter. During two years with Westinghouse he was also instructor in radio at the night school of Carnegie Institute of Technology. One year of his practical training and experience was devoted to television.

As manager of broadcasting for Westinghouse, Gregory was in charge of the operation of its many and diversified broadcasting and experimental stations including KDKA, KYW, WBZ, WBZA, WOWO and WGL. In '33 he was transferred to the Chicopee Falls plant of Westinghouse and in '38 to Baltimore when Westinghouse radio division moved to the Maryland city. September '38 he became general manager of KDKA, and May '40 was appointed manager of NBC Operated Stations as well as station relations contact for Westinghouse and General Electric stations. In addition to his responsibilities in these posts which he still holds, Gregory became manager of WEAf April 27 of this year.

**Jan Masaryk Scheduled  
For MBS Talk Sunday**

American listeners will hear the opinions of a high Czechoslovakian official on the subject of the treatment due a defeated Germany when Jan Masaryk, former Minister to Great Britain and current Minister of Foreign Affairs of the Czechoslovakian Provisional Government, participates in the discussion of "Post War Reconstruction" on Mutual-BBC's "Answering You," Sunday from 11:30-12 midnight, EWT.

**Dr. Yutang On CBS**

Dr. Lin Yutang, Chinese author, lecturer and philosopher, discusses the Indian crisis over Columbia network, on Tuesday August 18, from 10:30 to 10:45 p.m. Dr. Yutang will be introduced on the program by Mrs. C. Dickerman Williams, a member of the Post War World Council.

**100,000-Watt Transmitter  
Now Operating At WGEO**

Schenectady, N. Y.—New 100,000-watt transmitter has completed extensive tests and is now operating on full power for WGEO. General Electric shortwave international broadcasting station, it has been announced by Robert S. Peare, G. E. broadcasting manager. New plant replaces one of equal power released at government request last December to KWID, San Francisco, to augment the shortwave programs of KGEI, G. E. station also located in San Francisco. WGEO was operating on its previously licensed 25,000-watt transmitter during the construction of the new station. Station beams its programs to Australia, South America and Europe on a regular scheduled basis, using the languages of the various countries to which the airings are broadcast.

**More Disks Approved  
By Union Officials**

(Continued from Page 1)

when the series is fairly well notated and outlined in the letter of application. Companies were wary lest they would have to apply for okays for each date and program. Until the routine of the stamp of approval is more fully established, recording companies through which all applications must be made, are not releasing clients' names.

**"Todd Grant" Show Included**

Identity of programs, however, which are primarily patriotic, or whose commercial associations are casual, is not held in as strict confidence because of the very nature of the show. One of such to get the nod from Petrillo is the "Todd Grant Gets the Story," subsidized by Carl Byoir & Associates Inc., public relations office for industrial accounts. Show is a fifteen-minute ET dramatizing the war effort of industries, pointing out research and inventive contributions made by industrial groups. It is used once weekly, and is currently aired on about 150 stations. Distribution is gratis. Local outlet is WINS.

**Unanue Assist. Director  
CBS Latin-Am. Relations**

Roberto Unanue has been made assistant director of Latin American relations for CBS. He replaces Dr. Antonio C. Gonzalez as aide to Edmund A. Chester, director of shortwave broadcasting and Latin American relations. Unanue also retains his former post of Latin American news editor. Dr. Gonzalez has left the organization.

In his new duties, Unanue will have the cooperation of Carlos Garcia Palacios, Chilean diplomat and news analyst, who is his assistant in charge of public relations for Latin America. Unanue arrived from Buenos Aires early in 1941 to direct the CBS Latin American news force. Last January, he flew to the diplomatic conference in Rio de Janeiro, from which he broadcast news reports and interviews with leading envoys who were attending the meetings.

Returning to New York, he collaborated with Chester and William H. Fineshriber, shortwave program director, in the establishment of the Network of the Americas, new CBS chain of 76 stations in the 20 neighboring republics.

**WBNX NEW YORK**  
WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET  
**5000 WATTS** Directional  
OVER METROPOLITAN NEW YORK

GUEST-ING

JOHN SCOTT, author of "Behind the Urals," on "Of Men and Books," tomorrow (WABC-CBS, 2:05 p.m.).

DR. H. S. BERNTON, authority on hay fever, on "Adventures in Science," tomorrow (WABC-CBS, 1:30 p.m.).

LOUIS FISCHER, American author and correspondent just back from India; ANUP SINGH, follower of Gandhi, and SIR NORMAN ANGELL, author and lecturer, discussing "The Future of India," on the "People's Platform," tomorrow (WABC-CBS, 7 p.m.).

DOROTHY KIRSTEN, substituting for Gladys Swarthout, on the "Family Hour" program, Sunday (WABC-CBS, 5 p.m.).

ARCH OBOLER, on "Nobody's Children," Sunday (WOR-Mutual, 6:30 p.m.).

JOHN MASON BROWN, drama critic of the New York "World-Telegram," and MARGARET ANGLIN, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

MORDECAI EZEKIEL, economic adviser to the U. S. Department of Agriculture; STUART CHASE, author and economist, and DR. THEODORE O. YNTEMA, of the U. S. War Shipping Administration, discussing the possibility of a post-war depression, on the "University of Chicago Round Table," Sunday (NBC Red, 2:30 p.m.).

MRS. BOB HOPE, on the "Lady Esther Serenade," Sunday (WABC-CBS, 9:30 p.m.).

GLENN STADLER, European correspondent for UP, on "This Is Our Enemy," Sunday (WOR-Mutual, 10:30 p.m.).

CARL SANDBURG, as guest narrator on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

JOHN CHARLES THOMAS, in a second appearance on the "Telephone Hour," Monday (NBC Red, 9 p.m.).

Schubert's "Post" Article

Paul Schubert, Mutual's news analyst, whose new sponsored programs for Benson & Hedges Cigarettes will start Monday, August 17, is author of an article in the current issue of "Saturday Evening Post." His copy is headed, "An Expert Looks At Naval Warfare," and analyzes the development of sea operations up to the present.

Stork News

Salt Lake City—Wally Sandack, KSL newscaster and announcer, received an addition to his family recently when a fine girl weighing 6 pounds and 2 ounces was born to Mrs. Sandack in the Holy Cross Hospital. Mrs. Sandack is the former Jerry Lane, women's commentator from another Salt Lake radio station.

NAB Will Seek To Intervene In Govt. Action Against AFM

(Continued from Page 1)

in the state courts, "should such action prove desirable."

"Suppose a transcription company sought to make a deal with Petrillo in order to deprive stations deemed 'unfair' to the AFM of the right to use commercial transcriptions or library service," the NAB points out as an example. "The decision of the U. S. District Court for the Southern District of New York by Judge Goddard in the case of Loew's Inc., V. Basson as president of Local 306, Motion Picture Operators' Union would appear to be directly in point."

The operator's union had insisted on a clause that Loew's would not supply films to theaters not employing union members. Loew's was "sustained throughout," in its suit for a declaratory judgment, according to NAB, since the court ruled that such a clause would be in violation of the anti-trust laws.

NAB further commented, "the court further ruled that the union in attempting to coerce motion picture theaters through film producers and distributors, was not engaged in legitimate labor activity but in a reverse secondary boycott," and could be enjoined.

Incidentally the volume of publicity on the Petrillo situation is "unprecedented, the issue receiving editorial attention second only to the direct phases of the war itself," according to NAB.

AFM's Resolutions

Five resolutions which indicate in detail how the AFM wants the record and transcription businesses run and controlled have just been reproduced in the current issue of "The International Musician," AFM's house organ. Material is the same which had been indicated last year as having been proposed at the 1941 convention of the AFM in Seattle, Washington. Resolutions at that time were referred to the Executive Board, which at a mid-year meeting in Chicago, dumped the whole business in Petrillo's lap.

Summary of resolutions is as follows:

RESOLUTION No. 60

That the International Executive Board be instructed to seek ways and means to ask the U. S. Congress, through communications from all locals to Congressmen from their districts, to enact an amendment to the copyright law in that the musicians performing for phonograph recordings may secure performing rights of said recordings and have sole authority as to how they may be used.

RESOLUTION No. 61

That a committee be set up to devise ways and means to combat this situation, to eventually get control over the distribution of records. The manner or course of this action can best be determined by those who have made a life-long study of this.

RESOLUTION No. 63

That the International Executive Board be hereby instructed by this Convention to order all members of the American Federation of Musicians in the United States and Canada to discontinue the making of all electrical transcriptions for library services by Labor Day, September 1st, 1941, and from that date on no members of the American Federation of Musicians be permitted to

make electrical transcriptions for library service, and

Be It Further Resolved, That no member of the Federation be permitted to make transcriptions of any nature unless the entire commercial program with announcements, music and continuity are made at the same time, and

Be It Further Resolved, That the entire resources of the American Federation of Musicians be placed at the disposal of the International Executive Board to protect the interest of all members of the Federation insofar as this matter is concerned.

RESOLUTION No. 64

That on and after September 30, 1941, all users and distributors of Recorded Music for commercial purposes must be licensed by the American Federation of Musicians. Further, that necessary expense be allowed the President and Executive Board to carry this resolution to a successful conclusion.

RESOLUTION No. 65

(a) That all licensed manufacturers of recordings issue special labels for recordings used on commercial phonographs or other music vending machines for public performance, and that the price of these recordings be raised accordingly; attention is called to the fact that the same master records would be used on the recordings and only the labels would be changed for use in juke boxes and other machines vending music;

(b) That all new contracts with recording companies insert new clauses regarding strict regulation of use in keeping with the provisions of this resolution;

(c) That the Federation enact appropriate legislation and rules and regulations to give effect to this resolution and provide for its enforcement with a view to strict control of the use of recordings in juke boxes and other machines vending music for public performance and to eliminate such recordings and machines as unfair competition to live music;

(d) That the suggested rules and regulations attached to this resolution and marked "Exhibit A" be adopted to be incorporated in legislation by the Federation to give effect to this resolution as hereinbefore provided.

EXHIBIT "A"

Suggested Legislation for Regulation of Machines Vending Music in Accordance With the Resolution Attached.

That each Local of the A. F. of M. shall be required to elect an inspector, whose duty it will be to take care of checking, inspecting, and all incidental details relative to the regulation and control of machines vending music to the public, in accordance with Federation law; that said inspector shall be paid and serve such hours and under such conditions as the Board of Directors of the particular Local shall determine in its discretion;

That owners and operators of said machines be required to apply to the said inspector in their jurisdiction for special, distinctive label to be pasted on each and every recording, over the regular label, when the said recording is to be used in above-mentioned vending machines.

SUGGESTED PRICE OF SAID LABELS

For all special labels for recordings retailing at 35c. . . . . \$ .65  
For special labels for recordings retailing at 50c. . . . . \$ 1.00  
Thus making cost of each recording. \$1.00  
Records so labeled when in commercial use to be rented at \$3.00 per week each, to establishments using machines in competition with live music, or between the hours of 8:00 p.m. and 6:00 a.m. Rental charge on recordings used between the hours of 6:00 a.m. and 8:00 p.m. to be \$1.00 per week each.

Operators using Phantom Voice, line type or remote control vending machines to keep accurate check of all records played and each playing to be paid for at the rate of 1 1/2c per playing.

SUGGESTED DISBURSEMENTS OF AMOUNTS COLLECTED

1% to Members making recordings  
1% to Manufacturers for labels  
5% to owners and operators to cover

To the Colors!

PHILIP WEISS, president WSYB, Rutland, Vt., has enlisted the U. S. Army Signal Corps.

HAROLD SHEFFERS, salesman WOL, Washington, D. C., has severed his connection with radio for its duration. He is now Lieutenant Commander Sheffers of the U. S. Navy.

RONALD DAWSON, Chicago, freelance who in the past has been associated with WJSV, WOL and West Virginia Network, will report on August 18 for service in the U. S. Army Air Corps.

ALFRED E. ROTH has resigned from the WOR Artists Bureau to enter the U. S. Army.

EDMUND F. JOHNSTONE, president of Redfield-Johnstone, Inc., advertising agency, has joined the U. S. Army Air Corps.

HARRY KELLER, formerly publicity director of Colgate-Palmolive Peet, is now with Dogs for Defense, Inc., engaged in the training of dogs for sentry duty with the U. S. Army.

BILL HARTMAN, assistant director of research for William Esty & reports to the Army this week basic instruction in an Officers Training School.

Sheelah Carter On MBS

Sheelah Carter, sister of Boake Carter, will start a new five times a week series of news commentaries, September 28, from Cleveland, on Mutual network. She will broadcast Mondays through Fridays, 5-5:15 p.m. except on Tuesdays when the "Parent's News Conference" cuts time 5:05-5:15 p.m. Boake Carter also on Mutual.

WSYB Boosts Power

Rutland, Vt.—WSYB of this city now operating with its increased power of 1,000 watts on 1380 kc., has installed a new Collins transmitter and two Windcharger towers.

15%	over-head expense in bookkeeping to Federation for legislating distribution costs for Members
63%	Manufacturers' share to Locals for inspectors' salary
15%	costs of enforcement to Locals for relief and unemployment fund

LICENSES AND FINES

Special licenses to be issued to owner or operator of said vending machine free of charge. Any operator or owner refusing to comply with regulation to immediately be on unfair list and fee of not less than \$10.00 to reinstate license. Vending machines not to be installed in places declared by Local Board of Directors to be unfair. It is further suggested that the President appoint a committee chairman for each state, the committee to be formed by representative from each local, to formulate local laws and regulations to suppress use of vending machines or to derive benefit from the displacement of live music. Upon motion, the Board decides that the date of recording be discontinued, the date of discontinuance to be left in the hands of the President with full power to act.

# Public Service Trend Of Blue Affiliates

(Continued from Page 1)  
 tion with the U. S. Navy. Among programs and services considered the beaten track, are included: WIL, Philadelphia, has recently opened a training school for prospective navy radio men in cooperation with the Navy recruiting station for Philadelphia district. Instruction free of charge is given in code transmission and receive-graphy and touch typing by a made up of members of the staff. Classes are held three each evening, five nights week-a period of three months.

**Health Show on KJR**  
 Seattle, in cooperation with Washington State Department of offers its listeners a program to acquaint them with public health problems. Subjects covered for dramatizations range from sanitation to measures taken in for the control of tuberculosis. Similar programs are presently a number of Blue affiliates in sections of the country in cooperation with local health agencies or county medical asso-

Q, St. Joseph, Missouri, presents "St. Joseph, Missouri, pre- and Otherwise," a weekly series, depicting the experience of a fictitious St. Joseph family. Contacts of members of with other families in the hood are covered along with taken from social workers' stories. Local interest is in using names of actual peo- places in the city. The pro- written and produced by a of the KFEQ staff, with ma- supplied by the Junior League, school system and various gencies. Teachers and students al schools, selected in city- orts, are the actors.

ER, Buffalo, has recently car- radio gossip column" whose pose is to promote radio as- tion, publicize new programs in new developments in the as frequency modulation. ms concerning artists and ties who appear on various local programs are included. KO's "Call to Victory" D, Fort Worth, Texas, broad- -minute "Call to Victory" Monday through Friday to ners all the information om government agencies di- cerned with the war effort. framework of martial music, m includes interviews with tives of the armed services, S. OPA, WPB and similar The same idea is used by a other Blue stations.

MR, Manchester, N. H., has inaugurated a Radio Corre- Institute combining regu- lated broadcast lessons with orence study in such tech- nics as basic physics and required by engineers, and mathematics. unusual programs or activi-

## ★ PROMOTION ★

### WOAI Map Offer

Huge Rand McNally War Atlas is being offered to listeners of WOAI, San Antonio, 5:45 p.m. news-casts with Corwin Riddell which are sponsored by the Planters Nut & Coffee Co. Broadcasts are presented for a quarter hour Monday through Friday. Offer of the Atlas is being made to all listeners sending in six bags from the Planters Peanuts or one un-winding band from the vacuum pack tin of the product and 10c in cash. Account is being handled through Goodkind, Joice & Morgan Agency.

### M & O Brochure

CBS has incorporated trade press advertisements, which appeared in RADIO DAILY's 1942 "Shows of Tomorrow" issue, into an attractive brochure titled "Nine Ways To Make Money." Each page is devoted to telling the story of one of its eight managed and owned stations. The "ninth way" is the CBS Pacific network. Promotion is printed in two colors on heavy stock and is illustrated with

humorous cartoon drawings following out the sales story on each station and the regional network.

### WHN War Bond Committee

All-WHN Personalities War Bonds Committee made up of program head-liners acting with station officials headed by Herbert L. Pettey, managing director, has been organized to sponsor a continuing series of War Bond appeals to be included on leading WHN shows starting Monday, August 17. Highlight of each appeal will be an offer of special prizes to be distributed among listeners who respond by purchasing War Bonds through station WHN. Among WHN programs already set to go, beginning Monday, are George Hamilton Combs, Jr., heard daily 7:30 p.m., Adrienne Ames, Tuesday, Thursday and Saturday at 7:00 p.m. and Dick Gilbert, daily at 1:00 p.m. Other station names are planning to participate with Red Barber also scheduled to put on another War Bond promotion within few weeks similar to highly successful baseball broadcast by him August 5th, resulting in over \$100,000 in sales.

### Ban Recorded Messages Between Soldiers And U. S.

Washington Bureau, RADIO DAILY  
 Washington — Transmission of recorded personal messages between troops in overseas stations and relatives or friends in the United States, whether by short-wave radio broadcasting or by transportation of disks, is to be discontinued, the War Department announced yesterday. It is understood this method of communication is considered dangerous to the national security as well as being unsatisfactory inasmuch as no assurance is possible that a message will reach the person for whom it was intended. The ban will not extend to participation of overseas troops in short-wave programs sponsored by the War Department, or in short-wave interviews or entertainment programs which the department approves.

ties, are conducted by KBUR, Burlington, Ia.; KEX, Portland, Oregon; KFBI, Wichita, Kansas; KXOK, St. Louis; KGA, Spokane, Washington; WAKR, Akron, Ohio, and WHAM, Rochester, N. Y.

The monthly listing of public service programs on the Blue Network reveals that as of August 1 there was a total of 151 programs and approximately 42 broadcasting hours per week devoted to civic information or the improvement of war morale, general education and culture. Of the total, 80 programs and approximately 16 hours are in the field of news and comment. In addition, five-minute news reports are heard daily, Monday through Saturday, at 3:30 p.m., 4:55 p.m., and 12 midnight, EWT. In listing programs for the monthly report, each broadcast of a five-times weekly program, for example, is counted.

### Lyman Bryson Accepts Educational Post In OWI

Washington Bureau, RADIO DAILY  
 Washington — Announcement that Lyman Bryson would take on a part-time post as educational advisor in the Office of War Information, while continuing to serve as chairman of the CBS Adult Education Board was made yesterday for the OWI by Gardner Cowles, Jr., director of domestic operations.

Bryson, who will serve the government without compensation, will have an immediate task of assisting the domestic branch to develop a better flow of war information to the public schools via radio and other channels. He also will aid in setting up an adult education branch of the OWI, which will stimulate discussion of the war and war aims of the United Nations among all organized groups in the country.

Bryson's work for OWI will be done in close cooperation with U. S. Department of Education.

### Feiner To CBS Int'l Div.

Benjamin F. Feiner, Jr., has joined the CBS shortwave division as head of the script department and program censor. He succeeds H. Lane Blackwell, who has enlisted in the U. S. Navy. Feiner has been active in radio with Furman, Feiner & Co., station reps and as part owner and general manager of WKNY, Kingston, N. Y.

### Westinghouse Promotes Stuart

Appointment of Ralph C. Stuart as manager of manufacturing to supervise production at five plants of the Lamp Division of the Westinghouse Electric & Mfg. Co., Bloomfield, N. J., has been announced by D. S. Young-holm, vice-president.

# Special Programs Set For WEAF's Birthday

(Continued from Page 1)  
 Shields' orchestra with Edward Davies, Jan Pearce, Bill Stern in addition to shortwave greetings from Europe and the Far East. The Sunday broadcast is scheduled for 4:30 to 5:00 p.m. and will be aired locally.

WEAF began operations on August 16, 1922 in studios on the 24th floor of the AT&T building; the transmitter was located at 463 West St. in New York City. Contrasted with its long list of artists today, the first talent to be used on the station was drawn from the Telephone company employees who were drafted by the company's engineering department to serve as figurative guinea pigs as subjects in experiments in voice and music transmission. With little or no fanfare the inaugural program was sent out over the air; the featured artists included Helen Graves, then in the general plant manager's office, who rendered several musical selections accompanied at the piano by Mrs. May W. Swayze, secretary to the Telephone company's general commercial manager; Edna Cunningham, then an instructor in the long lines school, did a reading addressed to women. Pay for the microphone appearance in those days consisted of a card of appreciation.

### Three Commercials First Year

First commercial on WEAF was aired 12 days after it first started regular service and was a "spot" commercial running for 10 minutes for a real estate advertiser. By September 21, 1922 WEAF had three commercials on the air. A Philharmonic Symphony Society broadcast and the Princeton-Chicago football broadcast were among the highlights of the first Fall season. This was followed on January 4 by a two-station hookup with WNAC, Boston, inaugurating network broadcasting.

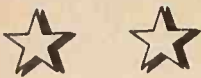
Among the pioneers connected with WEAF's early broadcasting history were Samuel L. Ross, program director and now secretary-treasurer of the National Concert & Artists Corp.; Vischer A. Randall, studio director; R. S. Fenimore, operating supervisor; Edmund R. Taylor, assistant plant supervisor, and George F. McClelland, commercial representative. O. B. Hanson, present NBC vice-president and chief engineer, joined WEAF in 1923. That year the late Graham McNamee and Phillips Carlin, now Blue Network vice-president, became members of the WEAF family.

### Roxy a Feature

Other names identified with the station's early days include the late Roxy and his gang; the Lucky Strike Hour, the late Billie Jones and Ernie Hare, known as the "Happiness Boys"; Dr. Walter Damrosch, Jessica Dragonette, and Elaine Sterne Carrington, one of the pioneers in daily script dramas.

### Bessie Beatty's Third Anni.

Bessie Beatty will celebrate her third anniversary on WOR, September 23.



# Coast-to-Coast



WCAE, Pittsburgh, has inaugurated a series of announcements, written by Harold Goldstein of the continuity staff urging listeners in the residential areas of industrial Pittsburgh to be patriotic by lowering the volume of their receiving sets so that resting defense workers will not be disturbed.

Raymond Willie, assistant to the general manager of Interstate Theaters Circuit has announced that "Showtime" which the Interstate sponsors on the Texas Quality Network is now the largest network broadcast in the south and southwest with the addition of KRGV, Weslaco; KRBC, Abilene and KGNC, Amarillo. Weekly Sunday afternoon broadcasts originate on the stage of the Majestic theater in Dallas and originate through WFAA. TQN stations airing the series include WOAI, San Antonio; KPRC, Houston and WBAP, Fort Worth. Broadcast features the "Showtime" orchestra and chorus, the "Tune Tumblers," Ivan Wayne, soloist, Jimmy Riddle, harmonica star and Durelle Alexander, songstress.

Governor Herbert H. Lehman of New York heads the list of prominent officials who will join Rear Admiral Clark H. Woodward, Major General Levin H. Campbell, Jr. and other naval and military dignitaries in a special broadcast over WNEW, New York, on Sunday at 3:35 p.m. Originating in Madison Square Garden, the broadcast will celebrate the award of an Army-Navy "E" for excellence of production to the assembled employees of six Sperry Corp. plants engaged in making fighter planes. Thomas Morgan, chairman of the board of the Sperry firm, will act as master of ceremonies.

Direct sale of War Bonds at WBNY, Buffalo, was formally launched over station by personal appearance of Mayor Joseph J. Kelly. First day's total purchase by listeners amounted to \$3,250.00. WBNY's first requisition to the Federal Reserve bank called for \$6,500.00 worth of bonds of various denominations. Direct sale by station got away to such a flying start that WBNY has sent in a second requisition for \$3,000.00 worth of bonds. Listeners are calling in person at station for bonds. They are sold over air to decide what type of bond they desire, then bring in cash or check to station. Two station employes are authorized to issue bonds, and purchasers walk out with them promptly and properly made out.

American Federation of Artists in Chicago has inaugurated a policy of providing guest talent for a weekly program, "Victory Matinee" on WBBM, Chicago. First guests supplied were Barbara Luddy and Les Tremayne of the "First Nighter" network program. Betty Lou Gerson, CBS actress and a member of AFRA's entertainment committee, is making the arrangements for the guests.

George Bouck, formerly at CFCH, North Bay, Ont., is a new addition to the announcing staff of CHML, Hamilton, Ont. Another newcomer to the CHML staff is Ann Paczkowski, first girl control operator to be employed at the station. Thomas H. Ross, member of the House of Commons from the CHML area, is presenting a news commentary series on the outlet, titled "Inside Ottawa."

Jimmy Klaer and Gene Gifford have sold their song, "We're On The Way" to Mills Music, Inc. Song was introduced by Eric Matson, vocalist of the Memphis Open Air Theater, on a special salute to service men overseas over WMC, Memphis, last month. Klaer is WMC's house pianist and Gifford is now working for Bob Strong's "Uncle Walter's Doghouse" orchestra as an arranger.

Amateur radio operators from Colorado, Wyoming and Utah convened in Denver last week for a two-day regional meeting of the American Radio Relay League. A. L. Budlong of Hartford, Conn., who is an official of the national organization, was guest speaker.

August is Navy Volunteer Month. In cooperation with the recruiting effort, WCCO, Minneapolis, has donated three weekly quarter-hours, August 10, 17 and 24, to E. W. Ziebarth, professor of speech at the University of Minnesota and director of the "Minnesota School of the Air," who, with his group, is working with Mayor Marvin Kline's (Minneapolis) Civilian Committee to produce some special script shows, based upon Navy Recruiting.

Appointment of Jack Simpson as production manager of WWL, New Orleans, La., replacing Ed Hoerner, who has been upped to the program director's post, has been announced by W. H. Summerville, general manager of the outlet. Simpson has a long experience in radio and is married to Mary Alyce Buist, New Orleans radio actress.

Patty Jean Forest, health expert, and conductor of the "Keep Fit Club" aired on KEX, Portland, Ore., sat down with a pencil and paper the other day and produced these interesting statistics: with 12 years of continuous broadcasting of her "Health Club" programs, twice daily, six days weekly, she has presented 7,488 programs; being a bit of a fast-talker, Patty speaks 150 words per minute, which gives her a grand total in the past 12 years of 16,848,000 words.

Ray Faust, former Mississippi State engineering student and Vernon Robertson of Columbus, Miss., have recently been added to the emergency engineering staff of WCBI, Columbus, Miss. Both boys successfully passed their restricted radio operators license in New Orleans and are now standby operators for WCBI. Both were formerly amateur license holders. Delbert Wofford of the WCBI engineering staff is now an instructor in the Radio School at Miss. State College. Chief Engineer Maxwell Williams has finished a two weeks vacation, spending most of his time in his home town of Beloit, Kans. While home, Williams took time to wed his school day sweetheart. Couple will make their home in Columbus.

"The Four Freedoms," a dramalogue commemorating the Atlantic Charter, will be presented on the first anniversary of the historic document at 4-4:30 p.m. today, on WBNX, New York. A presentation in narrative and music of the four cardinal points of democracy to which President Roosevelt and Prime Minister Churchill dedicated their peoples in their meeting at sea a year ago, the dramalogue will be performed by the Radio Career Players under the direction of Lester Lonergan, Jr., Broadway producer and stager. Fred Mendelsohn, WBNX organist, will play a special musical score.

WWNY, Watertown, N. Y., rises to refute the claims of the broadcasting brethren across the land, as to whether and which employs the youngest announcer. On WWNY's regular announcing staff is the name of Charles Pearce, aged sixteen. To make the matter more exact his birthday was July 14. Charlie, who is a graduate of WWNY's High School Workshop, is the second of its membership to find employment in the station. In addition to his announcing Charlie is an accomplished impersonator, adding a touch of the unusual to his programs.

With Warren Sweeney, host of "Saturday Night Serenade" on CBS emcee, the entire cast of the matinee program will present an in-person show at New York's Stage Door Canteen following its broadcast tomorrow night. Members of the cast will be present are Jessica Dragette, Bill Perry, Gus Haenschen's orchestra, director Roland Martin and the Gardner Advertising Agency studio technical staff.

Ralph Edwards takes the "Truth Consequences" program out of summer hiatus this Sunday evening when he presents a special show, the "Victory Parade" program, 6:30 p.m. on NBC. The show will originate from Mitchel Field, Long Island, and will present contestants chosen from the ranks of the flight cadets stationed at their air posts.

XEFO, voice of the Party of Mexican Revolution, and XEUE, the Ministry of the Interior, broadcasted in Mexico City, are originating a series of 30-minute broadcasts Monday, Wednesday and Friday which are aired over a national work intended only for the children. Broadcasts are designed presented by and for young people. Series is titled "Muchacho" a translated means "baby." Airing directed by Ignacio Vado and prize stories anecdotes, music, and talks about how to become upstanding citizens. Series is sponsored by the Boy Scouts of Mexico, the Juvenile Service Department, government agency, and the juvenile police affiliated with regular police force.

Bill Pennell, CBS-New York announcer, has been assigned to announce the Columbia Concerto orchestra program with Eileen Farnas soloist each Saturday night on full CBS network. Pennell is also announcer for the General Motors story "Is Our Business" ETs as well as commentator for Paramount Pictures newsreels.

## Time Rationing Begun By Canadian Stations

Hamilton, Ont.—Following the suggestion of the Canadian war prices and trade board, CHML this city is already rationing its on the air and has reduced its broadcasting schedule by one hour. Possibility of curtailment of one hour on Canadian stations as a method of alleviating to some degree the shortage of tubes and replacement was reported in RADIO DAILY earlier this week (August 11). Station has announced "Platter Parade," formerly known as "Dawn Patrol," a late feature. In addition to signing off an hour earlier, the station is believed to be readying an announcement later sign-on.

**1942 BIRTHDAYS**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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**August 14**

Ed J. Herlihy      John Holbrook  
Margaret Jacobson      Merle S. Jones  
Alyce King      Abe Lyman  
Bob Patt      John Porterfield  
Doris Rich      Samuel L. Ross  
Lew Story      Walter Winston, Jr.

**August 15**

Virginia Arnold      Ethel Barrymore  
Dwayne Carnes  
Johnnie (Philip Morris call boy)  
Major Lenox R. Lohr  
Rose Marie      Albert Spalding

**August 16**

Helen E. Bennett      Bess Flynn  
Charles C. Hicks      Mildred Linn  
Bill Morrow



## FCC Seeks Music Data

### WPB Radio Unit Joins RADAR-Radio Branch

Washington Bureau, *RADIO DAILY*  
 Washington—Consolidation of the  
 section of the WPB Communica-  
 tion Branch with the Radio and  
 RADAR Branch under Ray C. Ellis  
 will take place in the next day or two  
 as a part of the latest WPB reorganiza-  
 tion, it was learned Friday.  
 Frank F. McIntosh, who has headed  
 the Radio Section under Leighton H.  
 Jones, chief of the Communications  
 Branch, handling civilian radio needs,  
 is moving with his staff of 20 from  
 the new Post Office Building into  
 the Social Security Building, WPB  
 headquarters.  
 The Radio and RADAR Branch which  
 (Continued on Page 7)

### WOR's Press Personnel Working Necks Out Thurs.

Members of WOR's publicity depart-  
 ment have put their heads together  
 to write and produce next week's  
 "Summer Theater" program, Thurs-  
 day, 30-10 p.m. Entitled, "The Red  
 of Broadway," the revue will  
 feature the industry in both skits and  
 songs. Among the satires will be  
 "The Broadcaster at Home," and "Take it  
 Easy, Ampit." Original songs by Bob  
 (Continued on Page 2)

### Brennen Outlets Appoint Spot Sales, Inc.

Pittsburgh and WHJB,  
 Erie, Pa., have appointed  
 Spot Sales, Inc. as exclusive national  
 representatives, effective immediate-  
 ly, according to Loren Watson, head  
 of the station rep organization. Both  
 stations are owned by H. J. Brennen.

### Motif Chinois

Art and culture of China, one of  
 the United Nations, is reflected in  
 the newly decorated reception room  
 of the NBC station relations depart-  
 ment. Chinese motif, designed by  
 Daryl Marsh Acheson, is fol-  
 lowed throughout, carrying out the  
 Eastern influence with furnish-  
 ing lacquered in reds and yellows.  
 An authentic Chinese portrait is  
 one of the focal points of the room.

**"Heroes All"**  
 First war casualty among CBS's  
 employees came to the fore when  
 Warren Wageneil, formerly em-  
 ployed in CBS's mail room, and  
 now a member of this country's  
 merchant marine, visited the Mad-  
 ison Ave. headquarters, displaying  
 a broken arm. He survived the  
 sinking of his ship.

### 804 BMI licensees Hits All-Time High

Total of 804 commercial stations  
 representing 96 per cent of the dollar  
 volume of the industry and 94 per  
 cent of the network affiliated outlets,  
 has been signed by BMI indicating a  
 new high of licensees for the industry-  
 owned company. Total list of sub-  
 scribers represents 90 per cent of all  
 stations in the country and 75 per  
 cent of the independents.  
 Breakdown of the licensees signed  
 reveals 788 are stations and 16 are  
 networks, all national and Class A  
 (Continued on Page 2)

### Johnson & Johnson Anns. Completing Station List

Campaign, built around the wide-  
 spread interest in first aid and the  
 recruiting of doctors for service with  
 the armed forces, is being launched  
 by Johnson & Johnson, New Brun-  
 swick, N. J., for its Red Cross band-  
 ages and first aid kits.  
 Station list has not been completed  
 (Continued on Page 2)

## ★ THE WEEK IN RADIO ★

... No Curtailment Says Fly  
 By BOB LITZBERG

**T**O broadcast or not to broadcast?  
 on a curtailed basis in an effort  
 to conserve on tubes and replacement  
 parts was the question posed last  
 week in Washington. Early in the  
 week FCC Chairman Fly blamed  
 "adverse interests" for rumors that  
 the industry lacked stability and  
 stated that there is no reasonable jus-  
 tification whatsoever for such allega-  
 tions. Following on Fly's statement  
 came the announcement of the sub-  
 mittal of recommendations by the

### Questionnaire Mailed To Stations Asks Both Financial And Personnel Facts Also Information On Labor

### New York Key Outlets Setting Bond Plans

Though trailing the independent  
 stations by two weeks, key outlets  
 of the four networks have set up  
 plans for selling war bonds and  
 stamps directly as government agents,  
 only two of which, however, are de-  
 finite on date schedules. They are  
 WOR and WJZ. WOR, outlet for Mut-  
 ual, will start selling today via a  
 plan utilizing the best in the station's  
 talent and programs to handle the  
 (Continued on Page 3)

### NBC Sustaining Shows To Be Heard Down Under

Sustaining programs on NBC for  
 the benefit of soldiers stationed in  
 Australia will be aired on Australian  
 stations under a recently-completed  
 arrangement between the network  
 and the Australian Broadcasting Com-  
 (Continued on Page 2)

### "This Is The Army" Disks Released To Broadcasters

First recordings and transcriptions  
 of tunes from "This Is The Army"  
 were released Friday by record com-  
 panies and library services for broad-  
 (Continued on Page 2)

Washington Bureau, *RADIO DAILY*  
 Washington—A ten-page question-  
 naire on the broadcasting-music situa-  
 tion to be filled in under oath and re-  
 turned to the FCC in five days, was  
 mailed to all station licensees over  
 the week-end. It is understood that  
 the information obtained will be  
 turned over to the Department of  
 Justice, in the form of an FCC affi-  
 davit for use in the injunction suit  
 against Petrillo and the AFM as well  
 as being used by the Commission in  
 connection with its own investigation  
 (Continued on Page 7)

### WPB War-time Ideas To 'Keep Radio Going'

Washington Bureau, *RADIO DAILY*  
 Washington—In line with the re-  
 cently expressed determination of  
 James Lawrence Fly, chairman of the  
 FCC and the Board of War Com-  
 munications to "keep broadcasting go-  
 ing" without essential impairment of  
 its service throughout the war, sev-  
 eral suggestions have been submitted  
 (Continued on Page 7)

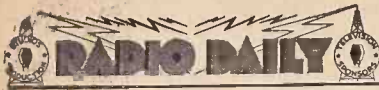
### Bulova Changes Mind Regarding WOV Sale

Washington Bureau, *RADIO DAILY*  
 Washington—Arde Bulova and  
 Harry D. Henshel, majority stock  
 owners of the Wodaam Corp., licensee  
 of WOV, New York, have filed a peti-  
 tion with the Federal Communica-  
 (Continued on Page 3)

### As Usual

Rochester, N. Y.—The other night,  
 Al Lewis, WSAY announcer, broad-  
 cast a description of two German  
 soldiers who had escaped from a  
 Canadian prison camp. Within two  
 minutes a woman called saying she  
 had spoken with two men answer-  
 ing the description. Even before  
 she had hung up, Mort Nusbaum,  
 WSAY manager, had contacted FBI  
 and investigation was under way.

(Continued on Page 2)



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MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(August 14)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117 3/4	117 3/8	117 3/4	+ 1/4
Crosley Corp.	6 1/2	6 1/2	6 1/2	- 1/4
Gen. Electric	27 1/4	27	27	- 1/4
RCA Common	3 1/4	3 1/4	3 1/4	- 1/4
RCA First Pfd.	54 1/2	54 1/2	54 1/2	+ 1/2
Westinghouse	69	68 1/4	68 1/4	+ 1/4
Zenith Radio	14 1/4	14 1/4	14 1/4	+ 1/4
OVER THE COUNTER				
	Bid	Asked		
Farnsworth Tel. & Rad.	17 1/2	2 1/8		
WCAO (Baltimore)	15	18		
WJR (Detroit)	19	22		

## "This Is The Army" Disks Released To Broadcasters

(Continued from Page 1)  
cast on all stations whether or not they have Ascaph licenses. Use, of course, is restricted to non-commercial broadcasting, according to the Irving Berlin Music Publishing Co., which is turning over the proceeds from royalties paid by the recording studios to the Army Emergency Relief Fund.

Slight confusion which was manifested by stations last week, over procedure in obtaining permission for the use of the music will be pretty well ironed out either today or tomorrow, as a result of conferences being held by Ascaph and the music publishing firm.

Heretofore, non-Ascaph stations have had to make individual applications to Ascaph for use of patriotic numbers. John G. Paine, general manager of Ascaph, told RADIO DAILY that no blanket license permissions for patriotic productions had been issued as yet. However, it is understood that all red tape will be cut in the case of tunes from the Army show, so as to give the widest distribution to the music and thus help the Army Emergency Relief Fund. Music publishing firm, from the outset, in announcing the releases (in RADIO DAILY, July 15) was motivated by the principle that the music belonged to the people. Tunes, which have been released on a

# ★ THE WEEK IN RADIO ★

... No Curtailment Says Fly

(Continued from Page 1)

sort of a comprehensive study of the problem. The WPB report had not been acted upon by the FCC up to last week-end.

The only development in the AFM recording controversy occurred last Thursday when the NAB stated it would seek permission of the Federal Court to intervene as a "friend of the court" in the U. S. anti-trust suit against the musicians' union. Despite the ban, several recording companies were given the green light to produce several patriotic transcriptions... In a press interview Don Francisco, director of the radio division of the Coordinator of Inter-American Affairs, reviewed the activities of the Rockefeller Committee in what appeared to be a forerunner of an effort to more fully acquaint both the press and public with the activities of the government agency; indication was that the CIA had its divers problems well in hand and could more intelligently inform the public of its work; chief point made at the interview was that U. S. shortwave facilities were still inadequate.

Optimistic viewpoint was held forth for the future of radio at a meeting last week of the American Marketing Association. Change of listening habits brought about by wartime listening was the reason given by guest speakers for their predicted post-war boom in broadcasting in England, Canada and the United States... Office of War Information's radio bureau was active last week; in addition to realigning its personnel, a coordinator of campaigns was named, a handbook on war production was issued and a London office was set up... NBC announced a novel promotional cam-

paign, based on the movie-trailer idea and handled by its affiliated stations on a local basis; agencies and clients acclaimed the idea... Russell R. Clevenger was named to fill the post of FCC director of information during the absence of George Gillingham, who is with the armed forces.

Return to normal listening habits as contrasted with wartime listening was indicated in the CAB report for the second quarter of 1942... Nine-month report of the Blue Network revealed that over 511 hours of programming on the chain was devoted to the war effort; this supplemented the activities of the individual affiliates in their own areas as shown in another study... Possibility of a rationing of air-time in Canada was seen by September or October, with CHML in Hamilton voluntarily taking the lead by signing off one hour earlier, effective immediately... NAB called a meeting to iron out resentment created in the industry in connection with the method of awarding the Peabody Radio Awards.

Foreign Language Radio Wartime Control Committee met with FCC Chairman Fly, Elmer Davis, OWI head and others to discuss and review their problems and progress... FTC issued complaints to Philip Morris & Co., Ltd., and R. J. Reynolds Tobacco Co., both large radio users... MBS added three more affiliates to make a total of 208; three MBS religious sponsors announced last week that they will use 202 of the net's stations starting late this month... WEAJ celebrated its 20th birthday... Atlantic Refining Co. announced the dropping of its football broadcasts next fall as a result of gas-rationing.

## 804 BMI Licensees Hits All-Time High

(Continued from Page 1)  
regionals. Type of licenses issued reveals 771 are blanket and 17 on a per program basis.

While BMI officials offered no specific comment, it was intimated that the unification of the industry in common problems are self evident, judging by the BMI licensees.

## WOR's Press Personnel Sticking Necks Out Thurs.

(Continued from Page 1)  
Davis, to music by Bob Stanley and Russell Bennett, include, "I've Got the Sound Effects Blues," and "Over Here."

P. A.'s having a hand in this dish are Dick Pack, director; Charles Oppenheim, trade press; Eleanor "Pat" Hurley, Al Durante and Bob Davis. Program has been running all summer, with a different department writing the show each week.

stagger system, include: "I Left My Heart At the Stage Door Canteen," "I'm Getting Tired So I Can Dream," "This Is The Army, Mr. Jones," and "Russian Winter."

## Johnson & Johnson Anns. Completing Station List

(Continued from Page 1)  
and extent of the coverage was not indicated by Young & Rubicam, agency for the account, which was awaiting confirmations on time purchases on stations already selected. In New York the spots will be aired ten times weekly for a period of 17 weeks on WJZ starting today. Two of the WJZ announcements will be in the form of participations on the Blue outlet's show, "Ed East In Breakfast In Bedlam."

## Willard Rally Chairman

Washington Bureau, RADIO DAILY  
Washington—A. D. Willard Jr., general manager of WJSV, has been named radio chairman of the Washington Rally, August 24, At Griffith Stadium, which will be the opening gun in the National Salvage Campaign. Plans are under way for a network hookup which will carry the highlights of the festivities, including talks by Donald Nelson, WPB head, and entertainment by assorted radio, movie and stage stars.

## COMING and GOING

C. L. McCARTHY, general manager of Columbia outlet in San Jose, has arrived California to confer with network officials the New York representatives of the station.

WILLIAM T. LANE, station manager of WSYR, left for his upstate headquarters the week-end after having been in town about three days.

JOHN MAYO, of Associated Recorded Gram Service, expects to leave this eve or tomorrow on an extended business trip which will keep him on the road a month or six weeks.

CAROLE LANDIS and WARREN HULL are in San Francisco today for the broadcasting of "Pop," the CBS program, from the Mare Island Navy Base.

CREIGHTON E. GATCHELL, general manager of WGAN, Portland, Me., in New York on Friday and conferring at CBS on Fall plans for station.

FRANK JOHNSON, program director at WBBR, is spending his vacation at Saugerties, N. Y.

STANLEY S. JOSELOFF, of Young & Rubicam, has left for one week in Chicago on business.

JOHN H. McNEIL, manager of WJZ, off on two-weeks holiday at Wausau, Wis., his hometown. He is accompanied by MRS. McNEIL.

LOUIS BALTIMORE, manager of WBBR, WBBR, is visiting Friday at NBC station relations department.

ELAINE CARRINGTON, writer of "Pe Young's Family," will return from Chicago early this week.

KEN GIVEN, manager, and JAKE CAUL advertising sales manager, of WLBJ, Bowling Green, Ky., are in New York for a week on business.

TED HUSING and JIMMY DOLAN returned today from Saratoga, where they broadcast races last Saturday.

PAUL WHITEMAN in Chicago for an engagement of one week at the Oriental Theater.

VIDO MUSSO, band leader, and DON PALMER, his manager, are in town for huddles at headquarters.

EDWARD DE SALISBURY, of the NBC production department, off on his annual vacation.

## NBC Sustaining Shows To Be Heard Down Under

(Continued from Page 1)  
mission. Under the terms of the plan, NBC will supply authentic script to the government agency, which is authorized to use the material in original form or as a basis for show built by the Commission.

First shipment of scripts include selection from "Let's Fight"; "We Lieve"; "Do-Re-Mi"; and "Hot Coffee." Others will be forwarded from time to time to maintain an adequate supply. For many months a number of NBC commercial programs have been available to American troops in Australia via shortwave broadcasts. The arrangement is the first time NBC shows will be broadcast locally on stations operated by the Australian Broadcasting Commission.

## WANTED

New York Radio Production Firm needs agency contact man. Experience and references essential. Give full details, age and draft status in letter. Write RADIO DAILY, Box 558, 1501 Broadway, New York City.

# New York Key Outlets Setting Bond Plans

(Continued from Page 1)

Announcements. Plan calls for designation of specific programs and personnel operating on a weekly system of rotations.

WJZ, of the Blue, experimented with one show, "Much Ado About Radio," Sunday, August 9, and astir with those results, started running sales announcements, Monday, August 10, on all local shows. Sunday test brought in 47 pledges and \$100 during the forty-five minutes recorded music. Station is lining up other projects wherein management will sell both over the air and in the spot. Starting today, station will air twice a day, Monday through Friday, from a booth in front of the Hotel. Booth had been in the rear of the RCA building, and broadcast therefrom had been only at 4 Astor set up will come through noon also.

"Bond Wagon" Featured  
Station has operated, also, a "Victory Bond Wagon," horse and buggy, and is completing arrangements for other special features. One series of bond rallies in the Bronx and Brooklyn, August 28 and September 2, respectively. Projects will be staged in advance, of course, before now and the rally culminations. The sales will be primarily on the station will appeal also for telephone and mail pledges. In a three day tie-up with the Madison Square Garden and the Arena Managers Association, producers of "Ice Capades" which is scheduled for a Garden appearance starting September 4, stanzas taken over a block of 10,000 seats (about two thirds of the capacity) for the opener. Purchase price per ticket will be the price of a bond, minimum being \$18.75, for the lowest priced seats. Others will be scaled according to bond denominations. Selling will be by broadcasts.

WJZ will participate, also, in the sales stunt, Saturday, August 15, 11 p.m., during a gala entertainment program. Net is negotiating with a telegraph company so that listeners can wire, gratis, for bonds. It is announced further, that from all other publicity has been handled, and all promotion effort will be devoted to bond selling.

**Selling Plan on WAAF**  
WAAF, outlet for the Red, has a booth for selling bonds, but its location is still undetermined. Campaign calls for portable sales booths arranged to sell bonds to studio audiences as they leave broadcasts, a permanent booth on the mezzanine floor where all announcers and artists will rotate for duty. Announcers and artists, having been assigned definite schedules for duty at the booth, will make such announcements on their programs, urging audience to come to the booth during broadcast stay to buy bonds, or to write in for them, addressing specific announcers. Aim is to have sales highly personalized, to set up competition among the staffers. Names of purchasers of bonds will be

# PROMOTION

## WLW Bond Campaign

A mammoth 15-day War Bond selling contest titled "Votes For Victory" goes tunder way last week, with a special half-hour program featuring an all-star cast of WLW luminaries. Designed to stimulate the sale of War Bonds in the entire area covered by the station and representing another WLW effort to further the Treasury Department's bond campaign the full talent staff of some 75 members has been grouped into 6 competing teams. Feeling that each radio personality has a certain following and that a personal appeal by these artists to their listeners would be more effective than a cold, impersonal request to buy bonds, the station management has given its sanction to all staff members to solicit bonds sales in their own names. In other words, the entire talent personnel will constitute a well organized sales staff, with each individual personally selling war bonds for his or her respective team.

The six competitive groups entered in the contest are as follows: the music department; the announcers; "Everybody's Farm" program talent; the news staff; "Top O' the Morning" and "Jamboree" cast; and a special group to be known as "The Big Four." The inaugural broadcast featured the appearance of the various captains and the star entertainers of their particular teams. The contest will last two weeks during which time listeners may vote for their favorite star by mailing to the station the price of the number of Bonds desired and mentioning the WLW personality who should receive credit for the sale. Votes are counted on the basis of 25 votes for each \$25.00 Bond purchased. However, through a special arrangement with the Treasury Department, actual credit for the sale of the bonds will go to the county in which the purchaser resides.

In this manner, the radio stars will receive the votes but the sales will go to build up the quotas in the areas where the listening buyers live. All Bonds will be cleared through a Cincinnati bank.

## "Best Buys"

Theme used by Mutual Broadcasting System in a series of French-fold promotion pieces is the comparison of "good buys" of the past and present. Using teaser front-pieces such as "Richest Agricultural Land in the World, Bought for 4c an Acre," "Part-

## Stork News

Norman H. Warembud, program director of WBYN, Brooklyn, New York, has announced the arrival of his new daughter at the Polyclinic Hospital. Youngster is named Marylyn Paula and, according to the father, will be the women's feature announcer on WBYN in 1962.

broadcast, though station can not specify the date.

WABC for CBS, has "plans underway" but no details are available for release yet.

nership in New Patent, Bought for a Few Thousands, Earns Millions" and "Rare First Edition Bought For 50c, Worth \$25,000," the folder uses the left-hand inside page to describe the "best buy" hinted in the individual captions; the right hand page is used to describe "the best buy of 1942." Copy explains one of the new rates recently inaugurated with Mutual's new rate card. In each case a different time period is used as the "best buy." Folders are two-color jobs.

## Theater Lobby Display

WKRC, Cincinnati, is distributing to 16 theaters in the greater Cincinnati area, attractive lobby displays picturing WKRC program personalities. Carrying three photos and promotional copy on each display, the easels will be an added feature available to all WKRC program sponsors. The displays are located in theaters in Cincinnati, Norwood, Oxford, Middletown, Hamilton, Dayton, and Cheviot, Ohio, and Newport, Kentucky, and will be seen by an estimated 250,000 persons weekly. Photos and copy in the signs will be rotated every two weeks to give all program-advertisers the benefits of the entire 16-theater coverage.

# Bulova Changes Mind Regarding WOV Sale

(Continued from Page 1)

tions Commission to dismiss their recent application for the sale of the station to Murray and Meyer Mester. Petition will be argued Tuesday, August 18, before FCC motions Commissioner Paul Walker.

## Hearing Scheduled July 14

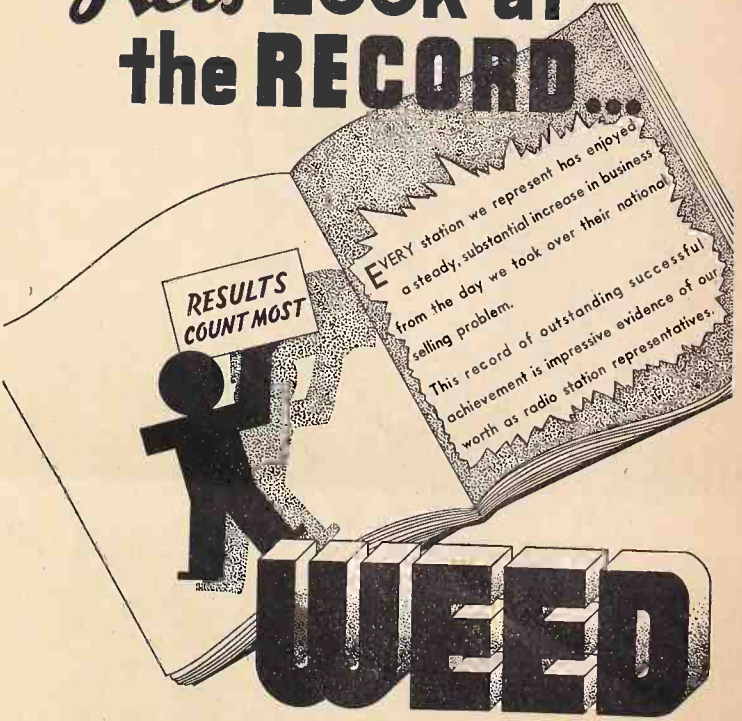
Application for the transfer of the control of the station was designated for a hearing by the FCC, July 14 almost simultaneous with the publication of alleged fascist connections of Andrea Luotto, advertising manager for the Mester Brothers, who was reportedly slated to become the general manager of WOV if the deal went through.

The petition to withdraw the application for sale of the station is coincident with the appointment of Ralph N. Weil as manager of the station. Harold LaFonte, close associate of Bulova, handling station's FCC relations, had already left for Washington Friday.

## OWI "Labor Day" Material

Washington Bureau, RADIO DAILY  
Washington—Material on the significance of Labor Day, 1942, is being sent to all stations by the OWI radio bureau.

# Let's Look at the RECORD



**WEED AND COMPANY**  
RADIO STATION REPRESENTATIVES  
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

# How to reduce



# Advertising waste-lines

If you *must* reduce your advertising budget . . . then the first place to reduce it is at the *waste-line*.

And that's a job the BLUE can do for you.

Indeed, whether or not you are faced with a budget cut, your advertising may need "reshaping" to reduce waste caused by today's fast-changing conditions. And for this job, too, the efficient BLUE provides the proper waste-reducing treatment.

The BLUE carries your message coast-to-coast—but *without* costly excess coverage, and with a minimum of overlapping between stations. The BLUE enables you to concentrate on the 561 counties that do 80% of the nation's retail buying—yet gives you plenty of plus coverage besides.

That's half the story. The other half is the new BLUE program policy.

The BLUE backs its sponsored programs with original audience promotion that has proved its effectiveness in the past six months. Moreover, the BLUE surrounds these sponsored shows with

sustaining programs that utilize the *competitive showmanship* of leading independent producers.

Combine the two halves, and here's the result.

*More new advertisers* have come to the BLUE this year than to any other network. Because today, more than ever, the Blue Network delivers the *most listeners per dollar*.

Why not let our sales representatives give you the facts—in BLUE and white. You'll find it's easy (and thrifty) to do business with the BLUE.

Blue Network Company, A Radio Corporation of America Service

## WELCOME TO THE BLUE!

New advertisers on the air or signed for Fall

Cream of Wheat	Electric Boat Co.	Ford Motor Co.
General Foods	General Mills	Hall Brothers
Mail Pouch	Minit-Rub	Minneapolis-Honeywell
Paramount Pictures	Dr. Earl S. Sloan	
Socony-Vacuum	Texaco	

the **blue** network



## Los Angeles

By JAC WILLEN

**BOB GARRED**, Nelson Eddy announcer, was back at Columbia Pictures studios this week to appear in added scenes for "Spirit of Stanford," in which he plays a radio announcer.

Joan Davis, comedienne on the Rudy Vallee program, has a pair of souvenirs that will someday be priceless to lovers of radio and the theater. She owns a record of the last performance of John Barrymore—the preview show that never hit the airlines, due to John's fatal illness, and the last motion picture in which he appeared—a newsreel of the Vallee program at a Naval base in Long Beach.

"Hero of the Week," a dramatic narration by Knox Manning, will be a new weekly feature of the California Blue Network, and will be heard Thursdays from 6:55 to 7 p.m. PWT.

Despite competition from army planes, Dick Joy, KNX-CBS newscaster-announcer, staged the "christening" of his new barbecue pit at his North Glendale home the other night. As a highlight of the program, Joy made recordings of various radio personalities engaged in a heated badminton game. But the sound of P-38's overhead almost drowned out the dialogue on the transcriptions.

Billy Mills and his Fibber McGee orchestra are becoming short wave veterans, with four of their shows going out on the low airplane bands during the last fortnight. They've been beamed abroad to servicemen on Fibber McGee and Great Gilderleeve programs, and on two Command Performance shows.

## Hope Firm Takes Over Met Opera Publicity

Appointment of Constance Hope Associates, Inc., as public relations counselor and press representatives of the Metropolitan Opera Association has been announced by Edward Johnson, general manager of the operatic company. Publicity firm takes over immediately with Constance Hope as director of activities. Her associate, Alan Kayes will be on duty in the press department of the Metropolitan Opera House beginning October 23. Fred Wenker, who has been handling the Met publicity for a number of years, has resigned to open his own publicity agency.

### Phillips Packing On WJZ

Phillips Packing Co. has launched a campaign for its soups on WJZ, New York. Three live station breaks weekly will be aired starting this week for a period of 26 weeks.

Have You Met The Voices

GILBERT MACK  
? LEX. 2-1100



## Between Us And That Lamp Post . . . !

● ● ● **FRANK HUMMERT**: Your answer to this dep't's piece about how the "Easy Aces," Fred Waring and Amos 'n Andy were all knocking themselves out against each other on the 7 p.m. time slot was to find a new period for the Aces at 7:30 p.m. . . . **TOM REVERE**: Understand it still isn't definite that Ted Bates will get Standard Brands' "One Man's Family" . . . **ED WYNN**: I hear that if radio beckons—which it most certainly will—you'll forego your plans for a new musical this fall. . . . **ROXY THEATER**: Paramount has booked name bands right up until April, 1943, to offset the possible band competition you may attempt. . . . **GEO. JESSEL**: You have a new radio show. How about slipping a fellow the details? . . . **A. D. LASKER**: How come you fellows rushed out to the coast for that audition? . . . **JAMES C. PETRILLO**: J. K. Wallace, pres. of Local 47, AFM, actually secured air time on a coast station to go to bat for the Musicians' union. . . . **GABE HEATTER**: Eddie Dowling will forsake his air and stage assignments to accept a commission in the army. . . . **GINNY SIMMS**: Your producer on the new series will be Myron Dulton. . . . **SYDNEY MOSELEY**: I see that the Treasury Dep't has handed you another certificate (your fourth) for your work in War Bond sales, etc. Nice going. . . . **NORMAN MCKAY**: We have to explain to a lot of guys that your gifts of P-L vitamins stands for Persian Limes. . . . **EDWIN FADIMAN**: That sizzling First Piano Quartet of yours has again proved that radio alone can build up a terrific following as witnessed by the mass sell-out at Lewisohn Stadium and the concert dates set for the fall.

☆ ☆ ☆

● ● ● **GEO. WASHINGTON HILL**: Bernie Schubert just got in from the coast with Louella Parsons' signature for a new show tagged "Hollywood House Party"—a show with real possibilities. . . . **PHIL SPITALNY**: Did you know that Toscanini has tagged your "Hour of Charm" as his favorite program? . . . **HAL HACKETT**: One of the hottest comedy prospects of the year is Cully Richards, currently holding forth at Mother Kelly's. . . . **WM. GAILMOR**: Did you know that the reference you made to "down under" in your WHN broadcast not long ago made such a big hit with the men with MacArthur that the Australian papers quoted you on it? . . . **DAVIDSON TAYLOR**: Your recent answer to that "Times" letter-writer who claimed radio was shirking its duty in the war effort was a classic. . . . **BILL JOHNSTONE**: Understand Bill Tuttle will be too busy to handle the "Shadow" when it resumes next month. . . . **OSCAR HAMMERSTEIN II**: Helen Morgan's own choice for a gal to play herself in Hollywood was Diane Courtney. . . . **MILTON BIOW**: Vick Knight is due for a quick visit from Hollywood this week. . . . **AL ALTMAN**: Get a load of Diane Davis at the Village Barn—and thank us.

☆ ☆ ☆

● ● ● **DON STAUFFER**: Your plans for a Lionel Barrymore show to replace "The Remarkable Miss Tuttle" have hit a sudden snag. With the studio turning thumbs down on the idea, the talk around now is that you will continue the original show with Mary Boland taking over the Edna May Oliver role. . . . **BILL MURRAY**: A live-wire agent could make another Will Rogers out of Sol Lewis, that small-town editor who sparked up the "Town Hall Meeting" last week. Moderator Denny asked him to travel around with the show permanently. . . . **MARY MARGARET McBRIDE**: Col. Hans Christian Adamson becomes a two-time Harper & Bros. award winner with the selection of one of his scripts as the outstanding educational radio writing of the past year. The script, heard via the Columbia School of the Air, is included in "Writer's Radio Theater of 1941" due out next month. . . . **NILES TRAMMELL**: Sidney Strotz is laid up with the flu. . . . **JACQUES RENARD**: Phil Baker looked all over town for a pretty gal named Baker to hostess his "Baker Night" on his air show Aug. 23rd. Just when he had about given up, he located pretty Hazel Baker—in the chorus of his own show, "Priorities."

## To the Colors!

**NORMAN PROUTY**, of Ed Petry & Co., New York station representatives, leaves today for New Island to assume his duties as lieutenant (j. g.) in the U. S. Navy.

**REX BETTIS**, engineer at the transmitter of KECA, Los Angeles, is serving in the U. S. Army Signal Corps.

**GORDON LLOYD**, of the WJZ staff, has enlisted in the U. S. Army and will report at Camp Upton, Wednesday.

**WAYNE KING**, orchestra leader, has been commissioned a captain in the specialist division of the U. S. Army and will report for duty next week.

**MAC C. MATHESON**, traffic director for the Arizona Network staff at KOY, Phoenix, is now undergoing technical radio training at the Air Corps School, Scott Field, Ill.

**ARWYN D. WAY**, who served as announcer on several Michigan radio stations, is now attached to the public relations office at Lowry Field, Colo.

**MEL BURKE**, chief announcer and publicity director of WBLK, Chicago, West Va., and **MORT BURKE**, station announcer, will leave on August 31 for duty with the Air Corps.

**ANDY ANDERSON**, chief announcer and technical director at KATZ, Phoenix, has been accepted for a commission in the U. S. Army Air Corps and is stationed at Mather Field, Calif.

**CLARENCE "TOLEY" TOLMAN**, a member of the artist staff of KEX, Portland, Oregon, for 12 years, has been accepted in the Marine Corps as a Master Sergeant and is stationed at the Portland Marine Recruiting office. Tolman saw service overseas with the Marines in 1941. His only son, Jack, is now stationed with the Marine force at Midway Island.

**REVA STARTZER**, secretary of KLZ, Denver, station manager, reports for officers' training at the WAAC at Ft. Des Moines, within the week. Miss Startzer is the first Colorado radio personality to enter the WAAC's.

## RADIO PRODUCTION TIPS

Two young married men, 3A, looking for connection with broadcasting station.

#1. Musician: composer, arranger, pianist, conductor. Mood-Music, Jingles, Productions.

#2. Scripter: Network shows, CBS, NBC, commercials, comedy, continuity, story, narrative, productions. Have worked together for 3 years. Library of original programs, ideas, music, lyrics. Staff job where dual talents will be audience and SELL!

Write: Suite No. 802, 156 W. 44th St., New York, N. Y.

Remember Pearl Harbor

## Questionnaire Asks Musician Info

*(Continued from Page 1)*  
 AFM policies as they affect  
 financial and musical data are  
 in this comprehensive in-  
 it has been prepared to  
 least possible trouble to  
 operators.  
 of the questionnaire, prepared  
 direction of Charles Denny,  
 assistant general counsel in  
 litigation, was under con-  
 for several days. Denny  
 with industry representa-  
 Washington, including exec-  
 of NBC and CBS, also  
 House, BVC and WLW; Louis  
 Idell and Fred Weber, MBS,  
 F. Peter, NAB statistician.  
**Form Covers Entire Field**  
 of their study was that a  
 drawn up that covers the  
 of inquiry, but answers  
 can be substantially ob-  
 from an analysis of the pro-  
 for the week of April 5,  
 April 11, 1942, and from the  
 copy of annual financial  
 filed with the Commis-  
 accompanying letter ex-  
 financial data is requested  
 facilitate analysis of ques-  
 here.  
 anying letter also points out  
 information is requested not only  
 the effects of the ban which  
 August 1 has prevented AFM  
 from making recordings and  
 transcriptions, and implica-  
 the cancellation of the July  
 Musical Camp broadcast  
 Berlochen, Mich., but also to  
 AM demands that certain sta-  
 refused network programs,  
 and failure of stations to em-  
 musicians in their studio  
 .  
**Ask ET Data**  
 financial and general sta-  
 called for, and number of  
 devoted to network and local  
 and sustaining programs,  
 operator is asked for sev-  
 ent types of break-downs on  
 grams, transcription library  
 subscribed to and the nature  
 of contracts with staff musicians.  
 must be attached to ques-  
 and verbal agreements  
 stated thereon.  
 naire asks how many Ne-  
 been employed during the  
 years and for what periods.  
 are asked to furnish facts  
 ect to amateurs having been  
 the air or having been per-  
 go on only when standbys  
 employed. Also requested, in  
 with this phase of inquiry,  
 ec instances when standbys  
 specially employed.  
**Ask Labor Information**  
 significant question, suggesting  
 FCC legislative inquiry into  
 elements" regulating broad-  
 asks licensees whether they  
 been denied network pro-  
 reasons believed to be  
 with labor disputes.  
 staff musicians on commer-

## Fly Gets Board's Suggestions To Maintain Wartime Radio

*(Continued from Page 1)*  
 to him by the WPB to assure the  
 best possible use of the dwindling  
 stock piles of critical materials avail-  
 able to stations for maintenance and  
 repair. Following are among a num-  
 ber of suggestions which will be dis-  
 cussed at the next meeting of the  
 BWC on Thursday.  
 One of the WPB suggestions is that  
 FCC have stations cut down on their  
 operating day, either by having all  
 stations sign off at midnight, or by  
 having broadcasting hours staggered.  
 If a midnight sign-off is decided on,  
 WPB is understood to feel this should  
 apply also to key stations, which  
 should standby for a return to the  
 air in an emergency.  
**Army Requirements a Factor**  
 There are military grounds as well  
 as the desire to effect economy of  
 materials behind the proposal for a  
 midnight sign-off. This same sugges-  
 tion has come to FCC from listeners  
 in all parts of the country, and the  
 Commission is believed to have had  
 it under consideration for some time.  
 Another WPB suggestion is that  
 stations be allowed to shut down for  
 the duration without being forced to  
 relinquish their licenses provided their  
 closing would not leave their territory  
 without any radio service. Amend-  
 ing of FCC rules to permit this might  
 be logical, WPB is understood to feel,  
 if advertising drops with reduction in  
 supplies of consumer goods. In this  
 connection it is pointed out that over  
 200 stations operated at a loss last  
 year.  
 Another suggested amendment  
 deals with the cancellation of net-  
 work and sustaining features, and the  
 1941 and 1942 payrolls for this talent,  
 are asked. Another set of questions  
 deals with number of hours in which  
 music constitutes "entire program,"  
 such as Ford Sunday Evening Hour;  
 an "integral part," such as the Jack  
 Benny program, and in which music  
 is "incidental," as in the "Lone  
 Ranger."  
 Data on the proportion of time de-  
 voted to live musical programs, to  
 phonograph records and to electrical  
 transcriptions must be supplied. The  
 number and total revenues from tran-  
 scribed spot announcements with  
 music, such as Rinso Jingles; time de-  
 voted to remote music pickups, use of  
 service bands and other amateur  
 musicians, are also required.  
 FCC spokesmen stressed that the  
 forms must be filled in under oath  
 and in duplicate, station retaining a  
 copy.  
 Chicago — Federal Judge William  
 Campbell has set Sept. 16 as the date  
 on which he will hear both sides in  
 the government's anti-trust prosecu-  
 tion of James C. Petrillo, president of  
 the American Federation of Musi-  
 cians, and eight Federation officials  
 named as violators of the Sherman  
 Anti-Trust Act. The action grows out  
 of Petrillo's ban against members of  
 the union making recordings after  
 July 31.

would permit stations in the same  
 service area to alternate their hours  
 on the air, using either one or both  
 transmitters, and thereby saving on  
 the life of tubes.  
 Still another consideration which  
 the WPB is urging is that the coun-  
 try's police communications system  
 be used as a model to eliminate over-  
 lapping program services should  
 further consolidation of facilities be  
 deemed desirable.  
**Power Reduction Suggested**  
 Other proposals formally trans-  
 mitted to the BWC last week are be-  
 lieved to include those outlined a  
 few weeks ago to RADIO DAILY, by  
 Frank H. McIntosh, chief of the Radio  
 Section. One of these was for a power  
 reduction of 1½ decibels, which  
 would not be apparent to listeners  
 but would increase life of tubes and  
 transmitter parts. This would require  
 relaxation of FCC engineering stand-  
 ards and Commission engineers have  
 been conducting field studies to con-  
 sider its feasibility. Suggestions that  
 stations turn in salvageable used  
 parts in exchanging them for new  
 ones, and that stations with an ab-  
 normally rapid rate of equipment  
 decay be required to check and cor-  
 rect the trouble were also made.  
 Understood that BWC has been set-  
 ting aside such proposals as these un-  
 til tabulation of its own recently  
 completed tube questionnaire dis-  
 closed the actual situation with re-  
 gard to tubes now in possession of  
 stations. Conclusions reached by  
 BWC's Committee IV (domestic  
 broadcasting) that only 27 per cent  
 of stations would be on the air a  
 year from now unless new tubes were  
 provided have been discounted by the  
 Commission because that earlier study  
 did not take into account the amount  
 of life remaining in used spare tubes.  
 Incomplete scanning of the BWC's  
 latest questionnaire is said to have  
 given grounds for optimism on this  
 point.  
**Fly Conferences Last Week**  
 It is pointed out here that Fly con-  
 sulted with WBP officials in the mat-  
 erials situations before making his  
 statement last week, that rumors that  
 the industry lacked stability were "a  
 lot of eyewash." The commission  
 chairman does not deny that the  
 broadcasting industry is beset by war-  
 time problems, but his contention is  
 that they are proportionately no  
 greater than the wartime problems  
 facing competing industries.  
**WABC Early-Bird Show**  
 WABC is inaugurating an early  
 morning hour of entertainment di-  
 rected at army camp listeners, today,  
 with the start of a 5:30-6:30 a.m. pro-  
 gram of recorded music and emcee-  
 ing, Lois January, legit star. Program,  
 titled, "Reveille Sweetheart," will air  
 six times a week. Miss January, in  
 addition, to her chores on the pro-  
 gram, will visit local camps and en-  
 tertain with song and patter.

## WPB Radio Unit Joins RADAR-Radio Branch

*(Continued from Page 1)*  
 has heretofore been devoted entirely  
 to radio production for military pur-  
 poses, has been temporarily allied  
 with the Aircraft Division, but it is  
 believed that this set-up is not likely  
 to remain in this latest of WPB's  
 periodical re-shuffles.  
 Combining of the two radio sections  
 appears to be the logical move in  
 view of the complete cessation of set  
 manufacturing for civilians, and re-  
 stricted supply of equipment and sup-  
 plies being turned out for stations.  
 New set-up is expected to eliminate  
 existing duplications.  
 Ellis, who will head the expanded  
 set-up told RADIO DAILY, "from the  
 standpoint of the war effort, combin-  
 ing all our efforts along the line of  
 unified activity is bound to increase  
 the efficiency of our operation."  
**Lucky Strike-Barney's  
Among WNEW's Renewals**  
 With the signing of a radio contract  
 that will run to the end of 1943,  
 Barney's, one of the largest clothing  
 store radio advertisers, has estab-  
 lished something of a long-time record  
 for uninterrupted broadcasting by an  
 advertiser over any station in the  
 country. This month marks the com-  
 pletion of nine full years of consecu-  
 tive broadcasting, 52 weeks each year.  
 Barney's, whose famous slogan "Call-  
 ing All Men" is probably the best  
 known in radio, started on WNEW  
 when the station began operation.  
 The new contract calls for a strip  
 across the board with Zeke Manners,  
 seven 10-minute musical programs  
 weekly, and 49 announcements week-  
 ly. The agency placing the contract  
 is the Emil Mogul Company, who, in-  
 cidentally, have handled the account  
 since its introduction to radio in 1933.  
 American Tobacco Co. renewed its  
 periods on the WNEW "Make Believe  
 Ballroom," for durations of 13 weeks  
 each. The sessions, presented in be-  
 half of Lucky Strike cigarettes, are  
 on the air Mondays through Satur-  
 days, in the morning from 10:35 to  
 11, and in the evenings from 6:35 to  
 6:45 p.m. The renewals are effective  
 beginning August 27. Lord & Thomas  
 is the agency. Martin Block, who  
 conducts WNEW's "Make Believe  
 Ballroom," is also featured by Amer-  
 ican Tobacco Co. on the CBS "Hit  
 Parade" series and on the NBC "Kay  
 Kyser Kollege of Musical Knowledge"  
 program.  
 Bond Baking Co., in a new order  
 placed with WNEW through the  
 Newell-Emmett agency, has con-  
 tracted for a Monday through Satur-  
 day series of spot announcements.  
 United Institute of Aeronautics has  
 contracted for a series of programs  
 over the station, employing the  
 "Start the Day Right" series Mon-  
 days through Fridays, 8:15 to 8:30  
 a.m.; the "Dance Parade" from 10:35  
 to 10:45 p.m. on Mondays, Wednesdays,  
 and Fridays, and a record session  
 each Sunday from 7:35 to 7:45 p.m.

## GUEST-ING

RUPERT HUGHES, novelist, on the "Giants of Freedom" program, this afternoon (WABC-CBS, 4:45 p.m.).

EDWARD ARNOLD, Portraying "Theodore Roosevelt, Man of Action," on the "Cavalcade of America," tonight (NBC Red, 8 p.m.).

HEDY LAMARR, on the Coast broadcast of Dorothy Kilgallen's "Voice of Broadway," tomorrow (WABC-CBS, 6:15 p.m., EWT.).

TOM HOWARD, comedian, and MRS. CLARENCE RIVERS, authority on liquid air, on Dave Elman's "Hobby Lobby," tomorrow (WABC-CBS, 8:30 p.m.).

BILL BENSCHWAGER, baseball executive and commentator on classical music; LT. GLEN HUTT, of the U. S. Army Chemical Warfare Department, and SGT. LEN KOWSKI, boxing champion of the Asiatic Fleet, on Horace Heidt's "Tums Treasure Chest" program, tomorrow (NBC Red, 8:30 p.m.).

MARGIT VARGA, art editor of "Life" magazine, discussing "The Twentieth Century Renaissance of Art in the United States," on the "Living Art" series, tomorrow (WABC-CBS, 4:30 p.m.).

SIDNEY FOSTER, pianist, on the "Keyboard Concerts," tomorrow (WABC-CBS, 3:30 p.m.).

PERT KELTON, on "Nellie Revell Presents," Wednesday afternoon (NBC Red, 12:30 p.m.).

LT. CHARLES L. McCLURE, navigator of one of the planes of the April bombing raid on Japan, interviewed by Arch McDonald at Walter Reed Hospital, Washington, on the "Thus We Live" program, Thursday (WABC-CBS, 5:45 p.m.).

BIDU SAYAO, soprano; HELEN MENCKEN, ED WYNN and HARRY JAMES, on the "Stage Door Canteen" show, Thursday (WABC-CBS, 9:30 p.m.).

DAN TOPPING, owner of the Brooklyn Dodgers football team, on Ted Husing's "Thirty Minutes to Play" program, Thursday (WABC-CBS, 8 p.m.).

## Coast-to-Coast

ROBERT WASDON, sales manager of WGKV, Charleston, W. Va., has completed a brief Florida sojourn and has entrained for Cincinnati on station business where he will remain for a few days. Joe Farris, WGKV copy chief, is vacationing. He will visit Cincinnati, Chicago and Milwaukee. Les Goral of production is back from his annual leave.

CKGB, Timmins, Ont., has announced the appointment of Josephine Ciochetto as traffic manager, replacing Wanda Wok. Bruce Tremee, CKGB musical director, has been transferred to CKWS, new station in Kingston, Ont., operated by Northern Broadcasting Co. Walter Aldrich has taken over his duties as pianist on the "Mystery Tune" program. Aldrich has two other shows on CKGB. Another transfer to CKWS is salesman Roy Hofstetter. New sponsor on CKGB is the Abitibi Power & Paper Co., who are bankrolling a daily old-time music show.

WFIL, Philadelphia, has scheduled all the games of the Philadelphia Eagles, professional football team. Byrum Saam, sportscaster will do the commentaries for the series of 12 games, which will be sponsored by Pabst Beer. Norman Black, WFIL musical director, returns to the Blue Network on September 5 to continue his series of half-hour Saturday concerts, which were interrupted last month for vacations. John R. Newhouse, formerly WENY, Elmira, N. Y., NBC and WFMD, Frederick, Md., joins the WFIL announcing staff on Monday.

WRR, Dallas, Texas, has taken the 24-hour special AP radio wire, according to an announcement by Press Association, Inc.

A record for political dignitaries appearing on a single program is claimed by WSGN, Birmingham, Ala. Event was a 30-minute dedicatory show for WSGN's new signal strength of 5,000 watts. Words of praise for WSGN went over the new signal from 13 of the state's highest political leaders. Included were Governor Frank M. Dixon, Governor-elect Chauncey Sparks, Alabama's two U. S. Senators, John H. Bankhead and Lister Head, the mayor of Birmingham, the state senator from Jefferson County, and seven of Alabama's nine congressmen.

Four new spot announcement accounts added by WIND, Chicago, are: Illinois Drive-In Theater Co., Chicago, through Jack Ness, Chicago, 15 announcements weekly until forbid; Ironized Yeast Co., Atlanta, Ga., thru Ruthrauff & Ryan, New York, 42 announcements during August; Givel Furniture Co., East Chicago, direct, six announcements weekly for 13 weeks; and Herald-American, Chicago, through Bozell & Jacobs, Chicago, one five-minute period.

WTAG, Worcester, Mass., is devoting an average of one hour daily of broadcast time to various phases of the war effort. A war report breakdown, compiled by Anne Lorentz, war service co-ordinator, shows that WTAG has aired programs and announcements for the following causes: rubber and salvage drives, War Bonds, the Red Cross, U.S.O., and all service branches, as well as recruiting for war industries and civilian defense.

Jerry Piven, formerly with WDRC, Hartford, and more recently with WPEN, Philadelphia, has returned to the announcing staff of WDRC. Piven is a native of Scranton, Pa.

The Portsmouth Navy Yard, first naval establishment in the present war effort to receive the Navy "E" for excellence, recently was the scene of ceremonies highlighted by the appearance of the Honorable Ralph A. Bard, Assistant Secretary of the Navy, who made the presentation. The ceremonies, which took place before 13,000 workers in the yard, were broadcast over WHEB, Portsmouth, N. H. Winslow Bettinson, WHEB program director, was master of ceremonies for the occasion.

The "Chuck Wagon Gang," musical quartet featured over Texas radio stations for eight years, has been signed to exclusive contracts with KVOO, Tulsa, and now broadcast 13 shows a week. Lemuel Childers, Oklahoma composer and pianist, is teaching piano lessons via KVOO and giving free keyboard charts to listeners. Sports announcer Bud Jackson, on his "Short Casts and Wing Shots" show, is conducting a contest awarding 10 prizes a week for the best letters of 100 words or less on "Why I Like to Fish."

Corwin Riddell is being heard as newscaster in a new series of broadcasts via WOAI, San Antonio, at 5:45 p.m. Newscasts are sponsored by the Planters Nut and Coffee Co., and are a quarter-hour in length on a five-a-week basis. Contract, for a year, has been set through the Goodkind, Joice & Morgan Agency.

## NEW BUSINESS

WINS, New York: Baltimore C. Tabernacle, 60-minute program weekly for 52 weeks, through man Agency; Lamont-Forbes Co. Cumba cordial and cocktail, 12 weekly for 13 weeks, through man & Co.; Roxy Theater, 14 through Kayton-Spiro Co.; J. Pollak, Inc., 2 five-minute programs daily, through Emil Mogul Co.; American Pin Service, 3 five-minute programs weekly, through North Radio Advertising Agency; Chalmers Technical School, 2 quarter programs daily for 13 weeks, through Reiss Advertising Agency; Iron Yeast Co., 12 anns. weekly for 6 weeks, through Ruthrauff & Ryan; Times Square Mission, half-hour daily, renewal; Luxor Hotel & Casino, 15-minute programs once weekly, renewal through Arthur Rosenberg; Old Country Trotting Association, anns. daily, Monday through Friday for 12 weeks, through M. H. Hagan, Inc.; Sunbrock's Shows, Inc., anns.; Pepsi-Cola Co., 100 EP programs weekly, renewal for 26 weeks, through Newell-Emmett Co.; Queens Midway Tunnel, 6 anns. weekly for 7 weeks, through Grey Advertising Agency; Rum & Maple Tobacco Corp., 5 through Raymond Spector Co.; American School, 2 quarter-hour programs daily, 6 times weekly, through Kline Advertising Agency; I. J. Fox, 12 anns. weekly, for 6 weeks, through Louis Kashuk; Stanback Co., 1 weekly, renewal through Kline Advertising Corp.; New Jersey Buy a Bomber Fund, 6 quarter programs weekly for 8 weeks, through prior Agencies, 3 quarter-hour programs daily, Monday through Friday, for 13 weeks.

## Lux Readies New Series Covering Quebec Market

Montreal — "Radio Theater Francais," French version of the Radio Theater, sponsored by Bros. Co., will launch a new series of French broadcasts over CKAC this city and a network of Quebec stations, starting September 3. Weekly series aired on Thursday night at 9:00 will be inaugurated with the radio adaptation of Moliere's comedies and is directed and emceed by Paul Langlois.

1942					
17	18	19	21	22	23
24	25	26	28	29	30

August 17

"Uncle Don" Carney

Abram Chasins	Fredda Gibson
Claire Glazer	George Howard
Arlene Johnson	Donald Kraatz
Mae West	Frederick W. Ziv

## \* TELEVISION \*

Equipment for Radio Stations

Charles Ross, Inc. carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East.

LIGHTING EQUIPMENT  
Any Purpose Anytime Anywhere

333 W. 52nd St., New York City  
Circle 6-5470-1

CHARLES ROSS, Inc.





# NBC Mulls Probe Report

## Asks Confidence Unimpaired Radio

Washington Bureau, RADIO DAILY  
 Describing as "completely out of order," reports in daily newspapers of a forthcoming curtailment of broadcasting by the FCC chairman James Lawley said yesterday that no one has been suggested by either the government or the industry which is not aimed at "establishing and maintaining stability and efficiency of broadcasting service and industry."  
 Commission chief further  
 (Continued on Page 7)

## Co. Spot Sked Mediated By Duane-Jones

Wide radio spot campaign by the Proprietaries, Inc., in the sale of packaged products, "Dr. Golden Medical Discovery" and "Pierce's Favorite Prescription" now being developed by the Proprietaries Company, just appointed advertising representatives for the products. Comprehensive plan for campaign, which is to start on August 21, is expected to be ready

## Cutting Schedule And Half Each Day

Voluntarily offering to cut lines being considered by the WPA and the WPB for conservation of dwindling supplies of technical equipment, WKRC, Cincinnati is cutting one and a half hours from its broadcasting  
 (Continued on Page 2)

## Like Father . . .

History repeated itself in the Pagliara family last month, when Nick Pagliara, general manager of WEW of this city, put his son on the train for a signal production camp. Dale was 25 years old the day that the father reported to an anti-aircraft unit of the Coast Guard in World War I. The son wired that he had transferred to anti-aircraft duty.

### U. S. Needs 'Em

Page staff of NBC's New York headquarters, which has been losing an average of one man a day for a year to the armed forces, war industries and promotions, had eight more men enter the service Saturday and three yesterday. Of the Saturday group, four were enlisted as Air Force Cadets.

## Special Stamp Drive Planned By Blue Net

Cooperation of mothers of men in service of the armed forces of the United States will be sought through new periods devoted to encouragement of sale of War Savings Stamps on Alma Kitchell's Blue Network "Meet Your Neighbor" series heard every Monday, Wednesday and Friday noon.  
 Drive on the series, which will use the slogan, "A Stamp a Day for the Son Who's Away," will begin Wednesday, September 2, with Mrs. Henry  
 (Continued on Page 2)

## Shirer Web Expanding To 81-Station Total

Effective August 30, General Foods Corp. is adding 26 stations to its present list of outlets carrying the William L. Shirer news program on the Columbia Broadcasting System. With the additional stations the network will total eighty-one. Young & Rubicam handles the account.

# Commerce Official Stresses Need Of Wartime Advertising

## WLIB's Big Coverage Of N. Y. Dem. Convention

WLIB, Brooklyn, will give extensive coverage to the Democratic State Convention of New York to be held Wednesday and Thursday of this week at the St. George Hotel, Brooklyn. Station has set up a broadcast booth in the hotel from where interviews will be broadcast in addition  
 (Continued on Page 2)

## Board Of Governors In All-Day Session Debates Recent Recommendations Re Murray, Time Rationing

## War Dept. Sets Ruling On Story Clearance

Washington Bureau, RADIO DAILY  
 Reorganization of the War Department's public relations activities, to reduce personnel and eliminate present overlapping and duplication of services, is outlined in a special memorandum sent by the department to all military commanders and made public yesterday. Memo-  
 (Continued on Page 5)

## General Foods Adding NBC Web To "Dr. Malone"

"Young Dr. Malone," daytime serial which has been running on CBS since April, 1940, for General Foods, will go on 14 stations of the NBC eastern basic network starting August 31 for the same sponsor, while continuing on  
 (Continued on Page 2)

## Bergen's 14,000 Mile Trip To Entertain Army Men

West Coast Bureau, RADIO DAILY  
 Hollywood—With Charlie McCarthy and Mortimer Snerd as the sole members of his entourage, Edgar Bergen, screen and radio comedian, left Seattle, yesterday on a mission for  
 (Continued on Page 2)

Ottawa—With a lengthy agenda confronting them, the Board of Governors of the Canadian Broadcasting Corporation opened its meeting here yesterday, discussing in detail but as yet making no final decision on the recommendations of the recent House of Commons special committee which investigated the affairs of the organization and submitted in its report a number of suggestions, chief among which was the request for the transferring of Major Gladstone Murray,  
 (Continued on Page 7)

## 'Frisco Air Listings Good, Despite Battle

San Francisco—Despite the failure of bay area dailies to resume publication of regular radio news 24 daily newspapers in 20 northern California cities and towns are still using regular station program and story releases, according to a checkup made by KPO, Red network station here.  
 These are in addition to 52 weekly  
 (Continued on Page 2)

## Net To Re-Arrange Setup On Soldier-Disk Shows

As a result of the War Department's ban on broadcasting recorded personal messages between overseas troops and the folks at home, at least one network has already begun making  
 (Continued on Page 2)

## Continuing Its Work

Albany, Ga. — A 600-lb. frequency monitor, part of the transmitter plant of WGPC of this city, is not actively engaged in the wartime effort of the station. However, it is undoubtedly still part of this nation's war activity. Monitor, with its aluminum, iron, steel, brass, copper and other vital metals, was presented to the local salvage committee by the station recently.

(Continued on Page 3)



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M. H. SHAPIRO : : : : Editor  
MARVIN KIRSCH : : : : Business Manager

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## FINANCIAL

(Monday, Aug. 17)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	118 3/4	117 3/4	118 3/4	+ 1/8
Gen. Electric	27 1/2	27 1/4	27 3/8	+ 3/8
RCA Common	3 1/4	3 1/4	3 1/4	
RCA First Pfd.	54 1/2	54 1/2	54 1/2	+ 1/2
Stewart-Warner	6 3/4	6 3/4	6 3/4	
Westinghouse	69 1/8	69 1/8	69 1/8	+ 5/8
Zenith Radio	14 1/4	14 1/4	14 1/4	
OVER THE COUNTER				
Farnsworth Tel. & Rad.		Bid	Asked	
Stromberg-Carlson		17 1/8	2 1/8	
WCAO (Baltimore)		5 1/2	6 1/2	
WJR (Detroit)		16	18	
		19	22	

### New AMP Contracts; Yankee Net And WOR

Two five year music licensing contracts were recently signed by Associated Music Publishers Inc., according to C. M. Finney, president. Yesterday he signed John Shepard III for the Yankee Network. And recently, he signed a revised deal with WOR, station being placed on the evening rate basis. Finney announced, also, that Shepard renewed for three years Associated's library service for WNAC, Boston; WEAN, Providence, and WICC, Birdgeport and New Haven.

What about **WOL?**

It covers Washington 24 hours a day with 1000 watts

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

### 'Frisco Air Listings Good, Despite Battle

(Continued from Page 1) papers in San Francisco and Oakland, which use stories and mats provided by the radio stations. Localities in which radio is represented in daily papers include Berkeley, Burlingame, Chica, Fresno, Colusa, Merced, Napa, Redding, Richmond, Roseville, Sacramento, Woodland, Vallejo, Santa Rosa, Saratoga, Stockton, Weed, Reno (Nevada), and Medford and Portland (Oregon). Weekly publications still favoring the broadcasters include the eighteen Budde district papers, and the 12 Whitaker-Baxter neighborhood sheets in San Francisco, the Argonaut, Shopping News, Mission Merchants News, and New Mission News of San Francisco; and in the eastbay the ten De Meneze district papers; the four Bernice Blundon papers; the Claremont News, Albany Times, and Little City News.

### Net To Re-Arrange Setup On Soldier-Disk Shows

(Continued from Page 1) ing adjustments in those of its programs which might come under the pronouncement. Working on the theory that the War Department is hitting only at the straight recitation type of message, since the ruling expected short-wave interviews with the troops, program execs are planning to convert their programs to the interview type also, and eliminate the direct message.

### Special Stamp Drive Planned By Blue Net

(Continued from Page 1) Morgenthau, Jr., wife of the Secretary of the Treasury, appearing as guest. Appeal of the program is intended to be emotional in nature, and was conceived by Miss Kitchell, who herself, has a son, Charles, in service.

### Two Special War Shows Scheduled By Mutual

Mutual Broadcasting System will carry two special war dedicatory services next week, airing a speech by Lt. General William Knudsen, War Department production chief, and ceremonies at the dedication of a new flight training field. Knudsen will be heard in a special broadcast, Monday, August 24, 2:30-3 p.m., to mark the opening of the American Rolling Mill Company's new six million dollar blast furnace at Ashland, Ky. Broadcast will originate through WCMI, Ashland, Ky. The second dedication will take place at Stewart Field, Newburgh, New York, Tuesday, August 25, 1:15-1:30 p.m.

### Chapin To WJZ Sales

Replacing Gordon Lloyd, who goes into the Army on August 20th, on the sales staff of WJZ, is Slocum Chapin, formerly of the New York sales office of Howard H. Wilson Co., station representatives. Lloyd was also sales manager of WSRR, Stamford, Conn.

### Bergen's 14,000 Mile Trip To Entertain Army Men

(Continued from Page 1) the Army, Navy and Marines in the vital Alaskan war area. Under the auspices of the Hollywood Victory Committee, Bergen will visit naval and supply bases, military establishments and lonely outposts in the very front lines of America's war against the Axis. His famed dummies, Charlie and Mortimer, will accompany the comedian in the adventurous trip which is planned to cover fourteen thousand miles by air during an eighteen day period.

### General Foods Adding NBC Web To "Dr. Malone"

(Continued from Page 1) Columbia daily at 2:00 p.m., EWT. The five-a-week dramatizations will be heard on the following new stations at 10:45 a.m., EWT; WFAF, New York; WBAL, Baltimore; WBEN, Buffalo; WBZ, Boston; WBZA, Springfield; WTIC, Hartford; KYW, Philadelphia; KDKA, Pittsburgh; WCSH, Portland; WJAR, Providence; WGY, Schenectady; WRC, Washington; WDEL, Wilmington, and WTAG, Worcester. Benton & Bowles is the agency.

### WKRC Cutting Schedule Hour And Half Each Day

(Continued from Page 1) time beginning immediately. Orders were issued by Hulbert Taft, Jr., general manager of the station, to advance the sign-on time from 5:30 a.m. to 6:00 a.m., and the sign-off time to be 1:00 a.m. rather than 2:00 a.m.

### Bill Kelso To WNEW

WNEW has engaged Bill Kelso, "Hank, the Night Watchman" of KFVD, Los Angeles, to assist Jack Lescoulie on "Milkman's Matinee." Kelso's coast program had been advertised as being the longest all-request all-night show in radio. Scheduled 1 a.m. to 7 a.m. Lescoulie, who had been Stan Shaw's assistant, is slated for military service at the conclusion of his present training in the Signal Corps of the Army Reserve. He has about eight more months of training.

### Murdock Joins WCAU

Philadelphia — Harry Murdock, formerly of the Philadelphia "Public Ledger," has joined the staff of WCAU as assistant director of publicity and promotion. Murdock is a veteran newspaper man and since the first of the year has been employed in motion picture promotion with Columbia Pictures and RKO pictures.

### Thesaurus ET Salutes

Special Labor Day transcription saluting workers and managements of American factories turning out guns, ships, tanks and planes, has just been released by NBC's Thesaurus service. Transcription includes music by Goldman Band and Allen Roth's orchestra, with Thomas L. Thomas as soloist.

## COMING and GOING

ABE SCHECHTER, formerly news director NBC, is now in Washington planning his assistant to Gardner Cowles, Jr. OWI assistant director in charge of domestic operations.

WALTER SPEIGHT, commercial manager WTMA, Charleston, S. C., in New York yesterday for conferences with Sheldon B. Hickok, manager of NBC's station relations department.

GERALD H. GUNST, Katz agency vice president in charge of the Chicago office, is on en route back to the Windy City following vacation spent in Nantucket.

"HUB" JACKSON, commercial manager WGAC, Augusta, is up from Georgia for a week on station business.

TED HUSING is at Fort Custer, Mich., He will conduct tonight's "Cheers from Camps" program over 118 CBS outlets for entertainment of the soldiers at the Army post.

ELAINE EWING, formerly of NBC and now assistant to Deputy Chief Douglas Meservey, the OWI radio bureau, is in town spending week on leave.

RAY DIAZ, Blue Network announcer, spending a vacation of two weeks at Lake Hopatcong.

BERNARD L. SCHUBERT left for Chicago over the week-end to conduct auditions for Louella Parsons program.

JOHN SHEPARD, III, president of the Yankee Network, WAAB and WNAC, Boston, is in New York on a short business trip.

BENNETT LARSON, general manager WWDC, Washington, D. C., and program supervisor of the Atlantic Coast Network, returned the Capital last night after a short visit in New York.

LARRY BAIRD, commercial manager of WNO, New Orleans, is here to confer with the York representatives of the station.

J. CARSON BRANTLEY, president of the Scribner (N. C.) advertising agency bearing name, is in town on transcription business.

KEN CHURCH, sales manager of WKRC Cincinnati, is expected from Ohio today for short visit on station business.

ALFRED H. MORTON, president of the National Concert and Artists Corp., left over week-end for Lighthouse Farm, Sugar Land, where he will spend four weeks.

REGGIE MARTIN, station manager of WSP, Springfield, Ohio, has joined the executive contingent currently in New York on business.

"TINY" MAY, commercial manager of WJL, Wilkes Barre, was here yesterday for talks the local reps.

JOE GLASER has left for the Coast to attend Lionel Hampton's opening Thursday at the Manana, Culver City, Cal.

CHARLES E. DENNY, general manager WERC, Erie, has arrived from Pennsylvania few days on station business.

### WLIB's Big Coverage Of N.Y. Dem. Convention

(Continued from Page 1) to the airing of highlights from convention hall itself. Proceeding will start with the keynote speech by Governor Herbert Lehman on Wednesday noon. WLIB will broadcast intermittently from the convention throughout the two day session.

**REEVES**

Sound Recording Studios Inc.

1600 Broadway New York City

35mm. 16mm.

Film Acetate and Wax Recording Facilities Complete Location Equipment for Film, Business Meetings and Specialty Recordings.

# Commerce Official Stresses Need Of Wartime Publicity

(Continued from Page 1)

Advertising budgets are dis-  
se. He advises businessmen to  
ise all through the war and  
e peace."  
Example is cited of General  
advertising policy. GE, ac-  
to the author, took into con-  
on the amount of time found  
necessary to stimulate demand  
consumers for the ownership  
electrical appliance. From 15 to  
es are required, the company  
for a sales curve for one of  
appliances to rise and gather  
um until it finally reaches the  
ig-off point after which volume  
as of the product continues  
onstant.  
of the appliances that have  
ed for heavy volume in re-  
rs were in the course of their  
swing when production was  
ites Cloyes. "While it is ob-  
at a lull has been brought into  
E has set as its objective the  
ion of the upward swing as

soon as civilian goods production can  
be started again."

The Commerce Department publi-  
cation maintains that, in addition to  
advertising to keep their brand names  
before the public, advertisers can  
make a positive contribution on the  
home front by informing the people  
what they can do, what they should  
not do, how they may save, and pro-  
long the life of what they have until  
the wheels of production start whir-  
ring again on consumer goods when  
the war is over. The writer also be-  
lieves they should be continually re-  
minding the public of "what we are  
fighting for, why we must win."

Combination of these messages with  
the fostering of good will should be  
a major function of wartime adver-  
tising, according to the Commerce De-  
partment. How much to spend cannot  
be easily decided, however; the maga-  
zine points out is a matter for indi-  
vidual decision; based on a number of  
factors.

## Johnson & Johnson Anns. For 104 Station List

Campaign of Johnson & John-  
reported in yesterday's RADIO  
will be used on a nationwide  
104 stations. Campaign, for  
Dress Bandages and first aid kits,  
10 announcements weekly  
for a period of 17 weeks on  
tlet and is being launched  
throughout the coun-  
ing & Rubicam, agency for the  
placed the business.

## Maxwell Adding Four

Arizona stations and one in  
to be added to the NBC  
carrying the "Maxwell  
Coffee Time" series Thursday,  
er 3. New outlets are KTAR,  
KVOA, Tucson; KGLU, Saf-  
at KGU, Honolulu.

## Stork News

Waukegan, Wis.—Hal Tozier, an-  
of WTMJ-W55M, of this city,  
father last Thursday. Dex-  
Tozier, a considerable little  
weighing 5 lbs. 10 ounces, was  
father's day off!

**RADIO CLUB**  
One of  
America's Greatest  
Local Radio Programs

**WORL BOSTON, MASS.**

## "Vox Pop" Sets Date From MGM Coast Studio

Returning to the air after three  
weeks' vacation on his Texas ranch,  
the first time off he has had since  
"Vox Pop" went on the networks,  
Parks Johnson will present his pro-  
gram from a Hollywood set on the  
grounds of Sam Goldwyn, Inc., Ltd.,  
Monday, August 31.

With Warren Hull as his co-quizzer,  
Johnson will bring to the microphone  
Bob Hope, currently engaged in mak-  
ing the film, "They Got Me Covered"  
there, and Goldwyn himself. Other  
principals of the broadcast include  
Dorothy Lamour, Lenore Aubert and  
David Butler, director of the film.  
Program was recently renewed for  
one year.

## Unclaimed Bank Deposits Subject Of Ad Campaign

Cooperation of stations in the New  
York area is being sought by the  
Metropolitan Advertising Company  
for finding owners of unclaimed de-  
posits in nine local saving banks. Ef-  
fort is being made in connection with  
the advertising and publicity cam-  
paign announced yesterday by Harry  
D. Adair, president of the firm.

## AP Signs Two More

Press Association, Inc., (AP) has  
signed WKIP, Poughkeepsie, N. Y.,  
and KBWD, Brownwood, Texas, for  
24-hour AP radio wire service.

## Uncle Don Adds Book Reviews

Reviews of children's books has  
been added to the format of Uncle  
Don's program, WOR. Program ex-  
perimented with the feature last  
week, reviewing Walt Disney's "Vic-  
tory March." Reviews will be pre-  
sented during the Friday broadcasts,  
6:01-6:24 p.m.

timebuyers,  
advertisers,  
agency men

## how to get more out of radio at 20% to 40% less cost!

Perhaps you're an advertiser who has never used radio before. Perhaps you're a timebuyer who must maintain strong market coverage for one or more accounts in the face of war-curtailed budgets. Or, you may be an agencyman with a unique new program idea which has been approved by a client, but which must be presented much more economically than you had originally planned.

If any of these problems are yours, WOR urges you to send today for a free copy of "BIG SALES IN SMALL PACKAGES."

"BIG SALES IN SMALL PACKAGES" is a 30-page booklet packed with sound, authoritative facts on the short-time period. It is deliberately slanted to meet the needs of a nation at war. In these 30 pages WOR tells you candidly, clearly and briefly how economically-produced 5 and 10-minute programs have obtained amazing results for a variety of sponsors.

## "BIG SALES IN SMALL PACKAGES"

brings you such vital information as:

### TIME SELECTION

—how this one step should be taken to make the short-time period most effective.

### "TYPING" A PROGRAM

—describes the simple, but necessary, act of program spotting for "listener types."

### COMMERCIAL SLANTING

—actual cases on how sponsors cleverly aimed their commercials toward specific audiences.

### ARTIST IDENTITY

—the obvious but important trick of identifying the artist with the product or service on the short-time period.

Write, Wire or Phone NOW  
for your copy of

"BIG SALES IN SMALL PACKAGES"

# WOR

at 1440 Broadway, in New York PE 6-8600

Los Angeles

By JAC WILLEN

THE Sons of the Legionnaires, 400 strong, took over studio "B" in Hollywood Radio City on Monday, 4:4:30 p.m., PWT, when "Major Hoople" went on the air over the Blue Network. West Coast fans heard a rebroadcast of the show on the 7:7:30 p.m., PWT, Pacific Coast Network.

Koala bear which Lurene Tuttle, film-radio actress, bought a few days ago for her 13-year-old niece in Brooklyn, is now worth its weight in sugar—at current autograph prices. When Lurene played a role in a capsule dramatization on "Hedda Hopper's Hollywood," the famous CBS commentator inked her name on the bear's satin skin. That gave Lurene an idea. She took the bear on all her radio assignments, and it has now been autographed by every top airplane name broadcasting from the West Coast.

John Guedel, vice-president in charge of radio at the Dan B. Miner Company, has just sold an original story to Pine-Thomas, Paramout Pictures producers. Production is scheduled to begin on the story within the next few weeks.

Victor Borge's classic piano presentation on KMH may become a weekly feature of the program starting in the fall.

Kay Kyser is spending his first week in Hollywood lining up a west-coast Army camp tour equal to the record-shattering jaunt he took along the eastern boundaries the past three months.

Hal Rorke, former KNX-CBS publicity chief and recently assistant to Louis Ruppel, Columbia Network head of publicity in New York, is currently in Hollywood on a short visit. He plans to remain three weeks before leaving Los Angeles for the East Coast.

Liz Tilton, lovely NBC singing star and sister of Martha Tilton, who is also heard on the airlines, is singing with the Billy Mills' Fibber McGee orchestra during their summer personal appearances.

Robert L. Redd, NBC author of the "Eyes Aloft" program series which will be heard each Monday at 6:00 p.m., just returned from a 10,000 mile inspection trip of the ground observation units in operations areas of the Fourth Fighter Command of the U. S. Army, who are cooperating in the development of the series, with a bulging brief case full of first-hand stories gleaned on his two-months' study of the volunteer army. They will be dramatized on the "Eyes Aloft" programs.

There's NO BAN on the HARMONICA

for transcription and live shows. Ideal for Themes, Musical Bridges and Mood Music. Call MICHAEL CHIMES, Harmonica & Ocarina Specialist... LE 2-1100



A Reporter's Report Card . . . !

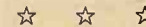
● ● ● Word around that Continental Baking may cancel "Maudie's Diary" . . . Sandra Michaels, approached by the films for rights to her radio serial, "Against the Storm," is asking 350 G's! . . . Phil Spitalny taking his girls to Hollywood, Sept. 7th where he is down for a Universal flicker, "When Johnny Comes Marching Home" . . . Herman Bernie readying a terrific package show with Ben Bernie as emcee, Hazel Scott, Bert Lahr, Joan Merrill and possibly Harry James' crew. Harry Conn is slated to do the scripting. . . Al Jolson confided to Walter O'Keefe (after his appearance on the "Star Spangled Vaude" show) that he plans to go to England and entertain the boys there before starting in on his own air series. . . Boake Carter very much in the news these days because of his religious views. His sister, Sheelah, also breaks into the news with the announcement of a new five-times-weekly Mutual spot starting Sept. 28th out of Cleveland. She had previously battled for him on several occasions while he was vacationing. . . Frankie Carle may soon be the daddy of a new movie star. RKO has screen-tested his 16-year-old daughter, Marge, now singing with a coast orchestra . . . Zero Mostel, who got his radio start on "Basin St.," inherits that spot shortly with his own show, with the "Chamber Music" shifting to Saturdays.



● ● ● Searching for a new angle, Station WQAM, inaugurated their "War Bond Home Delivery Service" a few weeks ago and has been averaging over \$1,000 daily in cash sales. No pledges are requested. The listeners phone that they want bonds—and a WQAM car delivers the bond correctly inscribed, C.O.D.



● ● ● Radio will again be called upon by the government—this time for a one-month campaign to line up technicians. . . With Edwin F. Laker, of the CBS-WJSV engineering staff, commissioned into the army air force, he becomes the fifth member of his family to join the service. . . WRUL now carrying "Cavalcade" series, minus the commercials. . . Johannes Steel, on WMCA, is averaging \$5,000 daily in War Bond sales. . . Our coast spy warns us to keep our eye on Vick Knight's audition record, "Blue Ribbon Brigade," made for Pabst beer. Calls it one of those shows you dream about—but seldom hit. . . Have a switch: Zeke Manners, king of the hill-billies, turned out one of the top hep songs of the week in "Hello, Jive" . . . Radio Types (No. 1) The director who puts ten cent wrappers around his nickel cigars. . . Jack Lear, former MCA publicity chief, now with the OWI. . . "Truth of Consequences" returns to the air Sept. 5th, instead of the 12th as previously announced. . . Allen Prescott show will originate from Grossinger's this Saturday in behalf of the War Bond drive. Management has pledged itself to sell from a quarter to a half a million dollars worth of troupe performed from there. . . Arnold Stang due back from the Hollywoods Aug. 27th after completing a picture with Vic Mature. . . Radiokays: Fred Brady's clowning via CBS out of Chicago. . . Among the newer recruits in the army is Herman von Ribbentrop—cousin of the Nazi diplomat, who dropped the von, changed the B's to P's and now hopes for a whack at his relative.



● ● ● Impressions: The mistletoe in an Irving Berlin love song . . . The Lincoln-like material in an Edwin C. Hill broadcast. . . The "Peace, Brother, Peace" glint in Gabe Heatter's newscasting. . . Red Skelton's Katzenjammer wit. . . Bing Crosby's "Mint Julep, suh!" radio delivery. . . Bob Hope's twinkletoes grin. . . The buzz-saw wit of one Charlie McCarthy. . . Diane Courtney's singing—which puts smoke in your eyes. . . Laura Deane Dutton—your first high-school crush. . . Ilka Chase: The same girl after a year at Vassar!



Remember Pearl Harbor

Chicago

By FRANK BURKE

SHORTAGE of radio instructors at the Army School in the Stevedore and Congress Hotels has resulted in an urgent appeal for women instructors to register as applicants for teaching positions.

Janet Nicol, WBBM program manager, has announced her marriage to Bart Arlington, private in U. S. Army Air Corps Training School at Chanute Field, Ill.

Dick Elper, CBS network salesman and WBBM staff member for past 12 years, has been inducted into the Army as a private.

Jimmy Petrillo and the American Federation of Musicians carried page ads in all Chicago dailies Sunday explaining the union's position on the recording matter. The page also included the letter of Petrillo to Chairman Fly of the FCC.

Marilou Neymayer, WGN star, has been cast for the leading role in the forthcoming movie short, "Registered Nurse," which will be filmed at the American College of Surgeons. Fall release.

Army Air Corps taking over Eighth Street Theater, home of WLS "National Barn Dance" show. The radio program will have to find a new point of origin for the Saturday night Blue Network spot.

Both Jimmy Dorsey and Whitman are piling up big grosses at rival theaters this week. Dorsey is at the Chicago and Whitman at Oriental.

McKesson-Robbins, through Tarcher & Co., has ordered a minute news program on WMAQ. Norman Barry as newscaster. Program started yesterday and will be heard Mondays, Wednesdays and Fridays at 12:30 p.m. for 13 weeks. The same program will be sponsored Tuesdays, Thursdays and Saturdays by the Manhattan Soap Company beginning September 8th, for 26 weeks and was placed by Franklin B. Inc.

Jack Eppler, of NBC, has enlisted for training as a cadet flyer in the U. S. Navy.

To Handle WJSV Program

Washington, D. C.—John Healey, sales promotion director of WJSV in this city since 1938, has been named acting program director of the station effective immediately by Willard, Jr., general manager. He takes the place of Richard L. Loomis, who was called to active service with the United States Naval Reserve on July 15. Heiney's own successor has not yet been named.

RADIO ARTIST Call LExington 2-1100 FIRST AND FOREMOST

# Dept. Sets Ruling on Story Clearance

(Continued from Page 1)  
points out that all public re-  
activities that involve the use  
national and regional media, such  
radio networks and the press, will  
be cleared through the  
Department Bureau of Public  
Relations, and that public relations  
in the field will continue to  
conduct activities under the rules  
outlined.

**Form Technical Info Offices**  
The Bureau of the public relations of-  
fices now operating at the headquar-  
ters of the Army ground forces, the  
Army Air Forces and the services of  
the Army, memorandum continues, "an  
office of technical information with a  
personnel strength of not to exceed  
one major and eight enlisted men or  
equivalent will be established at each of  
the headquarters. These offices will  
maintain direct liaison between the or-  
ganizations which they serve and the  
Department Bureau of Public  
Relations. They will engage in the  
functions of planning or recom-  
mending public relations activities,  
and the dissemination of which will  
be dictated out by the War Depart-  
ment Bureau of Public Relations.

Army ground forces commands,  
Army Air Forces commands, defense  
branches, service commands, and ad-  
ministrative and supply services, serv-  
ices of supply, will restrict their pub-  
lic relations activities so that not  
more than two officers and four ci-  
vilians or employees or enlisted men will  
be employed in each office, command  
or activity."

**Effective Oct. 1**  
The memorandum points out that serv-  
ices of only two officers and two  
employees or enlisted men  
will be required in training cen-  
ters and miscellaneous instal-  
lations whose strength exceeds 5,000,  
and only one officer and civilian em-  
ployee or installations.

At that strength, and with pub-  
lic relations work pared down to a  
minimum subordinate activity in  
commands and installations,  
officers are asked to carry out  
provisions by Oct. 1, and to  
maintain the spirit as well as the let-  
ter of these instructions." Surplus  
personnel will be assigned to tactical  
duties wherever possible, memoran-  
dums state.

# Move To Aid Cohen at OWI Radio Bureau

Washington Bureau, RADIO DAILY  
Washington—Appointment of Dick  
Cohen as assistant to Philip Cohen,  
chief of government liaison for  
the bureau of OWI, was announced  
yesterday by deputy chief  
of staff Meservey. Dorrance, who  
was on the staff of WOR from 1937  
and served until recently as  
general manager of FM Broadcasters,  
joined the bureau in June and  
has worked out many of the back-  
ground bulletins being sent to sta-

# Brighter Stars for the late evening sky



It is the hour before midnight. Time for  
another of those special late evening  
shows prepared and produced nightly  
by the expert staff of WJR. *Peaceful  
Valley*, perhaps, with those melodies  
Grandma used to hum. Or *Maestro's  
Night*, with the romance of that first  
evening at the concert hall. Or *America's  
Music*, with tunes that Uncle Sam whistles  
while he works.

These brighter stars in the late evening  
sky are for all Americans. Especially, they  
are for those who are sacrificing most to  
keep the America we know. They are for  
the boy in uniform, spending his last

evening with her . . . for the family keep-  
ing late vigil for news from some distant  
outpost . . . for that other army, laboring  
through the night to produce the weapons  
for victory.

Wherever the powerful voice of WJR  
reaches out, there is *big time* entertain-  
ment in the air *all evening* . . . to lift the  
spirits, to speed the hands, to relax the  
minds of an America carrying out its  
*biggest* job.



BASIC STATION...COLUMBIA BROADCASTING SYSTEM  
G. A. Richards, President ... Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.  
National Representative

**GUEST-ING**

**KATHERINE LEE BAKELESS**, author of "The Birth of a Nation's Song," on "Children Also Are People," tomorrow (WABC-CBS, 4:30 p.m.).

**CARL KAUFFELD**, curator of reptiles at Barrett Park Zoo, Staten Island, discussing treatment for snake-bite, on "Highways to Health," Thursday (WABC-CBS, 4:30 p.m.).

**VIRGINIA BRUCE**, on "Post Toasties Time," Thursday (NBC Red, 8 p.m.).

**JOHN L. COLLYER**, president of the B. F. Goodrich Company; **JOSEPH E. POGUE**, vice-president of the Chase National Bank, and **SEN. ELMER THOMAS** of Oklahoma, discussing "How Can We Solve the Rubber Problem," on "America's Town Meeting of the Air," Thursday WJZ-Blue Network, 9 p.m.).

**LEON HENDERSON** and **RAYMOND CLAPPER**, on "Information Please," Friday (NBC Red, 8:30 p.m.).

**ELIZABETH MURRAY**, stage star of two decades ago, on Bill Hardy's "Those Good Old Days" program, Friday (WJZ-Blue Network, 8:30 p.m.).

**MADELEINE CARROLL**, on the "Philip Morris Playhouse," Friday (WABC-CBS, 9 p.m.).

**MURIEL RUKEYSER**, poet, on "Of Men and Books," Saturday (WABC-CBS, 2:05 p.m.).

**SONJA HENIE**, on Bill Stern's "Sports Newsreel of the Air," Saturday (NBC Red, 10 p.m.).

**W. C. PELTON**, of the extension department of the University of Tennessee, talking on the topic, "Have a Fall and Winter Garden," on the "Garden Gate" program, Saturday (WABC-CBS, 9:30 p.m.).

**DR. W. F. G. SWANN**, director of the Barthol Research Foundation of the Franklin Institute, discussing "Science and the Happiness of Man," on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

**FELIX KNIGHT**, tenor, and **JOANNA** and **LOUISE LESCHIN**, duopianists, on the "Radio City Music Hall of the Air," Sunday (WJZ-Blue Network, 12:30 p.m.).

**JANE PEERCE**, in a second appearance on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

**FRANK ERNEST HILL**, educator

**BOOKKEEPER WANTED**

Male or female for station in Wash., D. C. Good opportunity. Send letter stating experience and references to Box 559, Radio Daily, 1501 Broadway, New York City.

**WAR-PROGRAM IDEAS**

**KMA's War Programs**

"News for Americans" and "The KMA Victory Auction" are new programs at KMA, Shenandoah, Iowa, devoted to the dissemination of government information and the promotion of War Bond Sales. "News for Americans" presents reports from the OWI and various government agencies in semi-dramatic form, with two announcers handling the material, and with organ for background and transitions. Material is grouped under four sub-heads: "News from the Home Front!," "News from the Farm Front!," "News from the Factory Front!," and "News from the Fighting Front!" It is a quarter-hour, five-a-week, early-evening feature.

The "news" program is also used to promote the station as a War Bond agency and to build-up second show: "The KMA Victory Auction." The "Auction," a half-hour, Saturday afternoon feature, uses the services of a professional auctioneer who auctions off for War Stamps or Bonds articles brought in by listeners. Listeners are urged to bring to the station during the week saleable articles worth at least a dime, from home-made pies to bicycles. Bidders pay cash for their purchases, and the cash is converted into Stamps or Bonds to go to the sellers. Music and comedy attraction is furnished by staff talent for the "Victory Auction," which is held on a decorated platform on a large parking lot across the street from the station.

**France Before the War**

"I Knew a Pleasant Land," a new program in behalf of the Treasury Department's War Bond and Stamp

and member of the CBS "School of the Air" staff, discussing Joseph Conrad's "Lord Jim," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

**NORMA TERRIS**, soprano, on the program of the St. Louis Municipal Opera Company, Sunday (WABC-CBS, 2:30 p.m.).

**ETHEL ERICKSON**, supervisor of field work in the women's bureau of the U. S. Department of Labor, on "Wings for Victory," Sunday (WABC-CBS, 12:15 p.m.).

**REV. H. AYDE PRITCHARD**, on the CBS "Church of the Air," Sunday (WABC-CBS, 10 a.m.).

**EDITH WILKINS**, member of the National Negro Business League and the National Federation of Colored Women's Clubs, on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 a.m.).

**EDDIE CANTOR** and **LINDA WARE**, on the "Star Spangled Vaudeville" program, Sunday (NBC Red, 8 p.m., EWT).

campaign, is being inaugurated as French and Polish language features on WBNX, New York. The first Polish version was heard at 1:15 p.m. Monday, and the French version at 8 p.m. Thursdays which began August 13. Directed particularly to WBNX's large French audience, "I Knew a Pleasant Land" tells in music and script of the free France which preceded the Nazi occupation and points to the return of the stricken nation's freedom when America and the United Nations have marshalled all their forces. The French version of "I Knew a Pleasant Land" will be scheduled during the period from which "Broadcasts of French Thought" is vacationing. The latter program returns to WBNX September 10.

**"Music For Heroes"**

"Music For Heroes," a program in behalf of War Prisoners' Aid of the Young Men's Christian Association, was presented over WOR, New York, and the Mutual Network, Friday, August 14th, 11:30 to 12:00 midnight, EWT. A dramatization interpreted the need for music in the war prison camps, featuring Alexander Kirkland, Meyer Davis, orchestra leader and chairman of the Musical Instruments Committee for the YMCA War Prisoners' Aid, made the first national appeal for musical instruments and music for the members of the "Barbed Wire Legion," which now includes some 30,000 of our own American boys and hundreds of other United Nations prisoners of war. The program was contributed by Bob Stanley's orchestra with Jean Merrill and Jimmie Shields, soloists.

**Amos 'n' Andy Guesting, Second Time In 3 Years**

For the second time in the more than three years they have been on CBS, Amos 'n' Andy, Freeman Gosden and Charles Correll, step from their five weekly series in a guest appearance, which will be participation in a half-hour "Victory Theater" next Monday at 9 p.m., EWT. The team will be supported by motion picture stars and an orchestra.

**WDAY Promotes Lavin**

Fargo, N. D.—Barney Lavin has been named manager of WDAY of this city according to announcement of E. C. Reineke, president of the station. Lavin has been employed at the station for the past six years in the capacity of sales manager and assistant manager. He will continue to direct sales.

**Sales Execs Meet Sept. 8**

The Sales Executive Club of New York City has scheduled its first luncheon-meeting of the Fall season for September 8, to be held at the Hotel Roosevelt.

**AGENCIES**

**ASSOCIATION OF NATIONAL ADVERTISERS** has prepared a page report titled "Advertising Selling Practices under the General Maximum Price Regulations" in its listed OPA rulings anent advertising and selling. In addition to questions on "what you can do" and "you cannot do," the report covers such subjects as consumer services advertising of prices, advertising prices and media, package design.

**DOUGLAS S. CLARK**, former assistant media director of Carnation Ewald Co., has been named advertising director of Seagram Smokers Corp.

**J. M. KORN & CO.**, Philadelphia, has been named advertising agency for Crown Products Corp., manufacturer of rug cushions.

**AMERICAN MARKETING ASSOCIATION** field research group will hold a luncheon meeting today at Hotel Bedford, New York. New techniques and government cooperation in field research will be discussed.

**NATIONAL BETTER BUSINESS BUREAU** has issued a revised bulletin, titled "Reference to the Army and Navy in Advertising." Relationship of the regulations of the Office of War Information on advertising the Army and Navy's clearance is explained.

**COWAN & DENGLER**, New York, has been named as advertising agency for Western Electric hearing aid Graybar Electric Co., national distributor of WE products.

**DELONY SLEDGE** has taken over the duties of advertising manager of the Coca-Cola Co. during the absence of Price Gilbert, Jr., who is now the Coordinator of Inter-American Affairs.

**To the Colors!**

**GLEN BOUNDY**, chief engineer WWVA, Wheeling, W. Va., has reported for duty at Ft. Monmouth, N. J., as a first lieutenant in the Army Signal Corps. He is the senior commissioned officer of the 11 members of the WWVA staff now in armed forces.

**LES COX**, **DAVE ROBERTS**, **ART KENNEDY**, program director, salesman and announcer, respectively of KGFW, Kearney, Nebr., are members of the armed forces of the United States. Cox and Roberts with the Coast Guard somewhere in California and Kennedy is in the Army.

**W. JOSEPH AUSTEN**, engineer WELI, has been ordered to report for duty as a second lieutenant at Ft. Fla. After his training he will be assigned to Maxwell Field, Ala.

# Board Convenes; Probe Findings

Continued from Page 1)  
of CBC, to another post  
the corporation. This is the  
first meeting since April, 18.  
one way or another is ex-  
the matter of group resign-  
the entire board, a move  
by some members late last  
following the filing of the  
committee's report.  
r subject that will come  
consideration is "rationing" of  
me which would close stat-  
at 7 p.m. effective early in Sep-  
October, a move calculated  
ie the shortage of tubes and  
plies occasioned by the de-  
the armed forces.  
no definite action has been  
these directions, the matter  
bly will be thrashed out to  
on at the present sessions.  
the nine governors were in  
at yesterday's session. Per-  
the board comprises: Rene  
C, Montreal; N. L. Nahtan-  
to; J. Wilfred Godfrey,  
Rev. W. E. Fuller and Rev.  
nson, Saskatoon; Mrs. Nellie  
Victoria; Dean Adrien  
uebec City; Rowe Holland,  
t, and E. H. Charleston, Ot-

# calls Censorship 's "Necessary Evil"

apolis—Inviting the Ameri-  
to participate in the volun-  
tship now accepted by  
sars and publishers, Byron  
nsorship Director, told a  
the Indiana State Bar As-  
recently that these two  
eady had accomplished "in-  
good every day by the  
dg of information about  
ships, and munitions and  
planes."

"Voluntary Censorship"  
iding principles govern this  
cedure," Price continued,  
s that the requests for sup-  
aust not be so restrictive  
will keep the American peo-  
importance of the progress of  
n a democracy, the public  
to essential information. It  
le to know about the tough  
s this war, and it must not  
ed to such a blackout of  
s now pervades totalitarian  
es. In its approach to this  
the government has fol-  
sistently the democratic be-  
merican news and Ameri-  
cating can remain the  
e world and still keep vital  
from the enemy."

Director of censorship added  
**WANTED: MASTER OR**  
OF CEREMONIES, or both,  
ing record show. Write  
qualifications to Box 561,  
Day, 1501 Broadway, N. Y. C.

# PROMOTION

## Blue's "Major Hoople"

Promotion piece, almost newspaper size, is used by the Blue Network to announce its new program featuring the cartoon character, "Major Hoople." Frontispiece shows the "major" in full color saying "Egad! I'm on the Blue." Copy on this page poses questions in what is captioned "The World's Easiest Quiz Bee"; the answers to all the questions are "Major Hoople." Inside spread contains reproductions of the newspaper feature in black and white and also in color with descriptive copy. Letter accompanying the promotion piece is signed by Fred M. Thrower, general sales manager of the Blue Network, and plugs the vast newspaper circulation of the newly-introduced program.

## New Letterhead

Current letters from WTAG, Worcester, Mass., reflect the modern trend. Station has altered format of its stationery to include a promotion story. Slogan "The Voice of Central New England" is followed by notation of WTAG's dial location at 580 kilocycles and wattage power of 5,000. Upper left-hand corner displays a map showing station's Central New England coverage, which reaches into Vermont and dips down into Connecticut.

## Window Display Encore

Daily five-minute news broadcast staged by KWK, St. Louis, in the win-

## Smith Succeeds Horton As OWI News Unit Head

Washington Bureau, RADIO DAILY  
Washington—Paul C. Smith will succeed Robert W. Horton as chief of the OWI news bureau it has been announced here. Horton has been named to the post of deputy administrator of the OPA.

that while no voluntary censorship "will ever function perfectly," and while there will always be honest differences of judgment within the framework of the code and with every publisher and broadcaster his own censor, the cooperation of these two communications industries has been loyal and universal.

Asks Acceptance of Restraints  
Price declared that every citizen, who "became a broadcaster as soon as he was old enough to talk, and a publisher as soon as he learned to write," should accept the same restraints imposed upon groups "whose livelihood depends upon disseminating facts." He pointed out that domestic voluntary censorship does not involve the realm of "editorial or other opinion."

"Every request made by the government," said Price, "has been confined to some topic of factual information. There has been no request that any publisher or any broadcaster refrain from the expression of his opinion."

dow of a downtown Walgreen Drug Store, and originally scheduled to run for two weeks, is being continued for a third week at the request of the manager of the store. The broadcast is one of six daily five-minute news-casts over KWK, sponsored by the Walgreen stores. Martin Bowin, KWK chief announcer, presents the news. Installed in the window is a forty-word-a-minute printer which is attended by a page boy in KWK uniform. Hung against the walls are world maps, and there is a display of pictures of Mutual and KWK news personalities.

## To the Camps

"WIBGossip," station release sent to agencies and clients as well as the trade and daily press by WIBG, Philadelphia, is now being mailed to members of the nation's armed forces in camps and overseas. Station promotion department conceived the idea, when it was discovered that announcers and other personalities at the station were receiving mail from these various points, from former listeners who wanted to hear how things were doing back home. Recipients of the letters naturally answer all of this mail with personal letters, but station figured this gossip would be welcome, too. Mail coming from the boys who receive it, is proof that they're glad to get it, because they have asked that WIBG continue to send it to them.

## Increased ET Activity Noted By Kasper-Gordon

Indications of increased activity in transcriptions are revealed in announcement by Kasper-Gordon, Inc., of Boston, of new contracts signed, bringing to over 60 the number of sponsors signed for the 26 five-minute retail transcriptions, "Know Your Furs."

Three stations have been added to the list for the 52 quarter-hour "Imperial Leader" programs, dramatized life of Winston Churchill; four to the similarly timed "Songs of Cheer and Comfort" and two for the 78 five-minute sports programs, "One I'll Never Forget." New "Know Your Furs" stations are WRBL, KVEC, KWFT, KDYL, KRPO, WHJB, WJPR, WPRO and WCHS. "Imperial Leaders" stations added are WAGA, WKAT and KROD. Now taking transcriptions of "Songs of Cheer and Comfort" are WMBR, WPID, WSFA and WDJB. Sports series adds WTHT and WEXL.

## Sterling Products' Earnings

Sterling Products, Inc., and subsidiaries, large user of radio time, earned a net income of \$3,491,589 for the six months ending June 30. Net is equivalent to \$1.99 per common share as compared to \$2.73 for the previous similar period.

# Fly Asks Confidence In Unimpaired Radio

Continued from Page 1)  
stated, "no suggestion has been made which would result in any real impairment of the service being rendered to the public by radio or the service rendered to advertisers. In light of the job which broadcasting has been doing for the war effort, I don't think anyone will sit by and permit that service to be impaired."

## Confirms Monday Story

Fly said that as a result of the various constructive studies and suggestions being considered by the WPB and FCC-BWC he was confident the industry would benefit "in terms of conservation and in the renewed assurances of continuity and stability." He specifically confirmed at his press conference the accuracy of RADIO DAILY's Monday story on some of the matters under consideration.

The FCC chief also said that the results of the tube survey conducted by the BWC and various suggestions made from other sources would be gone over by the domestic broadcasting committee (Committee IV) of the BWC.

## OWI New Allocation Plan Starts Week Of August 31

Washington Bureau, RADIO DAILY  
Washington—The week of August 31st has been decided upon for the beginning of the OWI's proposed new allocation plan for national spot broadcasts. Live programs participating will carry messages devoted to "Victory Food Specials" that week. According to Seymour Morris, who is in charge of the OWI allocation program, the plan will get its start on transcribed programs in the same category during week of September 21. Use of the same food message is scheduled for the transcriptions.

## "E" Award On The Blue

One-time, half hour program tomorrow at 12:15 p.m., EWT, on the Blue Network will carry ceremonies accompanying presentation of Army and Navy "E" award to the Jenkins Bros. Corporation, valve manufacturers, from the grounds of its plant at Bridgeport, Conn. Lowell Thomas, moderating guest speakers, will bring to the air Governor Robert A. Hurley of Connecticut; Read Admiral W. T. Cluverius, USN, retired; Jasper McLevy, mayor of Bridgeport, and Farnham Yardley and B. J. Lee, president and vice-president of the manufacturers respectively. Program was placed through Horton-Noyes Company, Providence, R. I.

**WANTED**  
ANNOUNCER ALSO LICENSED  
OPERATOR. ADVISE DRAFT STATUS  
AND SALARY EXPECTED. WMFF,  
PLATTSBURG, N. Y.

# ★ ★ Coast-to-Coast ★ ★

**R**ECENT addition to the schedule of CKOC, Hamilton, Ont., is the Canadian Department of Finance 1:15 p.m. show, "They Tell Me," with Claire Wallace, women's newscaster. Show is aired Monday through Friday, quarter hours, at 1:15. Recent promotion pieces sent out by station, covered recent Lifebuoy campaign for Lever Brothers, and the Wartime Prices and Trade Board's "Soldier's Wife," daily quarter-hour dramatic series.

Gordon Young, organist of KVOO, Tulsa, has returned after six weeks' intensive study with Joseph Bonnet, world-famous French concert organist and Victor Red Seal artist. Young studied at Olivet, Mich., where Bonnet resided this summer while composing.

France Laux, sports announcer, and Mary Tendone, secretary to the auditor of KMOX, St. Louis, Mo., won prizes in the KMOX Summer Bowling Tournament which ended last week. Pappy Cheshire, KMOX hillbilly artist, presented the trophy to the winner of the Ozark AAU swimming meet held last week. Trophy was awarded by Republic Pictures, Inc., for whom Cheshire has just completed a motion picture titled "Hi Neighbor."

Bob Hanson, staff announcer at WTMJ, Milwaukee, for four years, has resigned his position to become a research engineer at Globe Union, Inc. For Bob it is a return to an old love, because all the time he has been an announcer, he has held his FCC license as a radio engineer, which he obtained some years ago. Bob came to Milwaukee from Brooklyn, New York, via Ohio.

New additions to the staff of KGFW, Kearney, Nebr., are Dick Behrends, a n o u n c e r, and Doug Smith, newscaster and sports announcer. Station has also announced the assumption of the duties of program director by Leonard R. Brown, replacing Les Cox, now in the Coast Guard. Harold Clark, news announcer, has taken over the job of publicity and continuity chief at the station.

The stork, who has left five babies at KVOO, Tulsa, this year to date, dropped by again twice in the last week to give continuity editor Jim Randolph a boy, John Howard Randolph; and bookkeeper Robert Baum a girl, Barbara Jean Baum.

Bruce Grant has joined the announcing staff of WHB in Kansas City, Mo., to handle news and other staff assignments. He is married, has three children, and calls Des Moines, Iowa, "home." Before coming to WHB, Grant was announcer for various stations in Iowa, Illinois and Nebraska.

Richard Kingston, formerly staff announcer on WSFA, Montgomery, Ala., and other Alabama and Florida stations, died early this month at Bonifay, Fla., following a critical illness. WSFA sold its first shipment of War Bonds, after becoming an issuing agent, before the program announcing the fact was aired. First shipment amounted to \$25,000 in Bonds.

CBS has extended contract with Vera Barton, songstress. Beginning next month Miss Barton changes policy of weekly song salutes to war workers in plants winning Navy "E" to factories awarded the new Army and Navy "E."

Duly impressed by the extensive layout of WTMJ-W55M's new Radio City were Private Bob Waldrop, former NBC staff announcer, and Blewins Davis, former NBC production man, when they appeared on a recent WTMJ broadcast while the "Army War Show" was in Milwaukee. Waldrop and Davis interviewed officers and men of the traveling show to explain the background and purpose of the stirring spectacle to radio listeners. Similar broadcasts, sponsored by one of the leading steel companies, are heard in each city the "Army War Show" visits.

August Brieske, former traffic manager and program director of KGLU, Safford, Ariz., has resigned to take a position as code instructor at Port Arthur College, Texas. He is replaced at the station by Willard Shoecraft. Two lighting bolts kept KGLU off the air for a total of 40 minutes recently.

A varied program of music and comedy was aired by WNEW, New York, Sunday afternoon when Clifford Burdette again acted as emcee on "All Men Are Created Equal," weekly variety show. Songs by the Metropolitan Russian Singers, male chorus of thirty voices, opened the program, and Edward Lee Tyler, Negro baritone from Tuskegee, Alabama, followed as featured soloist. Satirical sketches by the Revuers, a group of five young performers currently featured at Cafe Society Downtown, rounded out the half-hour program.

Jack Field, Jr., sales manager of WPTF, Raleigh, spent last week in Chicago on station business. Henry Hulick, WPTF chief engineer, convalescing at Duke U. hospital following an operation. Wes Wallace, announcer, spending a fortnight in the Adirondacks, on his vacation.

Final program in the Clark University summer course at Worcester, Mass., was presented by Lorette Charron, organist on WTAG's "Music Box" program. Selections played by Miss Charron in her organ recital were classics requested most frequently by her WTAG listeners. Enjoying late-summer vacations are William T. Cavanagh, program-production manager of WTAG, and Muriel Pnielps, secretary to E. E. Hill, managing director.

Donald W. Thornburgh, vice-president in charge of the CBS Pacific Coast division, bought the first KNX-stamped U. S. War Bond sold by the Los Angeles station following the station's appointment as an official issuing agency by the Federal Reserve Bank of the Treasury Department. Charles Ryder, Jr., Columbia Pacific Network controller, delivered the \$100 bond to Thornburgh after he made a fast bid for the first one, leaving Harry W. Witt, sales manager for KNX, and George Moskovics, CBS-KNX sales promotion manager, tying for the second purchase. Bonds sold by KNX to employees, visitors and listeners will carry an official KNX stamp.

Russel Kaiser, chief sound man at KWK, St. Louis, has just returned from his vacation, part of which was spent at Lake Taneycomo, Missouri. Kaiser was accompanied by his wife.

Hugh Conover replaces Arthur Godfrey when that early morning blues-chaser starts a two-week vacation from his daily "Sun Dial" program on WABC, New York this week. Conover has been a staff announcer on WJSV, Washington, for seven years. He is no stranger to Godfrey, having worked with him on the Washington edition of the "Sun Dial" program which immediately follows the New York broadcast.

A "Sign Off Party" to mark the completion of New York University's ninth annual Summer Radio Workshop was held at the Hotel Brevoort last week, with many outstanding radio persons in attendance. Included among the guests were Earl McGill, CBS casting director; Douglas Coulter, CBS program manager; A. A. Schechter, NBC director of news and special events who has resigned effective August 15 to join the Office of War Information; Bob Landry, radio editor of "Variety"; Morris S. Novik, director of WNYC, and Ben Grauer, announcer. Approximately 50 students were enrolled in the six-week course which was completed this week.

The Landt Trio & Curley May be heard over WABC, New York, the entire CBS hookup, five days a week, Monday to Friday, beginning today. Formerly heard locally Tuesday and Thursday, the change is a result of a sudden spurt in fan mail, studio audience and ratings.

After 17 years, Paul E. Cross, West Coast general manager of Columbia Recording Corporation, resigned to return to San Francisco to enter a defense industry for duration.

Two new additions to announcing staff of WOV, New York, are Simms, formerly of WCHV, Charlottesville, Va., and WFAS, White Plains, N. Y., and William Fariss, presently with WCOP in Boston. WSM in Nashville, Tenn., Wendell and Lee Dayton, WO announcers have received "Gre from Uncle Sam." Both boys know exactly when they will be called, but are ready.

A new series of weekly broadcasts presented by WIP, Philadelphia, in cooperation with the Philadelphia office of Civilian Defense began Thursday at 5:30 p.m., EWT. Programs will highlight explanation of the operation of the OCD in the home and the responsibilities of the general public. Speakers in the series will include Judge Harry McDevitt, Vincent Carroll and other prominent officials in the local Civilian Defense office.

Lee Ya Ching, known as "The First Lady of the Air," participated in the Student Workshop program on WLIB, Brooklyn, last Saturday. Young aviatrix has just completed a 50,000-mile goodwill tour of the United States and Canada.

## Special Program To Mark 100th "Double or Nothing"

In commemoration of the 100th anniversary of the first broadcast of "Double or Nothing," Friday, August 21, 9:30-11:30 p.m., Mutual Broadcasting System will present a scroll, bearing the signature of 117 station managers, to the S. Pharmaco, Inc. (Feen-A-Min) permanent display at the company plant.

Program, which originates at New York, will present a special program of salutes to various war effort workers featuring as guests Adrienne Shreve, a Gold Star Mother whose son is in the services, Mrs. H. Hopping, widow of Commanding Officer who was killed in action in the Marshall Islands, and an Australian soldier. Pick up from Hollywood feed Frank Forest singing songs of the program's list determined in a poll. Nat Bruner's orchestra will supply the background.

1 9 4 2

## BIRTHDAYS

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

- August 18
- Maxine Dooley
  - Gus Edwards
  - Lorana Ellsworth
  - Joseph Glicksman
  - Hilma Hammerstein
  - Walter O'Keefe
  - Bernard J. Prokter
  - Willan C. Roux
  - Sid Weiss





The National Daily Newspaper of Commercial Radio and Television

NO. 36 NEW YORK, N. Y., WEDNESDAY, AUGUST 19, 1942 TEN CENTS

# Amend Radiophone Edict

## Completes Deal for WEEI Purchase

negotiations under way for some time between CBS and the Boston Broadcasting Co. for the purchase of the broadcasting facilities of WEEI, have been completed, the deal becoming effective August 31. Few if any changes will be necessary inasmuch as licensee of its Boston outlet operated WEEI for the past several years.

Points out that no change in ownership is contemplated, either as to the station or the network.

## Network Affiliates Report 331 Men To Service

has just completed of Blue Network affiliates under supervision of William Kiggins, vice-president in charge of stations, reveals that thus far 74 of the 129 outlets reported have released a total of 331 men for service in the armed forces. Of these, 10 were recorded as going into the Army, 61 into the Navy, two into the Coast Guard and 136 into unassigned branches. CFCF, Montreal, reports that 12 of its men have been assigned to various branches of the Canadian Forces.

## Station's WOV Sale Off For The Duration

Washington Bureau, RADIO DAILY Washington—Sale of WOV, New York, by Arde Bulova and Harry D. Murray to Murray and Meyer Mester, for the duration of the war, by the Communications Commission. Paul Walker yesterday disapproved without prejudices the application.

## Bond Angles

angle in the sale of War Bonds is being inaugurated today by Jack Gilbert, WHN's Radio Ambassador, who with the aid of a "name" volunteer-guest, will receive pledges and take them via the telephones in the city concurrently with his program. In a ten-day test, callers will be identified within the limit set by the War Department.

## "And Why Not?"

Larry Elliott, who announces Adelaide Hawley's "Women's Page of the Air" on WABC, usually introduces the program with the statement "News of women and things of interest to women." The other day Larry decided to vary the procedure a little, lost track midway of what he intended to say, and solemnly announced: "Women — things of interest to men."

## Heavy 'Spook' Sked. For Coming Season

Strong comeback for the mystery type of program is indicated in activity of several agencies, three such programs being due to hit the airwaves through one agency alone. A fourth, more readily classified as fantasy or supernatural, will make its first live appearance. The first group includes "The Shadow," "Ellery Queen," and "Lights Out." The other

## Trimount Signs Thompson For News Series On Blue

Signing of Dorothy Thompson for a series of news commentaries under the sponsorship of Trimount Clothing Co. on the Blue Network is expected to be made before the week is out, it was learned yesterday. Deal calls for a weekly quarter-hour series to be aired on Sundays at 9:45 p.m.

## FCC In Wartime Precedent; WBIG Seeking 50,000 Watts

## WJZ Ice Show Tieup As Bond Participation

Ten thousand tickets for the premiere of the third "Icecapades" at Madison Square Garden on September 4 have been reserved by WJZ as part of its participation in the War Bonds and Stamps drive. Bonds are to be sold by WJZ entertainers in department stores in the station's

## BWC Rule On Inter-Hemisphere Contact Modified To Permit "Approved" Programs And Press Calls

## Mid-August Ratings Shows Little Change

With the Walter Winchell program maintaining front position with a rating of 17.5, only switch in the positions among the leaders in the C. E. Hooper, Inc. national program ratings for August 15 was Kay Kyser, who jumped to second place with a rating of 13.2 as compared to his July

Washington Bureau, RADIO DAILY Washington—Order issued yesterday by Board of War Communications to clarify and amend its specifications of July 23, for the termination of radiotelephone communications outside of the Western Hemisphere loosens up on use of such service for broadcasting and press calls.

Yesterday's modified order, signed by BWC Chairman James Lawrence Fly, excepts "American press calls or radio broadcast programs," along with other radio programs and press calls specifically approved by Office of Censorship, from the termination of

## Chain Shoe-Store Firm Sets Time In N. Y. Area

National Shoe Stores, operating 70 retail outlets in New York City and northeastern states, have inaugurated their Fall radio activities with the signing of contracts on four New York City stations. Sponsor will continue with a quarter-hour program

## Jack Benny's NBC Web; 103 Outlets For Season

Time for Jack Benny's program for General Foods on NBC has just been signed for another 52 weeks with 90 stations carrying the early broadcast and 13 the repeat. Before his start-

## WABC Adds 14 Accts. During Past 3 Weeks

Addition of 14 accounts in the past three weeks is announced by WABC, key outlet for CBS in the New York City area. While most of the accounts have been reported in these columns during that time, breakdown by the station reveals that three of the accounts are new sponsors never before

## WCPO's Gross Sales Up 70% In Six Months

Gross sales on WCPO, Cincinnati, increased seventy per cent during the first half of 1942, compared with business for the same period in 1941. Accounting for much of the increase

## Strike-Killer

WMCA's "Labor Arbitrations" has prevented many strikes during its run, but yesterday, Samuel R. Zack, its director, was instrumental in calling off a strike a few hours after it was under way. Dispute will be arbitrated, instead, on the program, Sunday. Involves wages and hours, Spooner Inc., and the Hair Goods, Toiletries and Accessories Union (AFL).

(Continued on Page 7)

(Continued on Page 2)



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M. H. SHAPIRO : : : : Editor  
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**FINANCIAL**  
(Tuesday, Aug. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	119	118 3/4	118 7/8	+ 1/8
Gen. Electric	27 1/2	27 1/8	27 1/4	0
Philco	8 1/2	8 3/4	8 3/4	0
RCA Common	3 1/4	3 1/4	3 1/4	0
RCA First Prd.	54 7/8	54 7/8	54 7/8	0
Stewart-Warner	6 7/8	6 7/8	6 7/8	0
Westinghouse	68 3/4	68 3/4	68 3/4	- 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	17 1/2	2 1/2
Stromberg-Carlson	5 1/2	6 1/2
WCAO (Baltimore)	16	18
WJR (Detroit)	19	22

**Stan Shaw To WINS In Daytime Program**

Stan Shaw, formerly on WNEW's "Milkman's Matinee," has been signed for a daytime show on WINS, New York, starting Monday, August 24. Shaw, who will be doing a daytime trick for the first time in seven years, will be teamed with Don Dunphy, WINS staff announcer and MBS sportscaster, on a four-hour daily show from 2 to 6 p.m. Both will share the commercial periods with Shaw doing the disc-jockeying and Dunphy handling the sports and other assignments. Inaugural show will be devoted to selling War Bonds and Stamps.

**WHAM**  
NOT JUST MONROE COUNTY  
900,000 radio homes make it a better buy.  
Nat'l Rep. George P. Hollingbery Co.  
50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks  
ROCHESTER, N. Y. "THE STROMBERG-CARLSON STATION"

**WABC Adds 14 Accts. During Past 3 Weeks**

(Continued from Page 1)  
on WABC; eight are sponsors returning to the station and three are current clients renewing.

The three new sponsors are The Musterole Company, starting October 6 for Musterole; Penn Tobacco Company, which started August 3 on behalf of Julep Cigarettes and Willoughby Smoking Tobacco, and the Savings Banks of New York State, which started July 27.

Eight sponsors returning to WABC are the Manhattan Soap Company, Inc., August 18 for Sweetheart Soap; Maryland Pharmaceutical Company, September 27 for Rem and Rel; Smith Brothers, October 1 "S.B." cough drops; The Quaker Oats Company, October 5 for "Aunt Jemima" pancake flour; Vick Chemical Company, October 12 for Vick's cough drops; V. La Rosa & Sons, Inc., November 2 for La Rosa Macaroni Products; O'Sullivan Rubber Company, Inc., September 14 for O'Sullivan Rubber Heels, and New York State Bureau of Milk Publicity, starting October 12 for Milk and Milk Products.

Following are renewals: New York Telephone Company, telephone service; Studebaker Corporation, automobile service, and B. C. Remedy Company for B. C.

Above accounts involve 14 different agencies.

**CBS Completes Deal For WEEI Purchase**

(Continued from Page 1)

personnel, or program set-up. The same public services will be continued, and the management and operation of the station will remain the same. Studios and offices will be continued in the Edison Building at 182 Tremont Street, facing famed Boston Common, but additional space will be added to the premises occupied by WEEI which will give the station three full floors.

Harold E. Fellows, general manager of WEEI since CBS leased the station in 1936, and prior to that date commercial manager of the station under the Edison Company's operation since 1932, is to continue in his present post.

WEEI operates 5,000 watts full-time on 590 kilocycles. The transmitter is located on the Mystic Valley Parkway in Medford, Massachusetts.

Purchase of WEEI gives CBS ownership of its eighth station.

**Jack Benny's NBC Web; 103 Outlets For Season**

(Continued from Page 1)

ing date of October 4, the 17 week Benny vacation from the series will be broken by his appearance on "Victory Parade" Sunday, August 23. The October 4 broadcast will mark the beginning of his 11th year on NBC, having made his debut on the network May 2, 1932 for Canada Dry. The services of the comedian were contracted for two full years by his sponsor effective the first of last March.

**WCPO's Gross Sales Up 70% In Six Months**

(Continued from Page 1)

has been the tremendous surge in national business which doubled this year. Nature of the national accounts has been primarily spot business and the sponsorship of new programs. Stations carries 18 ten-minute newscasts a day on the hour. All but two of these have been sold. On the half hour there are news headlines running to a minute or two. All 18 of these are sold. Newest news sponsor, signed this week, is Manhattan Soap for the 8 a.m. spot, Tuesday, Thursday and Saturdays, starting September 7.

Mortimer C. Watters, general manager, in New York for business this week, told RADIO DAILY, yesterday, also, that a breakdown of the increased volume of business showed that most of the old accounts renewed contracts pretty much as they were, but that extraordinary gains were made by the acquisition of entirely new accounts.

**Trimount Signs Thompson For News Series On Blue**

(Continued from Page 1)

EWT, starting September 20 to a list of at least 70 stations. Sponsor, who sells under the trade name "Clipper Craft Clothing," used the same network last year for the sponsorship of news commentaries by William Hillman and Raymond Clapper.

Emil Mogul Co. is the agency for Trimount Clothing Co. Except for sustainers Miss Thompson has not been on the air since March 1941, when she concluded a local cooperative series on MBS. Major sponsors on her Mutual programs were Pilot Radio Corp., insurance companies including Travelers, banks and retail stores throughout the country.

**WJZ Ice Show Tieup As Bond Participation**

(Continued from Page 1)

area, the Bonds themselves to serve as passes.

Station is also presenting War Bond programs from the WJZ buggy at Times Square on August 21 and 26. Borough President John J. Cashmore of Brooklyn will speak at the first, and Borough President James J. Lyons of the Bronx at the second. Broadcasts will be preliminary to rallies to be held on those days at the Borough Halls of the city divisions.

**Chain Shoe-Store Firm Sets Time In N. Y. Area**

(Continued from Page 1)

on Martin Block's "Make Believe Ballroom" on WNEW and another 15-minute series of recorded music on Alan Courtney's program on WOV.

Two participating shows will be used on WOR: "Uncle Don" and Bessy Beattie's "Women's Hour." Latter show is the only new one of the four contracted, the others having been used last year by the sponsor. Emil Mogul Co., agency for the account, placed the business.

**COMING and GOING**

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Broadcasting Corp. and of CBS, has arrived from Hollywood on a short visit in New York on network business.

EARL MULLIN, manager of the Blue Network publicity department, leaving the end of week on his annual vacation.

LT. JOE THOMPSON, of the Radio Branch of the War Department, is at Fort Sheridan today, from which point Mutual's "Pass in View" program will be broadcast tonight.

G. ARTHUR PETERSON, assistant commercial manager of DWRC, Hartford, is spending weeks at Pine Orchard, Conn. He had been substituting for Commercial Manager WILLIAM MALO, who is back at the station following vacation.

H. K. CARPENTER, vice-president and manager of WCLE, Cleveland, is in town for conferences at the headquarters of the network.

BOB BROWN, announcer on the NBC "Backstage Wife," is spending a two-week day in the north woods.

POLLY HART, secretary to Fred Weber, manager of Mutual, has returned from a day of relaxation in the mountains.

C. T. HAGMAN, station manager of WJZ Blue Network outlet in Minneapolis-St. Paul, is on a business trip to New York and visiting day at Rockefeller Center.

S. C. VINSONHALER, station and commercial manager of KGHl, Little Rock, is expected to return to Little Rock for business talks with the Little Rock representatives of the station.

KARL LAMBERTZ, musical director of WJZ Dallas, off on a vacation of two weeks.

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**WEVD**  
NEW YORK'S STATION OF DISTINCTIVE FEATURES  
NOW 5000 WATTS  
The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—  
1 The feature boxes of newspaper radio program pages.  
2 The large number of famous advertisers on the station continuously year after year.  
Ask for "Who's Who On WEVD" ... sent on request.  
**WEVD**  
117-119 West 46th St., New York, N. Y.

# PROMOTION



**Eye Sign-On and Sign-Off**  
 solution to the problem of station opening and closing has been initiated at KWFC in Hot Springs, Ark. Baxter Gamble, general manager, conceived the idea and presented it to a meeting of the Arkansas Ministerial Alliance who gave their wholehearted approval. The station opens and closes its period of broadcast with a transcribed one-minute prayer, prepared and presented by a different minister each week. It does much to promote good will as solving the problem of station opening and closing. Gamble has the church and the minister very ready to cooperate with him and other radio religious ministers. In fact, the Ministerial Alliance has named a radio chairman for the purpose of keeping abreast with the times and work these cooperation with the stations in any movement of the future.

**NET's Ayem Special**  
 The morning promotion plans for the "Without a Name" program, which is now in its first week, are outlined in a brochure for network affiliates in local contests for a title of "Without a Name" for which a \$500 War Bond is offered as grand prize. Net-works allowed this up by mailing out a comedy recording by "The Show Without a Name" which is increased on Saturday morning from 30 to 60 minutes, the regular broadcasts a week limited to original half hour.

**"Blue Elephant"**  
 The theme established by the Blue Elephant who never leaves the Blue Network is now being used as a house organ for its sales program. "The Blue Elephant" is published bi-monthly, the publication contains items written in brief,

newsy style aimed at helping salesmen in their meetings with clients and prospects. Typical of subjects treated are network time devoted to war effort; the farm purchasing power of KXEL, new affiliate in Waterloo, Iowa, and activities in women's programs. Though originally designed for members of the sales staff, "The Blue Elephant" is also being circulated among affiliated stations.

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KXOK, St. Louis, and the Fanchon & Marco chain of theaters, have joined forces in an all out drive to collect every spare ounce of rubber and scrap metal in Greater St. Louis, in direct response to the nation's needs, for the production of war material. In addition to free admission to the thirty-one theaters to anyone bringing in scrap material, two live western Pinto ponies, completely equipped, will be given away to the two boys or girls bringing in the largest amount of material. In order to promote the campaign, horses completely equipped and ridden by western-costumed riders are touring the city; the thirty-one theaters are running screen trailers; KXOK is running interviews, spots and programs calling attention to the drive, and the Star-Times is playing the drive in the news columns. All money received for salvage of the scrap metal and rubber will be turned over to the USO in St. Louis to be used for the purchase of needed furniture and equipment.

### Silk-Screen Display

An attractive six-color silk-screened display calling attention to their popular "Today's Baseball" broadcasts on WHN, New York, has been placed in each of the 120 Nedick's refreshment stores throughout the New York Metropolitan Area. Devised by the station's promotion department, the display consists of a permanent heavy board frame into which a removable slide panel is inserted. As Nedick's turn from baseball sponsorship to other types of programs during the winter months, copy on the panel can be changed accordingly. It is estimated the displays will be seen by over half a million persons daily patronizing the Nedick's stands.

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# WHEN YOU SEE *this* -



*Only then* YOU'LL SEE A LOWER COST THAN WTAM'S \$ .000073 per FAMILY

Compare WTAM for "cost per listener". Divide the 15 Minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. Then, go a step further. Study the Surveys. Look at the number of actual listeners each Station has, all day, all night, all week. WTAM "adds up". The "lowest-cost-per-ear" Station in Cleveland. The first choice of smart network, spot and local time buyers . . . coast to coast.

**WTAM**  
 CLEVELAND-OHIO

50,000 WATTS  
 NBC RED NETWORK  
 OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

When you buy time -



RADIO DAILY



Vol. 20, No. 36 Wed. Aug. 19, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Aug. 18)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., Gen. Electric, Philco, RCA Common, RCA First Prd., Stewart-Warner, Westinghouse. Includes Bid and Asked prices.

OVER THE COUNTER

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

Stan Shaw To WINS In Daytime Program

Stan Shaw, formerly on WNEW's "Milkman's Matinee," has been signed for a daytime show on WINS, New York, starting Monday, August 24. Shaw, who will be doing a daytime trick for the first time in seven years, will be teamed with Don Dunphy, WINS staff announcer and MBS sportscaster, on a four-hour daily show from 2 to 6 p.m.



NOT JUST MONROE COUNTY but WHAMland 900,000 radio homes make it a better buy. WHAM ROCHESTER, N. Y.

WABC Adds 14 Accts. During Past 3 Weeks

(Continued from Page 1)

on WABC; eight are sponsors returning to the station and three are current clients renewing.

The three new sponsors are The Musterole Company, starting October 6 for Musterole; Penn Tobacco Company, which started August 3 on behalf of Julep Cigarettes and Willoughby Smoking Tobacco, and the Savings Banks of New York State, which started July 27.

Eight sponsors returning to WABC are the Manhattan Soap Company, Inc., August 18 for Sweetheart Soap; Maryland Pharmaceutical Company, September 27 for Rem and Rel; Smith Brothers, October 1 "S.B." cough drops; The Quaker Oats Company, October 5 for "Aunt Jemima" pancake flour; Vick Chemical Company, October 12 for Vick's cough drops; V. La Rosa & Sons, Inc., November 2 for La Rosa Macaroni Products; O'Sullivan Rubber Company, Inc., September 14 for O'Sullivan Rubber Heels, and New York State Bureau of Milk Publicity, starting October 12 for Milk and Milk Products.

Following are renewals: New York Telephone Company, telephone service; Studebaker Corporation, automobile service, and B. C. Remedy Company for B. C.

Above accounts involve 14 different agencies.

CBS Completes Deal For WEEI Purchase

(Continued from Page 1)

personnel, or program set-up. The same public services will be continued, and the management and operation of the station will remain the same. Studios and offices will be continued in the Edison Building at 182 Tremont Street, facing famed Boston Common, but additional space will be added to the premises occupied by WEEI which will give the station three full floors.

Harold E. Fellows, general manager of WEEI since CBS leased the station in 1936, and prior to that date commercial manager of the station under the Edison Company's operation since 1932, is to continue in his present post.

WEEI operates 5,0000 watts full-time on 590 kilocycles. The transmitter is located on the Mystic Valley Parkway in Medford, Massachusetts.

Purchase of WEEI gives CBS ownership of its eighth station.

Jack Benny's NBC Web; 103 Outlets For Season

(Continued from Page 1)

ing date of October 4, the 17 week Benny vacation from the series will be broken by his appearance on "Victory Parade" Sunday, August 23. The October 4 broadcast will mark the beginning of his 11th year on NBC, having made his debut on the network May 2, 1932 for Canada Dry. The services of the comedian were contracted for two full years by his sponsor effective the first of last March.

WCPO's Gross Sales Up 70% In Six Months

(Continued from Page 1)

has been the tremendous surge in national business which doubled this year. Nature of the national accounts has been primarily spot business and the sponsorship of new programs. Stations carries 18 ten-minute newscasts a day on the hour. All but two of these have been sold. On the half hour there are news headlines running to a minute or two. All 18 of these are sold. Newest news sponsor, signed this week, is Manhattan Soap for the 8 a.m. spot, Tuesday, Thursday and Saturdays, starting September 7.

Mortimer C. Watters, general manager, in New York for business this week, told RADIO DAILY, yesterday, also, that a breakdown of the increased volume of business showed that most of the old accounts renewed contracts pretty much as they were, but that extraordinary gains were made by the acquisition of entirely new accounts.

Trimount Signs Thompson For News Series On Blue

(Continued from Page 1)

EWT, starting September 20 to a list of at least 70 stations. Sponsor, who sells under the trade name "Clipper Craft Clothing," used the same network last year for the sponsorship of news commentaries by William Hillman and Raymond Clapper.

Emil Mogul Co. is the agency for Trimount Clothing Co. Except for sustainer Miss Thompson has not been on the air since March 1941, when she concluded a local cooperative series on MBS. Major sponsors on her Mutual programs were Pilot Radio Corp., insurance companies including Travelers, banks and retail stores throughout the country.

WJZ Ice Show Tieup As Bond Participation

(Continued from Page 1)

area, the Bonds themselves to serve as passes.

Station is also presenting War Bond programs from the WJZ buggy at Times Square on August 21 and 26. Borough President John J. Cashmore of Brooklyn will speak at the first, and Borough President James J. Lyons of the Bronx at the second. Broadcasts will be preliminary to rallies to be held on those days at the Borough Halls of the city divisions.

Chain Shoe-Store Firm Sets Time In N. Y. Area

(Continued from Page 1)

on Martin Block's "Make Believe Ballroom" on WNEW and another 15-minute series of recorded music on Alan Courtney's program on WOV.

Two participating shows will be used on WOR: "Uncle Don" and Bessy Beattie's "Women's Hour." Latter show is the only new one of the four contracted, the others having been used last year by the sponsor. Emil Mogul Co., agency for the account, placed the business.

COMING and GOING

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Broadcasting Co., has arrived in Hollywood for a short visit in New York on network business.

EARL MULLIN, manager of the Blue Network publicity department, leaving the end of week on his annual vacation.

LT. JOE THOMPSON, of the Radio Branch of the War Department, is at Fort Sheridan, today, from which point Mutual's "Pass in View" program will be broadcast tonight.

G. ARTHUR PETERSON, assistant commercial manager of DWRC, Hartford, is spending two weeks at Pine Orchard, Conn. He had been substituting for Commercial Manager WILLIAM MALO, who is back at the station following vacation.

H. K. CARPENTER, vice-president and station manager of WCLE, Cleveland, is in town for conferences at the headquarters of the Mutual network.

BOB BROWN, announcer on the NBC "Backstage Wife," is spending a two-week day in the north woods.

POLLY HART, secretary to Fred Weber, general manager of Mutual, has returned from a period of relaxation in the mountains.

C. T. HAGMAN, station manager of WTV Blue Network outlet in Minneapolis-St. Paul, is on a business trip to New York and visiting yesterday at Rockefeller Center.

S. C. VINSONHALER, station and commercial manager of KGHl, Little Rock, is expected to return to Little Rock for business talks with the Little Rock representatives of the station.

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**WTAM's Ayem Special**  
 Planning of promotion plans for a new morning variety program, "Show Without a Name" is now underway. First brochure outlined details for network affiliates including local contests for a title "Ayem", for which a \$500 War Bond is offered as grand prize. Network followed this up by mailing a booklet a comedy recording by "Ayem", who conducts the program "A Blue Gnu Named Ayem" for use in local promotion of the contest. Beginning this week "The Show Without a Name" will be increased on Saturday mornings from 30 to 60 minutes, the regular five broadcasts a week limit to the original half hour.

**The "Blue Elephant"**  
 Following its theme established by the cartoon of the elephant who never leaves the Blue Network is now being a house organ for its sales called "The Blue Elephant." Published bi-monthly, the publication contains items written in brief,

newsy style aimed at helping salesmen in their meetings with clients and prospects. Typical of subjects treated are network time devoted to war effort; the farm purchasing power of KXEL, new affiliate in Waterloo, Iowa, and activities in women's programs. Though originally designed for members of the sales staff, "The Blue Elephant" is also being circulated among affiliated stations.

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 CLEVELAND-OHIO

50,000 WATTS  
 NBC RED NETWORK  
 OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

When you buy time - AN AUDIENCE



AG WORCESTER

Los Angeles

By JAC WILLEN

**E**DDIE PAUL, music conductor of Rudy Vallee program, drawing raves for his work as music composer and conductor of the new picture hit, "Tales of Manhattan."

Bill Watters, chief petty officer in the U. S. Navy, will hear his own song of other boys in bluejackets on the Friday, August 21 broadcast of "San Quentin On The Air," (8:30 p.m., PWT). The song "Fighting Sons of the Navy Blue," was written by Watters shortly after the war began, and has been heard on other Mutual-Don Lee musicals, including the Navy's own show "Anchors Aweigh."

Clipping three strokes off the former 72 figure, Sid Goodwin, KFI-KECA producer, recently set a new course record for the Griffith Park links at Los Angeles.

Bob Garred, CBS news ace and Nelson Eddy announcer, this week completed the last of his narrating stunts on the "America Calling" series for the government.

Meredith Willson this week rounded out five solid years as conductor of his Thursday night show. When he joined the show in 1937 it was known as the "Show Boat." He is the only member left of the original cast.

"Don Lee Presents"—Betty Rhodes, singing star of KJH and Mutual-Don Lee-network back from a vacation and into the airlines again tonight. The lovely blonde star will be heard with Dave Rose and his orchestra, and the Sportsmen, male quartet.

Bob Hope addressed the gathering at the premiere of Samuel Goldwyn's "The Pride of the Yankees," which was given its first Los Angeles showing at the Hollywood Pantages Theater.

Bulova's WOV Sale Off For The Duration

(Continued from Page 1)

ation it had already designated for hearing for the sale of the station. Fred W. Albertson of the Washington firm of Dow & Lohnes presented the dismissal petition jointly for Bulova & Henshel of the Wodaam Corporation, licensee of WOV, and for the proposed buyers.

Albertson told the Commissioner that both parties had decided "not to proceed further," and pointed out that while the case had been designated for hearing by the FCC last month, hearing notices were not yet out. Dismissal without prejudice, which was not opposed by the Commissioner's legal staff, was granted immediately by Walker. Horace Lohnes, of the firm representing WOV, said the Bulova interests expected to continue to operate the station for the duration of the war.

THOMAS J. VALENTINO, Inc.

MAJOR SOUND EFFECT RECORDS

Offering the Largest and Latest Selection of Sound Effects "All New Recordings"

SEND FOR CATALOG

1600 BROADWAY NEW YORK, N. Y.



Jingle, Jangle, Jingle . . . !

● ● ● Among the newer shows being offered for the fall are Arch Oboler with "A" stage and screen names, Judy Canova in "Li'l Abner" and Ransom Sherman in a half-hour stint. . . . Joe Donahue leaving Buchanan agency Sept. 1st to take over the Myron Selznick radio dep't on the coast. . . . Eddie Cantor set for "Star Spangled Vaude" show this week and Philip Morris "Playhouse" the following week. . . . Incidentally, Eddie's former manager, Benny Holzman is now with Wm. Morris. . . . Bert Wheeler and Hank Ladd signed for Clifford Fisher's new show, with the Lyons office handling them for radio. . . . Alton Cook, who switched from radio to the movie page on the "World-Telly," still hasn't lost his love for radio. He writes his movie reviews up at NBC! . . . Otto Harbach ailing at Medical Center. . . . Phil Tully quitting radio temporarily next month to take over the singing lead with the Boston Opera Co. . . . Marcia Neil leaving next week for Nebraska to introduce her parents to her new hubby, Bill Patterson, NBC producer.

★ ★ ★

● ● ● Never do we gaze up at the sun in the sky without thinking of Ethel Waters and her "Stormy Weather" . . . Overhear a mother calling her child "Sonny" without remembering Al Jolson and his "Sonny Boy" . . . Hear an S.O.S. without a mental flash of Walter Winchell. . . . Eat a drumstick without resisting a temptation to do a Gene Krupa on our chair. . . . See two cloak-and-suiters arguing without visualizing them as Willie and Eugene Howard.

★ ★ ★

● ● ● All the networks are vying for Oscar Hammerstein's "Carmen Jones" when it opens in Oct. . . . Jose Iturbi signed by 20th Century-Fox. . . . Bob Novak's "Cavalcade of Stars" set for Sept. 17th at Manhattan Center, with proceeds going to "Save the Children" Federation and USO. Mark Warnow's orchestra will be on hand as well as plenty of celebs. among them Jan Struther, author of "Mrs. Miniver" . . . Harry Sobol searching all over town for Ginny Simms (he had her set for four mag covers) learned today that she's in Mexico City visiting Mapy Cortez, the Latin-American movie queen. . . . The Blue Network gets "Duffy's Tavern" when it returns to the air in the fall. . . . Bob Garred reports for active duty shortly as a lieutenant in the navy. His score or more of news shows will be split up among a half a dozen CBS spieler. . . . Norman Tokar evidently turned in a satisfactory performance as the new "Henry Aldrich" as the agency announces he'll be on again tomorrow nite. . . . Ed Tomlinson, Blue's authority on Latin-America, leaves Sunday for his annual trip to So. America. He'll broadcast en route on the war activities down there. . . . Bob King, of the Mathes agency, joining the Blue press dep't soon.

★ ★ ★

● ● ● About Faces About Town: At the Essex House, Una Merkel, pretty and petite as ever. The Merkel who DID touch first base. . . . At the same spot, listening to Dick Himber's music, April Ames, Mae Murray and June Preisser. April, Mae and June. . . . At Grand Central Station, a man who asked somebody to lend him their ears and forgot to say "stop." Clark Gable. . . . At the NBC drug store, Jerry Devine bragging about his two fine youngsters. "Father" Devine? . . . In a shooting gallery on B'way, a lovely lady lends a glamorous eye to a rifle-sight. Adrienne Ames. Ready, Ames? Fire! . . . The entrance to Lindy's B'way restaurant practically blocked by eight press agents. P.A. as you enter. . . . Sgt. Hal Kanter stationed at Lowry Field, Col., has been promoted to Staff Sgt. . . . The sarge still gets an opportunity to continue his writing and producing for the men there and army shows over local stations.

★ ★ ★

Remember Pearl Harbor

Chicago

By FRANK BURKE

**W**BBM's sustainer, "Today's World and You" goes network over CBS stations in the Middle West Pacific Coast areas immediately. Program will be heard Mondays 6:30 p.m., CWT.

Some important commercial program renewals were announced yesterday by WGN and WBBM. "Morning Well," morning musical show featuring the personalities of Mary Paton and Phil Stewart, has been renewed for another 13 weeks by WBBM by the Carson Pirie & Scott Company. The renewal of Albert Mitchell, "The Answer Man," heard Sundays and Wednesdays, leads the WGN list. General Cigar Company, through Federal Advertising Agency, picked up an option for another 13 weeks on Mitchell effective September 13th.

Bob Elson's "Sports Review" has been renewed by Atlas Brewing Company for three times a week and Local Loan Company has taken over three 15-minute periods on Elson Sports show. Fifteen minutes of Bud Vandover's "Record Revealed" recorded show on WGN, has been taken by Local Loan for 52 weeks starting September 13th.

Ward Quaal, youngest announcer on WGN, reports to the Navy for indoctrination training at Notre Dame University on August 31st.

The "National Barn Dance" program originates at the Wisconsin State Fair, Milwaukee, on August 22nd.

Kay Armen, who formerly had a program of her own on WAAF, will be featured contralto on the Dr. Thomas show over the Blue Network today at 9:15 p.m., CWT. She also sub for Marion Mann on same show during next three weeks.

John MacCormick and Fahey F. will handle the Columbia Masterworks of Music show when it returns to the air on WBBM, Sunday, August 23, at 10:45 p.m.

Two NBC Renewals

Two NBC network series have had time renewals effective September 12, for Procter & Gamble. "The Irish Rose," handled through H. Kastor & Sons Advertising Co., and "Truth or Consequences" planned by Compton Advertising, Inc., are two accounts.

RADIO PRODUCTION TEAM

Two young married men, 3A, looking for connection with broadcasting station.

#1. Musician: composer, arranger, pianist, conductor. Mood-Music, Jingles, productions.

#2. Scripter: Network shows, CBS, WGN. Commercials, comedy, continuity, straw narrative, productions. Have worked together for 3 years. Library of original programs, ideas, music, lyrics. Staff job where dual talents will be audience and SELL!

Write: Suite No. 802, 156 W. 44th St. New York, N. Y.

**GUEST-ING**

**MARK WARNOW**, on "Nellie" Presents," this afternoon (NBC 2:30 p.m.).

**GEN. CARL SPAATZ**, Commander-in-Chief of the U. S. Army forces in the European theater; **BRIG. GEN. FRANK HUNTER**, chief of the U. S. Fighter Command in Europe; **BRIG. GEN. IRA R. BRIDGES**, chief of the Bomber Command in Europe, and **WENDELL W. PHILLIPS**, on the "March of Time," show (NBC Red, 10:30 p.m.).

**WIN HERRLE**, assistant director of Cross operations on the "Thus and So" program, Friday (WABC-SB, 4:45 p.m.).

**GINIA WEIDLER**, in an adaptation of "A House of a Thousand Mirrors" on the "Stars Over Hollywood" program, Saturday (WABC-CBS, 10:30 p.m.).

**W. WAYMACK**, vice-president of Des Moines "Register and Tribune"; **CARL FRIEDRICH**, Professor of Government at Harvard University; and **MORTIMER J. ADLER**, Associate Professor of Philosophy and Law at the University of Chicago, on "The Challenge of the Four Continents," on the "University of Chicago Round Table," Saturday (NBC Red, 2:30 p.m.).

**JOHN H. BANKHEAD** of Columbia, on "Columbia's Country Club," Saturday (WABC-CBS, 10:30 p.m.).

**ROBERT A. TAFT** of Ohio; **IRWIN GRISWOLD**, Harvard professor and now special consultant to the Treasury Department; **J. PETER COWDIN**, chairman of the Board of Universal Pictures and chairman of the Government Finance Committee of the National Association of Manufacturers; and **JAMES H. DREYER**, secretary of the CIO, discuss "The Sales Tax," on Theodore Roosevelt's "American Forum of the Future," Sunday (WOR-Mutual, 8 p.m.).

**ELENE DUBOIS**, concertmistress of Columbia Broadcasting System, as guest violin soloist on the "Symphony" program, Sunday (WABC-CBS, 8 p.m.).

**BUDDY MARTIN**, band leader, on "Buddy's Children," Sunday (WOR-Mutual, 3:30 p.m.).

**MAS L. THOMAS**, on "The Story of Firestone," Monday (NBC Red, 3:30 p.m.).

**RAY WINTERS**

**ANNOUNCER**

Years With Paramount Newsreel  
Years With Manufacturers Trust Co.

LA 4-1200

**NEW PROGRAMS—IDEAS**

**Service-man Interview**

"Camp Crossroads" is the title of a new weekly wartime series on WSB, Atlanta. The 30-minute show will consist mainly of four-minute interviews with service men either stationed at or passing through Atlanta, and the interviews will record the personal experiences and informal reactions of these men. To conform with regulations, no mention of military details will be used. Interviews are to be transcribed a week in advance at the Service Men's Center of the Atlanta War Recreation Committee in downtown Atlanta.

Other cooperating agencies are the USO and the Public Relations office of Fort McPherson. Beth Barnes is arranging the interviews and WSB production manager, Marcus Bartlett, is handling music, continuity, and production of the presentation. Relatives of interviewees are to be notified so they may pick up the Monday night broadcasts.

**Theatrical Highlights**

Focusing a five-minute spotlight on stage, movie, and night-life news, WTAG, Worcester, has inaugurated a new thrice-weekly program "Backstage on the Air." Delivered by Jimmie Lee, author of the "Backstage" column in the Worcester "Evening Gazette," show offers information on local and national theatrical personalities and entertainment headlines. Program, sponsored by Sarnoff-Irving, retailers of men's hats, is heard Mondays, Wednesday, and Friday at 5:55 p.m.

**Bus Co. Sets Spot Anns. On Connecticut Outlets**

Hartford, Conn.—Connecticut Co. bus transportation, is launching a transcribed spot campaign on four Connecticut stations stressing the public's cooperation in helping to meet transportation problems arising from wartime rationing. Using one-minute musical spots with songstress Irene Beasley, the announcements are scheduled on WELI, New Haven; WSRW, Stamford; WDRG, Hartford, and WNLG, New London. Wilson & Height, Hartford, is the agency.

**FCC Takes 'Listening Post'**

San Francisco — With the closing down of the CBS listening post here, the functions and employees of the "post" have been taken over by the FCC, to be operated as part of the Foreign Broadcast Information Service. Operations will continue in the CBS studios for about two more weeks, after which the equipment and staff will be moved to the new studio setup of the Office of War Information at 111 Sutter Street, whose studios formerly were occupied by NBC stations KPO-KGO before the opening of the new NBC building here. Eleven monitors were on regular staff at the listening post until recently, when the number was cut to eight. All will be retained.

**Fun With Facts**

"Kirby's Kitchen Kapers" a morning show on WHIO, Dayton, is keeping listeners well supplied with nonsense and in addition brings home facts concerning Dayton's local war efforts. The program features announcements, Kirby Brooks and Lou Enm, music and household short-cuts. During the course of the program anyone in the station is permitted to comment, heckle, tell stories, or what have you. Listeners have taken a fancy to the program. One morning Judge Robert U. Martin, head of the local campaign for salvage, told the boys he came over to "salvage the show." He also gave the listeners a few pertinent facts about the local salvage effort. Another time, the general manager of the local telephone office, O. N. Olsen, gave the fellows a "bawling out" for needlessly using the 'phone. At the same time he informed Daytonians why they should not make unnecessary 'phone calls.

**Ministerial Forum**

WDRG, Hartford, is now presenting round table broadcasts in which four ministers hold forth in an extemporaneous discussion on religious matters. The 15-minute broadcast is held each Sunday morning, and ministers are selected by a special organization set up by the ministers themselves. One of the members of this selecting group is Educational Director Sterling V. Couch of WDRG, who has been one of the directors of the program since it started.

**Holles Succeeds Gordon As CBS News Editor**

Everett R. Holles, former cable editor of the United Press in New York, will become news editor of CBS in New York headquarters starting Monday. Holles, replacing Matthew Gordon who recently resigned to accept a post with the OWI, has also covered world news abroad, and accompanied Undersecretary of State Sumner Welles on his mission to Europe in February, 1940, and on his trip to the Inter-American Conference at Rio de Janeiro in January of this year.

**Fifth "E" Award On Blue**

Fifth Army and Navy "E" award program to be carried on WJZ or the Blue Network is to be presented from West Springfield, Mass., over 129 stations Friday, August 21, from 2:45-3:15 p.m., EWT, from the plant of Gilbert & Barker Manufacturing Co., Inc. Participants will include Brig. Gen. W. P. Boatwright, Ordnance Department, U. S. Army; Representative Charles R. Clason, 2nd Congressional District; Stanley C. Hope, president and general manager and Terrence C. O'Donnell, vice-president and works manager of the plant. James Dunn, employee, has been selected to receive the insignia.

**AGENCIES**

**MERGER** of Newell-Emmett Co. and T. J. Maloney, Inc., was announced yesterday. Combined firms will operate under the former advertising agency's name. Consolidation is a result of a decision by T. J. Maloney, head of the agency bearing his name, to enter the United States Navy. Upon his return from service he will re-enter the business as a partner in the new firm. Among the new accounts added to the Newell-Emmett banner as a result of the consolidation are Sherwin-Williams Co. (except radio); Walter Kidd Co.; Rohn & Haas Co.; Resinous Products & Chemical Co.; Wabash Photolamp Corp.; Thiokol Corp.; and Resistoflex Corp. All the Maloney accounts are small users of radio time and in all cases have only employed spot business on a local basis.

**THE ANNUAL CONVENTION** of the Life Insurance Advertisers Assn., which was to have been held Sept. 14-16 in Chicago, has been cancelled.

**AUREX CORP.**, Chicago, manufacturer of hearing instruments, has appointed BBD&O as its agency, according to Walter H. Huth, president of the company.

**SALES EXECUTIVE CLUB OF NEW YORK** has scheduled its first luncheon-meeting of the Fall season for September 8, to be held at the Hotel Roosevelt.

**ADVERTISING CLUB OF NEW YORK** will resume its luncheon meetings on September 9 when it will have as its guests of honor De Loss Walker, Lieutenant Niles Mellin and "Andreas of Norway."

For COMPLETE COVERAGE in ALABAMA

it's

The ALABAMA TRIO

Today smart advertisers who want complete coverage of Alabama's vast war production market—where pay-rolls are at their highest peak—are specifying the ALABAMA TRIO. Its power blankets the entire state and you get a 10% reduction, too!



## NEW BUSINESS

**WEEL**, Boston: Alles & Fisher, Inc. (Cigars), thru Lester B. Hawes, Boston, three five-minute sportscasts per week; First Federal Savings and Loan Association of Boston, thru Doremus & Co., Boston, three five-minute programs weekly, Monday, Wednesday and Friday; New England Telephone and Telegraph Co., thru Doremus & Co., Boston, 100-word, 30-word and 25-word time signals; Kathryn Kenny Beauty Salon, thru Harry M. Frost Company, Boston, participations during Priscilla Fortescue's "Good Morning, Ladies"; Lewandos, Watertown, Mass., thru Eddy-Rucker-Nickels, Cambridge, renewal of one-minute participations in Priscilla Fortescue's "Good Morning, Ladies"; Wm. Filene's & Sons Co. (Department Store), thru J. C. Dowd, Inc., Boston, special package daytime time signals; Narragansett Racing Association, Pawtucket, R. I., thru Chambers & Wiswell, Boston, five 100-word anns. weekly; Loew's, Inc., Boston, thru Donahue & Co., Inc., NYC, one-minute day and evening anns. for "Mrs. Miniver"; Procter & Gamble Company, Cincinnati (Oxydol), thru Blackett-Sample-Hummert, Chicago, renewal of Class "A" time signals.

**WHOM**, New York: New Jersey Bell Telephone Company, 78 spot anns. in various languages, direct; I. J. Fox, Inc., 42 anns. weekly for six weeks, direct; Roxy Theater, thru Kayton-Spiero, Inc., 12 anns.; Buitoni Products Corp., seven 15-minute periods weekly, for 52 weeks, in Italian, direct; B. Pilippone & Co., five 15-minute periods weekly, for 52 weeks, in Italian, direct; Globe-Brenner Bros., six anns. weekly for 52 weeks, direct; Father Justyn's Rosary Hour, thru Daughdrill Advertising Service, one hour weekly, for 26 weeks, in Polish.

**WOL**, Washington, D. C.: Detroit Bible Class, thru Aircasters, Inc., Sunday half-hour program of religious talks; The Call, thru Adrian Bauer Advertising Agency, Sunday program of Norman Thomas talks; The Dawn Publishers, thru W. L. Gleeson, Inc., "Frank and Ernest," Sunday half-hour program of biblical dialogues; Modern Physicians Guide, thru Huber Hoge, morning anns.; Marlin Razor Blades, thru Craven & Hedrick, morning anns.

## CBS Adds Theater

New theater just leased in New York's Broadway area by CBS brings to three the number of such structures being used by the network for broadcast purposes. Latest addition is the New Yorker Theater at 252-254 West 54th St. Network is to take possession immediately and will begin broadcasts from that point about the middle of next month. Other theaters now being used by CBS in the City of New York are located at 1697 Broadway and 251 West 45th St.

## WORDS AND MUSIC

By SID WEISS

**OUR TOWN:** Get Allen Prescott to give you his definition of a sustaining artist—but not in mixed company. The three singing stars of "Great Moments in Music"—Jean Tennyson, Jan Peerce and Rob't Weede—have been signed for the San Francisco Opera Co. in Oct. . . . Horace Heidt's arranger, Maynard Baker, is a brand new bridegroom. . . . Recommended: Michael Chimes' harmonica'ing on "Woman of Courage." It's a relief sometimes to have a character on a serial do something besides talk all the time. . . . Bonnie Baker signed by Frederick Bros. . . . The Andrews Sisters' recording of "Strip Polka" bids fair to out-sell even their "Bei Mir Bist Du Schoen." . . . Yank manager, Joe McCarthy, set as Bill Stern's guest on the 29th. . . . Ted Cott's description of Dr. Frank Black's versatility: He calls him the "Dr. Jekyll and Mr. Haydn" of music. . . . Alice Yourman pinch-hitting for "Aunt Jenny" while she's vacationing. . . . Sid Walton signed for recordings by Doubleday-Doran, Calvert Whiskey and others. . . . Earl Godwin celebrates his 30th anniversary as a capital correspondent this week. . . . Allen Funt's "Army-Navy Game" renewed for another 13 weeks on the Blue. . . . The Four Belles making their third guest appearance on the Ted Steele show.

★ ★ ★

Inscrutable are the ways of advertising agencies. Take the case of Lois Elliman. She had sung in various society spots but got the urge to enter the business world so she landed a berth at Y. & R. However—and here's the switch—instead of putting her in the radio dept' where they might take advantage of her experience, Miss Elliman is toiling away in the mechanical dept'! . . . Dick Gilbert, singing platter spinner on WHN, New York, has been renewed by Lango Wines after an eight-week test. Deal calls for six 15-minute periods weekly at 2:15-2:30 p.m.

★ ★ ★

**Add Bond Salesmanship:** Nicholas Pagliara, general manager of the St. Louis University station WEW, has appointed every member of the staff, to act as a "personal" salesman for War Bonds. WEW has been authorized by the U. S. Government to sell War Bonds. So, "Uncle Nick" came up with the swell idea that each one of the WEW staff go on the air several times weekly with a plea to the listening audience to buy War Bonds and invite them personally to come to the studios and purchase the Bonds from them. Those who purchase the Bonds will be interviewed over the air and be given an opportunity to tell the radio audience that he or she has just purchased a Bond. Everyone—from the porter, on up to the g.m. will take the air to sell these War Bonds. And, they really expect to sell quite a few of them.

★ ★ ★

**NET NOTES:** Lois January's definition of a sergeant, as sent to soldiers tuned in on her CBS "Reveille Sweetheart" program: "corpulent connoisseur of corny cracks and constantly crabbing crony." Miss January's mail suggests that the soldiers like that one . . . Because none of the "Take It or Leave It" contestants knew that "America on Guard" is written on every United States War Stamp, the Army-Navy relief funds netted \$29 of jackpot money. . . . Phil Baker's slogan for a second lieutenant: "Twinkle, twinkle, little bar—how I wish you were a star!" . . . Included in the personnel of the traffic department of CBS in New York are two men named Charlie McCarthy and Andrew Brown. . . . Collectors of the more exotic recipes might like to add a memorandum on the preparation of poi, the native Hawaiian dish. It's proffered by NBC Commentator Alex Dreier, who was born in the Islands. Get some Taro root (he thinks it's a relative of the sweet potato) and beat it down to a pulp. Add water and cook down to such consistency that it can be scooped up and licked from the fingers. Be sure to add sugar or you won't like it. As a matter of fact, Dreier adds thoughtfully, you probably won't like it anyway, at least for the first 15 times you eat it. . . . Zero Mostel, comic star of Cafe Society Uptown and the Blue Network's "Basin Street" series, will be guest-starred in "It's the Navy," U. S. Navy show, over WMCA this Friday at 8:03 p.m.

## PROGRAM REVIEW

## "Sons of Freedom"

This is a series of five-minute transcriptions produced by Ideas, Inc., for the Gunther Brecht Company, Baltimore, and airing July 4. In all there are 65 episodes covering the wide span of American history, one for each day, five days a week, thirteen weeks. As heard on WBAL, each episode is in the form of a toast to a "Son of Freedom," as George Washington, Nathan Hale, Douglas MacArthur, Louis Brandeis and others. The voice of "Freedom" (Hilda Vaughn) describes each episode and sets the dramatic scene, opening with, "I Am Freedom!" The series' voice, that of the "Son," begins through soon, for direct quotes are attributed to those heroes. A minute of full orchestral music opens, and a half minute of the same closes with salute, permitting live commercials to be read against the musical backgrounds which are auspicious.

The salutes for the most part are stirring productions, varying slightly in quality. Miss Vaughn's role seems a bit strained and overacted in an episode dealing with Admiral Nimitz, but, in "American Soldier" there is more restraint and sincerity. There as a whole, the productions represent originality, compactness and timeliness. The patriotic motif should be like wildfire.

Stations carrying the production thus far include WBAL, Baltimore; WTBO, Cumberland, Md.; WBSB, Salisbury, Md.; WJEB, Hagerstown, Md.; WRC, Washington, D. C.; WBLK, Clarksville, Va. According to Rockhill Radio Inc., national sales representatives, series will be syndicated nationally. The Grand brewing account was handled by E. Hudgins Company, Baltimore.

## Boston Symp Negotiating Deal With Musician Union

Boston—James C. Petrillo, president of the AFM, is reported negotiating with members of the Boston Symphony Orchestra, to bring the group into the union's ranks. Serge Koussevitsky, conductor of the last prominent group of musicians to remain outside the union fold, neither affirmed nor denied that such negotiations were going on, stating he knew nothing about them. Should Petrillo succeed in gaining membership of the group, the orchestra would again become available for recordings and transcriptions should production ever resume. The Boston Symphony has been off the air the past two years.

## WANTED

New York Radio Production Firm needs agency contact man. Experience and references essential. Give full details, age and draft status in letter. Write RADIO DAILY, Box 558, 1501 Broadway, New York City.



## Precedent; Seeking 50 Kw

Continued from Page 1)  
the earlier." Gray, well-known southern broadcasting and engineering circles, recently enlisted himself as a buck private. He is president of the Piedmont Broadcasting Co., licensee of WSJS in Salem. W41MN's studios are in the city, with transmitter on Mt. Pleasant, Yancy County,

along with this FM station, which has been operating under a special license expiring September 30, 1942. Station W4X9G and a special license, both currently under consideration.

W. A. Kraft, owner of KINY, Ketchikan, Alaska, yesterday was granted application for a license to operate a radio station at Ketchikan on 930 kilowatts, 1 kilowatt power, under the call letters. The station is to be at Ketchikan, license for 1943 without renewal.

**W39NY Gets Extension**  
Other actions yesterday, included the W39NY, FM station of the New York Municipal Broadcasting System, for an extension until November 14, to construction.

North Shore Broadcasting received permission to move its radio studio from Salem to Marblehead, Mass., and to announce the station as Salem.

Applications for construction permits for new broadcasting stations included the Tidewater Broadcasting Corp. of Norfolk, Va., and Radio Inc., of Camden, Ark., and Granite District Radio Broadcasting Co., Murray, Utah.

City of Greensboro, N. Car., had the Commission for the frequency from 1470 to 640 kilowatts, to be granted now, along with a subsequent power increase to 50 kilowatts, unlimited time for construction of antenna. Application designated for hearing.

## er Adds Time WEAF Spot Shows

Monday, August 24, F. & Schaefer Brewing Co. will add a four hour weekly to its twice weekly series featuring Al Roth and orchestra with a guest vocalist from New York. Programs will air on Mondays, Wednesdays and Fridays at 7:30 p.m. EWT BBD&O is handling the Schaefer

## Joins Lyons; Large Of Coast Radio

Barrett, partner in Sherwin, Lewis & Co., advertising agency in Los Angeles, has resigned to join the S. Lyons, Inc., talent agency. The office will be located in the Los Angeles offices of the Lyons firm and Barrett will be in charge of the radio production talent division.

# Washington Front

Washington Bureau, RADIO DAILY  
Washington—Revealing that a government agency recently sent out a batch of spot announcements starting off with "flash," Broadcasters Victory Council has advised stations to censor the government copy as rigidly as announcements from other sources. BVC pointed out that such an opening is in "bald violation" of the Wartime Radio Code. Name of the federal agency which crossed the censorship line was not disclosed.

Stations were also warned to avoid using request selections or names of bond buyers and amount of their purchases during special War Bond programs. BVC commented, "It's good radio, of course, but not good in wartime. Any program idea that permits outsiders to be the controlling factor in putting specific material on the air at a specific time is dangerous."

It also was disclosed that an unnamed Washington station was put on the carpet recently for carelessness in putting Lieutenant Commander Mildred McAfee, head of the new "WAVES," on the wrong program without introduction or rehearsal. The receptionist whisked her into the wrong studio.

It is understood that both the American Federation of Labor and the International Brotherhood of Electrical Workers are preparing to

## Mid-August Ratings Shows Little Change

Continued from Page 1)  
30 rank of fourth. The July Pacific program ratings follow much in the same order as the national rankings. The first 15 evening programs on the national survey of the C. E. Hooper firm are: Walter Winchell, 17.5; Kay Kyser, 13.2; Mr. District Attorney, 12.3; Frank Morgan, 11.7; Information Please, 11.0; Rudy Vallee, 10.9; Star Spangled Vaudeville, 9.8; Take It Or Leave It, 9.8; Music Hall, 9.7; Your Hit Parade, 9.6; How'm I Doin'?, 9.4; Saturday Nite Serenade, 9.0; Adventures of the Thin Man, 8.9; Major Bowes, 8.7; One Man's Family, 8.5.

The "Continuous Radio Use Index" stands at 20.3, up 0.3 from the July 30 report, and up 3.1 from the corresponding report last year. The "Network Program Audience Index" is 6.5, down 0.2 from 15 days ago but up 1.3 from last year. Fifty-five programs showed losses of audience since the July 30 report, 3.9 showed gains, while 7 were unchanged.

The Pacific ratings for July, according to the Hooper report were as follows: Walter Winchell, 20.8; Frank Morgan, 15.9; Kay Kyser, 15.0; Take It Or Leave It, 13.9; One Man's Family, 13.4; Adventures of the Thin Man, 13.2; Mr. District Attorney, 12.9; Major Bowes, 12.5; Richfield Reporter, 11.9; and Point Sublime, 11.2. Absent on vacation are the following which ranked among the first 10 on the June Hooper Pacific program ratings; Bob

publicly blast John B. Haggerty's proposal for a punitive tax on radio time sales. NAB's answer to the head of the International Allied Printing Trades Association will probably be filed shortly with the Senate Finance Committee by Ellsworth Alvord, Washington tax attorney, who also answered Haggerty's almost identical proposal before House Ways and Means Committee last spring.



Dr. Henry Lee Smith, director of the radio program, "Where Are You From?" is in charge of a new War Department method of instructing American troops by means of phonograph records and coordinated pamphlets in an elementary speaking knowledge of foreign languages. Smith, a former English instructor at Brown University in Providence, evolved this new procedure in order that troops embarking for any land where a foreign language is spoken will be able to understand and be understood in general terms of conversation.

Dr. Smith is handling this assignment for the education branch of the Special Service Division, Services of Supply, of the War Department. He is serving as an expert consultant to the Secretary of War, assigned to the service of the joint Army-Navy Committee of Welfare and Recreation.

## Heavy 'Spook' Sked For Coming Season

Continued from Page 1)  
is "Superman," which will debut live on Mutual Broadcasting System, August 31, for five a week, probably at 5:30 p.m.

The advertising agency handling the three spook shows is Ruthrauff & Ryan, Inc., which last spring auditioned this type of show. Whether or not agency will recommend use of other productions selected from those auditioned, has not yet been determined.

"The Shadow," sponsored by Blue Coal, was finally set for Mutual Broadcasting System, yesterday, to keep the show on its original network. Agency explained that though the series will get started earlier than originally planned, exact date was not yet fixed. Talent and production staff had not been lined up yet for announcement, though it is expected that Johnny Loveton, regular R & R producer, and producer with "Court of Missing Heirs" and the "Good Will Hour", will handle the show this year.

"Lights Out" just acquired by R & R, will be used to replace the current program of one of the agency's sponsors, and will probably be over CBS.

"Ellery Queen" will return October 10, on the Red for (Bromo-Seltzer) Emerson Drug Co.

Hope, Fibber McGee, The Aldrich Family, Burns & Allen and the Lux Radio Theater.

## BWC Eases Up Order On Hemisphere Lines

Continued from Page 1)  
non-governmental business or personal radiotelephone calls made to or from any foreign point, outside of the Western Hemisphere except England, unless such calls are made in the interest of the United States or the United Nations, and unless they are sponsored by a Governmental agency with the prior approval of Office of Censorship.

An important rider excepts the transmission of "duly authorized radio broadcast programs" from the order terminating all non-governmental point-to-point radiotelephone service between the United States and Australia.

Permission for United Nations calls is another modification of the original order.

## KGO-Newspaper Co-op For Coast Opera Season

San Francisco—An outstanding tie-up with the four local daily newspapers has been effected by KGO, Blue Network station, in the projection of its new series of "Opera Preview" broadcasts, highlighting selections from famous operas to be presented during the 1942 opera season here this autumn. In launching the series, KGO manager William B. Ryan offered the services of the station orchestra, directed by Albert White, to Gaetano Merola, director of the opera company, and civic and social leaders representing the Community Opera Association. Acceptances were received from the music critics of the four papers—Albert Frankenstein, Chronicle; Marie Hicks Davidson, Call-Bulletin; Marjorie Fisher, the News; and Alexander Fried, Examiner—to act as commentators on the series. Western opera singers, many of whom will be heard in the coming season, are heard in the series, Merola taking over the baton to direct for such vocalists as Paul Walti and Joseph Tissier, tenors; Verna Osborne, soprano; Lucille Cummings, contralto; and Gene Williams, baritone. Such an overwhelming demand for tickets resulted, that it has become necessary to present two performances of the broadcast to accommodate studio audiences seeking admissions. The show is broadcast each Thursday night.

## I WANT A CHANGE Do You?

Program Manager now affiliated with 50,000 watt station. Extensive radio station and advertising agency experience. Draft exempt. Age 38. Knows value of pulling with staff, including sales department. Available for radio station or agency executive set up. Present employer knows of this ad. Address inquiries to Box 563, Radio Daily, 1501 Broadway, New York City.



# Coast-to-Coast



**HUGH CHAMBERS**, formerly with WGFB, Evansville, Ind., has joined the announcing staff of WIP, Philadelphia. Chambers replaces Bill Campbell who leaves the station to freelance. . . . Carol-Jean Shepard, formerly with RCA-Victor library, is WIP's new record and transcribed music librarian. . . . New half-hour symphony program featuring the Pennsylvania Symphony Orchestra, is currently being aired on WIP on a weekly schedule.

**KGFW, Kearney, Nebr.**, is plugging War Bond and Stamp sales with a half-hour weekly participation show, "On the Home Front." Programs feature transcribed music and war and conservation news. . . . Lloyd Thomas, general manager of KGFW and also KORN, Fremont, Nebr., is vacationing at his western Nebraska ranch.

"Business Girls Club" of WIBW, Topeka, held a recent luncheon meeting in honor of the station's three "brides." Guests were Mrs. Leland Sexton, known as "little Vera" on the air, Mrs. Daryl C. Carnahan, known as Catherine McCay on her air stints, and Louise Pogson, secretary. First two were married recently and the last-named will be married on September 1 to Jim Zimmerman, WIBW control room operator.

**Verl Thomson**, formerly staff announcer at NBC-Chicago, has returned to KSOO-KELO, Sioux Falls, S. D., where he will resume his former duties of program director. He has been assigned to do a mike stint, "Calling All Kitchens" in addition to his programming and production duties. . . . New KSOO sign-on program at 5:45 a.m. is titled "Reveille Parade."

**David H. Rosenblum**, president and general manager of WISR, Butler, Pa., and his wife, who uses the name Gladys Borne on her air stints, are back at their respective jobs following a vacation trip to Chattanooga, Tenn. . . . Kiernan Balfe, WISR staff announcer and continuity chief, has been appointed publicity director of the local baseball club. . . . New feminine engineer at WISR is Gertrude Noble, formerly of Steubenville, Ohio.

**Carlton Beck**, staff announcer KOMA, Oklahoma City, leaves shortly to join the staff of WKBW, Buffalo, N. Y. . . . Music maestro **Mickey Reynolds** has organized an unique instrumental unit, which went on KOMA last week. Unit consists of a "hot" violin, guitar, base viol (string base), tenor sax, and organ, piano, and vibs, last mentioned instruments played by Reynolds. . . . **Phil Hopkins** has added a new news commentary series to his schedule, which will be heard at 6:45 p.m., every Friday.

Inaugural presentation of the new "Tudor Forum" series, conducted by Maurice Dreicer, commentator, was heard last Friday night, over WHN, New York, from 9:30-10 p.m. from the Grey Room of Tudor City, in New York. The initial topic, "Should Public Opinion Be Moulded" was debated in the affirmative by Edward L. Bernays, noted public relations counsel. The negative was taken by Roger Baldwin, president of the Civil Liberties Union. Public round table discussion followed. Dreicer, who functions as moderator of the program, is originator and former conductor of the "Peoples' Forum" hour over WHN.

**Alvin G. Flanagan**, formerly of WRUF, Gainesville, Fla., and before that with the U. S. Office of Education, has joined the production staff of WOR, New York, replacing Robert Lewis Shayon, who has gone over to CBS. . . . **Theodora Morgan** has resigned from the WOR supply department to join the staff of WGAC, Augusta, Ga., where she will conduct a woman's and a children's program. She is replaced by **Frances Miller**. . . . Another WOR resignation is that of **Arthur J. Metzler** of the mail room who goes to WEEU, Reading, Pa. as an announcer.

Two relief engineers have been added to the staff of KOY, Phoenix, Ariz. **Sam Cook** and **Joe Roeder**, both new to radio, are replacing vacationers at the station. . . . **Frank Weltmer**, continuity editor, and **Joe Dana**, chief announcer, are taking simultaneous vacations while **Les Mawhinney**, news editor, **Ed Janney**, sports announcer, **Al Johnson**, business manager, and **Ruth Berridge**, traffic secretary, are back on the job after their respective vacations. . . . **Frances White**, new to radio, is conducting a new woman's participation period on KOY.

**Lyle Walquist**, chief engineer of KUTA, Salt Lake City, has returned from a three week "golfing" vacation, in Calif. . . . **Jack Burnett**, sales manager has returned after a few days of vacationing in Reno, Nev. . . . KUTA has found a considerable number of sponsors for the feature stories and newscasts, since August 1st, at which time KUTA started using UP radio wire. . . . New addition to the announcing staff is **Melvin Jass**, coming from KGIR, Butte, Mont.

Check of July records reveals that **WBOV, Terre Haute** had contributed 939 spot announcements toward various phases of the war effort and had devoted 39 hours of time to programs of a patriotic trend. Included in the 39 hours was a half-hour program which opened the station's bond sales campaign. **Bonnie Baker** and **Rufe Davis** were guests at the inaugural bond broadcast.

**Ed Buckalew**, station relations director for the Columbia Pacific Network, left Columbia Square, Hollywood, last week for a swing of the Columbia Northwest stations that will keep him on the road until Labor Day. **Buckalew** will visit **KGDM, Stockton; KOIN, Portland; KIRO, Seattle; KFPY, Spokane; KGVO, Missoula; KFBB, Great Falls, and KSL, Salt Lake.**

**J. H. (Johnny) Johnston**, formerly assistant advertising manager of the Minneapolis Morning Tribune, has joined the sales department of **WLOL, Minneapolis.**

Script written by **Anne Lorentz**, war service co-ordinator at WTAG, Worcester, has been requested by the National Travelers' Aid Society for adaptation on other radio stations. Aired on WTAG as one in the series of "Women on the Alert" programs conducted by Miss Lorentz, show describes war-time activities of the Travelers' Aid.

**Lee Smith**, formerly with **WSUI, Iowa City, and WSRR, Stamford, Conn.**, has joined the announcing staff of **WFAS, White Plains, N. Y.** He fills the vacancy created by the resignation of **Ray Simms**, who has joined **WOV, New York.** . . . Members of the National Defense School of Mt. Vernon, N. Y., will visit the **WFAS** studios and transmitter this week to observe broadcasts in action.

**June and July billing at WGAC, Augusta, Ga., was up 45 per cent over 1941.** . . . **Hub Jackson**, WGAC sales manager, is on a business trip to **New York, Chicago, and other business centers.** . . . **Preston Holland**, WGAC salesman, has returned to his post after being rejected for army service at the Atlanta induction center. . . . **General manager J. B. Fuqua** has returned to his desk after an extensive business trip.

**Rush Hughes**, who is the son of novelist **Rupert Hughes** and is a top-notch radio personality as a result of his own efforts, has inaugurated two new programs on **KWK, St. Louis, Mo.** **Hughes** is heard at 10 a.m. and at 6:15 p.m. . . . **Mary Kennedy McCord**, newspaper columnist and authority on ballads, customs, superstitions and traditions of the people of the Ozark Mountains, has introduced a new series on **KWK.** She is aired five days weekly at 9:30 a.m. on a quarter-hour series.

"The Eveready Roundup" has turned to the air on **CKB, Albert, Sask.,** on a daily Monday through Friday schedule. Shows written by **Erie Ferguson** and announced by **Arthur Holmes.** A features this year include farm supervised by the University ofatchewan and daily information from the Canadian Wartime Radio and Trade Board.

Colorado's outstanding pre-season football game, featuring the state high school teams versus picked squad of metropolitan Denver's top prep school players broadcast by **KMYR, Denver,** Saturday evening. **Bill Welsh** dled the microphone for a play play description. As a result, **K** has asked **Welsh** to handle all sports events during the coming season. **Welsh** is assistant manager the local Telenews theater and formerly news and special events tor at **KFEL, Denver.** He will handle several games during the son for **KOA.**

Recently returned to the station **Owen Balch**, manager of **K Salina, Kans.,** who was in Colorado for his summer vacation. **KSAL** traveler was **R. J. Lawgayer**, president of the outlet, was on a business trip to Michigan. . . . **Arthur Seaton**, **KSAL** engineer has resigned and is now employed a construction company, while erecting and air base near **Salina.**

**David Connor**, formerly announcer newscaster at **WEED, Rocky Mt. N. C.,** has joined the announcing of **WITH, Baltimore.** His current assignment is emcee of the "All-Dance Party" program on **WITH.**

## STATION MANAGER AVAILABLE

• Now managing 5 KW CBS Eastern Station. Good program ideas plus a realistic approach to today's sales problems, have produced over 163 local accounts within a seventy mile radius of the station. Twelve diversified years in radio. Draft exempt. Present employer knows of this advertisement. Write—Box 562, Radio Daily 1501 Broadway, N. Y. C.

**1 9 4 2**  
**BIRTHDAYS**

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

August 19

Marcus Bartlett      Don Bernard  
Anice Ives            A. W. Kaney  
Bob Kerr              Spencer Odum  
John M. Outler, Jr.  
Jimmy Shields

# RADIO DAILY

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NEW YORK, N. Y., THURSDAY, AUGUST 20, 1942

TEN CENTS

## Right Radio Tax Plans

### Regional Web Formed In Northeast

ford, Conn.—Seven-station network, with optional coverage New York City, was announced today by Paul W. Morency, station manager of WTIC of this city, to act as chairman of the newly formed New England Regional Network. Basic stations of the new network which includes the only two stations in New England, are WBSB, Boston; WCSH, Portland, Me.; WPTV, Providence; WLBZ, Bangor; WVIC, Hartford. Supplementaries are WFEA, Manchester, N. H. and WAGS, Augusta. New York City which is optional with the ad-

(Continued on Page 3)

### Dropping "Red" As Name Of Network

There will be no more color as to identification of NBC network to Roy C. Witmer, the network vice-president in charge of the network after September 1. The term "Red Network" which has been eliminated from advertising promotion as the Blue Network is becoming more and more a

(Continued on Page 2)

### Buy \$157,000 Bonds via WNEW In 10 Days

made last night by WNEW that though no stunts or special programming have been used, station has in the last 10 days an audience War Savings Bonds amount of \$157,360. Appeal has been confined to direct appeals by hosts regularly featured over

(Continued on Page 2)

### Dead-Pan

YOR's three press releases yesterday started off with story about "Destiny," weird "tales of the supernatural" followed by a story about "Bulldog Drummond" in a chamber house mystery; third one told about the "phantom ball" the story of a broadcast from the Polo Grounds following a debut.

### Realism

Alfred Ryder, who has been playing the part of Sammy in "The Goldbergs" on CBS, is scheduled to join the army on Sept. 1. Script will carry him to Aug. 31, into the armed forces, after which Sammy will be written out for the duration.

### National Spot Biz Continues Increase

Slight increase of four national spot accounts during July over the previous month's total was reported by National Radio Records in its July summary of national spot activity. Increase, despite seasonal lull, represented a total number of 514 accounts, the largest number reported by NRR since its service started in August 1940, and was 26 per cent over the figures for July 1941. Of the 514 re-

(Continued on Page 3)

### Upton Close Signed For Sheaffer Pen Series

Chicago—Upton Close, veteran newspaper and magazine foreign correspondent of the Far East, yesterday signed a contract for 52 weeks through Russel M. Seeds Company with the W. A. Sheaffer Pen Company, for a new news series over 125 NBC stations. Program, which begins September 20, is to be called "World News Parade" and from time to time will feature foreign pickups of NBC news commentators speaking in addition to Close.

## Coca-Cola's Band Program Mulls \$100,000 Paper Budget

### Nelson Names Fitzgerald To Head WPB Info. Bureau

Washington Bureau, RADIO DAILY  
Washington—Chairman Donald M. Nelson, yesterday appointed Stephen E. Fitzgerald director of the Division of Information of the War Production Board. Fitzgerald, who was chief of the production branch in the former OEM Division of Information, has

(Continued on Page 2)

## Answer Presented To Senate Committee By NAB Contends Proposal Would Harm Radio's War Effort

### New York AFM Local Bars WPA-Bond Music

With New York station operators working their brains for ideas in connection with the selling of war bonds, Local 802 of the AFM has issued a policy on this use of bands gratis for such special projects. No commercial stations will be permitted to use the WPA orchestra. That policy had prevailed up to last week, then the union granted a single exception to WMCA;

(Continued on Page 8)

### Full CBS Net Purchased For Fred Allen Program

Texas Co. has purchased the full CBS network for the return of the Fred Allen show, scheduled for Oct. 4. Account previously used 85 outlets in the U. S. and 11 in Canada. Cut to half hour, the program format will

(Continued on Page 2)

### Fordham 'U' Football Sold For First Time

Broadcasts of Fordham University's football games will be sponsored for the first time this Fall, deal having just been bought for Rheingold beer,

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Imposition of a special tax upon the radio industry at this time "would seriously jeopardize the extraordinary and commendable contribution to the nation's war effort which radio is now making," it is contended by NAB in answering the latest proposal for such a discriminatory tax, made August 3, before the Senate Finance Committee by John B. Haggerty, chief of the International Allied Printing Trades Association. NAB brief, it was revealed yesterday.

(Continued on Page 7)

### Extensive Spot Buy For 'Wake Island' Pic

Radio will play an intensive part in the publicizing of the world premiere of Paramount's picture, "Wake Island," which is being held at the Rivoli Theater in New York for the benefit of the American Red Cross, Tuesday, September 1.

Spot announcement time, according to the announcement of R. M.

(Continued on Page 8)

### Bolivia Radio Official Seeks To Lift Priority

Alberto Miranda, Bolivia's director of telegraphic and radio communications, has arrived in this country to seek priority ratings on broadcasting technical equipment. Mission also

(Continued on Page 2)

### Big Appetites?

Atlanta, Ga.—Staffers of WSB of this city and their families slightly overdid the business of bringing food to a recent annual outing. Problem: Huge piles of unused sandwiches, potato chips, pickles, fried chicken, cakes and cookies. Solution: The dispatching of two station wagons loaded with food to the USO Reception Center and the Fulton County Alms House.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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

# FINANCIAL

(Wednesday, Aug. 19)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	119	118 3/4	118 3/4	- 1/4
CBS B	12 1/4	12 1/4	12 1/4	+ 1/8
Gen. Electric	27 1/2	26 7/8	27 1/4	—
RCA Common	3 3/8	3 1/4	3 1/4	—
RCA First Pfd.	54 1/2	54 1/2	54 1/2	- 3/8
Stewart-Warner	6 7/8	6 7/8	6 7/8	—
Westinghouse	69 5/8	68 3/4	69	- 1/2
Zenith Radio	14 3/8	14 1/4	14 3/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 7/8	2 1/8
Stromberg-Carlson	5 3/8	6 5/8
WCAO (Baltimore)	16	18
WJR (Detroit)	19	22

## Nelson Names Fitzgerald To Head WPB Info. Bureau

(Continued from Page 1)

been acting head of WPB's information office since the recent reorganization of the information agencies. A former special writer for the Baltimore "Evening Sun," Fitzgerald studied at Harvard University three years ago under a Dieman Fellowship.

## Fordham 'U' Football Sold For First Time

(Continued from Page 1)

Paul Douglas, thru MCA, having been signed to handle the broadcasts which will be carried by WJZ, New York, and WTIC, Hartford, Conn. First broadcast in the schedule which has yet to be completed, will be September 26 Young & Rubicam agency represents the sponsor.

**KONO**

**SAN ANTONIO**

**92% MUSIC**

**Ask FOR JOE**

**CHICAGO-NEW YORK**

## Pledge \$157,000 Bonds Via WNEW In 10 Days

(Continued from Page 1)

the station. Of the above amount of pledges, approximately 85 per cent has been taken up so far.

Among pledges received to date by WNEW is one from the Harry James orchestra, members of which have committed themselves to the purchase of bonds amounting to \$800 per week for the duration of the war. Pledges for \$25 bonds are in the minority; a great percentage are for the \$100 bonds, and frequently pledges come in for bonds in the \$1,000 and \$5,000 denominations.

### "No Stunt" Policy

WNEW established the "no stunt" policy for the bond drive on the theory that steady, sustained sales would in the long run, produce better and more consistent results than the up-and-down sales based on periodic stunt broadcasts. Studio also felt that the basis of the appeal—the sale of government bonds to its citizens in wartime—would be served more appropriately by sincere and simple appeals from familiar staff artists, than by pressure methods.

Results achieved thus far indicate the success of WNEW's theory, for the station's daily bond sales have averaged about \$14,000 and the figures show only upward deviations. Repeat sales have been noticeably strong, and this is also attributed to the fact that the appeals are on a sustained basis and are given by WNEW favorites such as Martin Block, Zeke Manners, John B. Kennedy and various staff artists.

## See Network Discounts Holding Down Net Sales

Summary of general advertising conditions during July of this year over the same month in 1941 released by "Printers' Ink," out tomorrow asserts that it is doubtful that radio net sales, especially in case of the networks, will show an increase, despite the general increase in volume. This is attributed by the publication to newly established discounts for frequency of broadcasts and for added stations. Report indicates general lineage increase in newspapers and magazines for the period as compared to July, 1941.

## Williams Commissioned Captain In U. S. Army

Herschel Williams, Ruthrauff & Ryan vice-president on military leave of absence, has been commissioned a captain in the U. S. Army. Williams, who also was supervisor of daytime radio shows for the agency, has been in the service for several months.

## Full CBS Web Bought For Fred Allen Program

(Continued from Page 1)

be pretty much the same, with the other half hour already sold to Campbell Soup Co. talent for which has not yet been announced.

## Toscanini Concerts Returning To NBC Web

The Toscanini concerts are being scheduled to go on the NBC network this fall instead of on the Blue, which has, with the exception of three special broadcasts, carried the conductor's presentations since the 1937-38 season. Shift of networks is said to be effective immediately. After his first radio season, Toscanini and his entourage was heard from South Americans capitals in a special tour arranged by the network. On December 6 and 13 of last year, his orchestra presented concerts on behalf of the Treasury's War Bond drive, and on July 19, 1942, gave the Western Hemisphere premiere of Dmitri Shostakovich's "Seventh Symphony," an interpretation of the Russian fighting spirit in the current war.

## Coca-Cola Band Program Mulls Newspaper Budget

(Continued from Page 1)

have Paul Dudley again on the production end moving around the country where the bands to be used are available. Most of the broadcasts, however, are expected to originate in New York. These bands will include Glenn Miller, Benny Goodman, Harry James, Sammy Kaye and others.

## Bolivia Radio Official Seeks To Lift Priority

(Continued from Page 1)

includes conferences with North American broadcasting executives on prosecution of Inter-American radio participation in the war effort. Meeting has already been held with John Royal, NBC's vice-president in charge of international relations.

## NBC Dropping "Red" As Name Of Network

(Continued from Page 1)

separate entity, will not be used after that date. Designation after the first of the month will be solely "NBC" or the "National Broadcasting Company."

## Raleigh Adds Seven

Seven stations have been added to the NBC network carrying the Raleigh Cigarettes series, bring the coverage to a total of 126 outlets including Honolulu. Increase was contracted for through Russel M. Seeds, agency handling the account.

## Whittemore To Headley-Reed

William C. Whittemore, Jr. formerly with Howard H. Wilson Co., and more recently with Lehn & Fink Products Co., has joined Headley-Reed Co., station representatives, as senior solicitor in the New York office.

## Wedding Bells

David Stuart, son of Max Stuart, printer of RADIO DAILY, was married last night to Janice Berkowitz at the Free Synagogue. Reception and dinner was held afterwards at La Martinique.

## COMING and GOING

LINUS TRAVERS, vice-president in charge sales and production for the Yankee Nat. WAAB and WNAC, Boston, is back at Massachusetts headquarters following a trip to New York.

LEONARD KAPNER, president and general manager of WCAE, Pittsburgh, is in town conferences at the offices of MBS.

CHARLES BROWN, sales promotion manager of NBC, accompanied by MRS. BROWN, returned from a trip to the West Coast.

HERBERT L. KRUEGER, commercial manager of WTAG, Worcester, has left on a business trip to Detroit and Chicago.

WILLIAM C. GITTINGER, CBS vice-president in charge of sales, off on vacation.

COL. HARRY C. WILDER, president of W. Troy, is in town to attend the Democratic Convention.

L. S. MITCHELL, station manager of W. Tampa, has returned to his Florida headquarters after having spent a few days on business in New York.

CHARLES CANTOR, radio actor, leaving week-end on a vacation trip.

JERRY LESTER is back from Detroit to rehearsals for "Beat the Band," Broadway call.

JOHN VANDERCOOK, NBC commentator, vacationing in Vermont.

KENNETH M. KEEGAN, commercial manager of WAKR, Akron, is in New York. Visited today at the offices of the station's representatives.

HAROLD STEIN, back in town from a business trip to New Hampshire.

ELLI "BUCK" CANEL, director of Latin-American programs for the NBC International Division has joined the network contingent on vacation.

TED HUSING and JIMMY DOLAN leave tomorrow for Saratoga to broadcast Saturday's races.

J. G. GUDE, station relations manager for back at network headquarters following a week vacation.

MAURICE ENGLISH, conductor of "New Calling London" on NBC, has returned from out-of-town pleasure trip.

PAUL MORENCY, station manager of Hartford, in town for a short visit on sales and network business.

Cecil H. HACKETT, station manager of WINS, has left town on his annual vacation.

**TO SELL WASHINGTON AT THE LOWEST COST**

**USE THE ORIGINAL SPORTS REPORTER**

featuring TONY WAKEMAN weekdays from 1 to 5 P. M.

**15.4%** of listeners

**WINX**  
Washington's Own Station  
Washington, D. C.

Representatives  
E. Foreman Co., New York, Chicago

# Regional Web Formed In Northeast

(Continued from Page 1)  
 was not named late last  
 regional will be administered  
 Wailes of Westinghouse Radio  
 Inc., J. J. Boyle of WJAR,  
 H. Rines of WCSH, Thomp-  
 ersonsey of WLBZ and Paul T.  
 y of WTIC, who will act as  
 in, with headquarters at WTIC  
 Hartford. Production facilities  
 extra charge will be avail-  
 Hartford, New York and Bos-

# Salvage Rally Scheduled By Networks

Washington Bureau, RADIO DAILY  
 National Scrap rally,  
 held here at Griffith Stadium  
 Monday, will be broadcast over  
 national networks. Scheduled to  
 are WPB Chief Donald Nelson,  
 Bruce, James Cagney, Director  
 Hobby of the WAAC, Lt.  
 Childred McAfee of the WAVES,  
 Henry Morgenthau, Jr., District  
 Commissioner John Russell Young  
 Director Lessing Rosenwald of  
 WPB's conservation division.  
 The Institute quartet and armed  
 band will provide the music.  
 of admission to the rally,  
 is expected to set a pattern  
 for similar gatherings throughout the  
 is some vital salvage mate-

# "Headline Echoes" Series WOAI, San Antonio

San Antonio—"Headline Echoes" is  
 a new series of broadcasts  
 aired over WOAI. Series will  
 review headlines of the past.  
 lists are to be on the air each  
 night for a quarter hour ex-  
 cept Friday. "Headline Echoes" will  
 cover such events as the Galveston  
 storm of 1900, the sinking of the  
 Lusitania and President Wilson's  
 declaration of War in 1917.

**20 CLUB**  
 One of  
 America's Greatest  
 Local Radio Programs

# WARTIME PROMOTION

## WWNY Program Promoting

WWNY, Watertown, N. Y., in co-  
 operation with the Office of War In-  
 formation, rebroadcast the hour long  
 program, "Toward the Century of the  
 Common Man," recently. WWNY  
 went all out in preparation for the  
 program, as it contacted every or-  
 ganization in northern New York to  
 insure the largest listening audience  
 it could. Army camps were notified  
 and the public relations officers posted  
 all units therein. In addition the  
 Canadian Army and Fireforce Train-  
 ing Camps and RAF Training Bases  
 in WWNY's Canadian listening area  
 were contacted. Since the broadcast,  
 letters and phone calls continue to  
 pour in, thanking the station for  
 bringing the program to northern  
 New York.

One of the most interesting calls  
 came from Canada, and it appears the  
 contact work has helped to build even  
 more cordial relations with the two  
 nations. As a corollary plans are  
 under way to bring some of the Cana-  
 dian soldiers to WWNY when they  
 come to Pine Camp for a series of  
 boxing matches.



## Scrapbook Collection

"Bring a smile to someone worth-  
 while" is the tagline of the new  
 "scrapbook" idea inaugurated by  
 Helen King of WEBR, Buffalo. Audi-  
 ence is asked to submit their favorite  
 gags, tongue twisters, etc., as a con-  
 tribution to giant scrapbooks to be  
 forwarded to hospitals in various  
 service camps. Women clip cartoon,  
 etc. from magazines, with the knowl-  
 edge that their name and address  
 will be printed alongside the contribu-  
 tion. Three scrapbooks are in the  
 making now (because of duplicated  
 ideas being received). Idea gets big  
 play because books will be sent to  
 camps where local boys are stationed  
 and inclusion of local names in scrap-  
 book means the gals are trying to  
 outdo each other.

## Two Former Sponsors Buy "Martha Deane" Time

Coincident with the first anniver-  
 sary of the "Martha Deane" program  
 this week on WOR, two of the show's  
 former sponsors returned, one with a  
 13-week contract and the other with a  
 52-week deal. O'Cedar Corp., for  
 O'Cedar polish, will return, thus,  
 August 24, account having been set  
 by Aubrey, Moore and Wallace, Chi-  
 cago. The Pure Food Company, for  
 herb-ox bouillon cubes, arranged to  
 start September 7, for 52 weeks,  
 through J. M. Mathes.

Additional business at WOR this  
 week includes two 52 week renewals  
 by Bond Stores, one each for Arthur  
 Hale's "Confidentially Yours," and  
 John Gambling's "Musical Clock,"  
 Neff-Rogov is the agency.

## Pressings Auctioned

A new stunt on the War Bond front,  
 devised by Alan Courtney, record  
 emcee on WOV, New York, is that of  
 auctioning off advance master press-  
 ings of new records. Courtney offers  
 the record to the person who tele-  
 phones and pledges to buy the highest  
 denomination bond during the time  
 his "1280 Club" is on the air over  
 WOV. Upon receipt of the check or  
 cash from the purchaser, the record is  
 dispatched by special delivery along  
 with the bond. Success of the plan is  
 attested to by the fact that in the  
 first fifteen minutes of the auction  
 over \$950 was pledged, with the win-  
 ner bidding \$200. Subsequent sales  
 have brought in three single \$1,000  
 pledges in addition to others in the  
 smaller denominations.



## Bond-Stamp Brochure

Accomplishments of WHAM,  
 Rochester, N. Y. in contributing time  
 and effort to War Week, June 14 to  
 21, in encouraging purchases of War  
 Bonds and Stamps are graphically  
 illustrated in red, white and blue  
 paper board covered book. Publica-  
 tion is entitled "WHAM, the Strom-  
 berg-Carlson Station, Goes To War,"  
 and on left hand pages carries suc-  
 cinctly written messages of the suc-  
 cessive steps in the station's coopera-  
 tion, the opposite pages bearing pho-  
 tographs illustrating the manner in  
 which the missions were carried out  
 over the microphone. Written mes-  
 sages are broken down under such  
 headings as "Opening Ceremony,"  
 "Salute to United Nations," "Flag Day  
 Salute," "Religious Observance Day,"  
 "Presentation of Colors," "Women and  
 War" and "Rochester on Parade."  
 Following tabulated breakdown of  
 time devoted for war effort programs  
 during a typical month, the presenta-  
 tion closes with "A Forecast . . . The  
 World Tomorrow," calling attention  
 to its new series worked out in co-  
 operation with the U. of Rochester.

## Batting For Vandercook, Goddard Has 17 Shows

Morning, noon and night will be  
 the working slogan of Don Goddard,  
 WEAF commentator, during the next  
 week, when he takes over John Van-  
 dercook's five NBC network news  
 programs in addition to his regular 12  
 on the station only. Additional work  
 means that he will go on the air  
 Monday through Friday from 7:15-  
 7:30 p.m., EWT, on "News of the  
 World" for Alka Seltzer. Goddard's  
 regular series gets him on the air six  
 days weekly from 7:30-7:45 a.m.,  
 EWT, and from 12:00 noon-12:15 p.m.,  
 EWT, for four different sponsors, the  
 American Chic Company, the Man-  
 hattan Soap Company, the C. F.  
 Muller Company and the S. B.  
 Thomas Company. Vandercook is va-  
 cationing in Vermont.

# National Spot Biz Continues Increase

(Continued from Page 1)  
 ported, 217 are active and 297 in-  
 active.  
 Comparison of the NRR figures for  
 June and July of this year follows:

	June	July
Active accounts reported . . . . .	228	217
Inactive accounts reported . . . . .	282	297
Total number of accounts . . . . .	510	514
Agency offices reporting . . . . .	106	105
Average accts. per Agency office . . . . .	4.8	4.9
Stations reporting . . . . .	690	672

## Set 61-Station Web For Trimount Series

Confirmation of 61 stations has been  
 received on the new Dorothy Thomp-  
 son series, which debuts on the Blue  
 Network September 20 for Trimount  
 Clothing Company's Clipper Craft  
 men's clothing. Miss Thompson was  
 sponsored by the same firm in the  
 spring of this year and returns to  
 the air with a weekly quarter-hour  
 commentary on the 9:45 p.m. EWT  
 spot. Emil Mogul Co. is the agency.

## New Short-Wave Show

"Highlights from Hollywood" is the  
 title of a new series of special short  
 wave programs for Latin America  
 and Europe to be heard over the NBC  
 short wave facilities, starting next  
 month. The program, featuring Hol-  
 lywood news and music, will be  
 broadcast each Saturday from 11:30-  
 12 noon, EWT, beamed to Europe,  
 starting Sept. 5, and again on Tues-  
 days from 11:30-12 midnight, EWT,  
 to Latin America, beginning Sept. 8.

## Vallee Continues Broadcasting

Rudy Vallee, no wa bandmaster  
 with a chief petty officer's rating in  
 the United States Coast Guard, will  
 continue his NBC program, at least,  
 for the time being, on Thursdays,  
 10 p.m., EWT.  
 Vallee has been placed on inactive  
 duty for one week in order to wind  
 up his business affairs. He has been  
 assigned to the Coast Guard Operat-  
 ing Base at Wilmington, Calif.

**WRVA** COVERS  
 NORFOLK AND COVER  
 RICHMOND, VIRGINIA  
 WITH 50,000 WATT  
 BOTH DAY AND NIGHT  
 COLUMBIA NET WORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

# ALL THOSE IN FAVOR

... of "going full network" at the very outset of  
the new CBS discount plan

And up went ten of the smartest and oldest hands in advertising  
... Lever Brothers ... General Motors ... Chesterfields ... Arm-  
strong Cork ... Luckies ... Wrigley ... Philip Morris ... Eversharp  
... Coca-Cola ... Camels.

With 14 different programs ... 20 different time periods ...  
more than 9 hours of broadcasting on every station of the CBS  
network, these astute advertisers signal a new trend in radio—  
a trend that seems inevitable—"total coverage" of the vast CBS  
nationwide audience through the use of every CBS station.

The new CBS 15% net discount to advertisers using the full  
network has added from 7 to 47 extra stations on each of 14  
programs at a fraction of the rate card costs.

More important still—to advertisers, to us, and to listeners—  
by making better programs available to more people... by extend-  
ing equality of listening opportunity to all... full network broad-  
casting is increasing listening, increasing audiences, and thereby  
increasing the nationwide value of radio as America's No. 1  
medium of information and entertainment.

## COLUMBIA BROADCASTING SYSTEM

### 3 MORE HANDS GO UP!

—and Lever Brothers adds  
three new programs as  
this advertisement goes to  
press. The new hands:  
General Foods Corp.,  
Curtiss Candy Co. and  
The Texas Company



## Los Angeles

By JAC WILLEN

TOPS, for interest, in the morning's mail is a copy of a Blue Network letter from Tom Fawcett to Tom Breneman in behalf of Breneman's "Breakfast at Sardi's" Blue Network program. In complaint Fawcett points out that reason for his tendered resignation as postman for the "Sardi's" letters is based on the continuation of mail, mail, and more mail being addressed to the program. As written by Fawcett, "I didn't mind those 7,890 letters you got when you asked your listeners to pledge the purchase of 1 pound of coffee and they pledged 14,000 pounds. Any show has a right to prove itself. I didn't gripe when I had to deliver those 22,840 inquiries you got for your first sponsor from those six announcements on the free picture deal... I even bragged a little. I carried the biggest mail draw on the coast in recent years—and I thought to myself—Now Breneman is going to stop! But did you? NO.... just a couple of weeks ago you let that Mrs. Kerr slide up to the mike. I know she only said ten words about that free leaflet on home canning—but just the same I had to tote 3,210 letters, and the very same week you invite those dames who listen to you to send in the names of their kids under three years old... okay, I'll admit you didn't give them any inducement to write in—but I had to carry 6,820 letters (most of them plenty heavy) from those five plugs of yours!

"Now, this morning, I hear that you and your 'Breakfast at Sardi's' are coast-to-coast every morning... so, Mr. Breneman, I QUIT! You and your 'Breakfast at Sardi's' and the Pacific Coast Blue Network can find yourself a new postman. I don't want to be carrying YOUR mail!"

Hal Styles of KFVB's Monday through Friday "Facing Facts," comes up with a new one. On a recent broadcast he announced the "sudden passing" of a friend. The same day he received a telegram addressed to Harry Maizlish, studio head, offering condolences on the sudden passing of Styles himself.

Perplexed, Styles phoned the telegram sender and learned that her neighbor had told her about it via telephone. (Meanwhile more messages and phone calls were coming in). Upshot of the situation proved that the slightly deaf listener-in had misunderstood, had started a phone barrage, which in no time-at-all assumed epic proportions.

Which goes to show how closely women listen—to each other!!

## There's NO BAN on the HARMONICA!

for transcription and live shows. Ideal for Themes, Musical Bridges and Mood Music. Call MICHAEL CHIMES, Harmonica & Ocarina Specialist... LE 2-1100



### Reporter At Large . . . !

● ● ● "One Man's Family" goes to Arthur Kudner agency in a few weeks... Betty Mandeville, audition director with Biow for years, has resigned and will remain in Calif. with her aviator husband. Bruce Dodge inherits the post... Kay Kyser mulling over plans to go to Alaska and entertain the troops up there. Other reports insist he'll be in the army himself soon... Surprise of the season is the "Star Spangled Vaude" show which, according to the latest Hooper survey, ranks 7th among all radio programs—a phenomenon for a summer filler and an indication that the show may be kept on permanently... Randolph Churchill, son of the British prime minister, will be piped in on "We, the People" this Sunday from London... Rumored around that Frank R. McDonnell, Eastern rep of WBBN, will shortly switch to KSFO as national sales manager... Phil Spitalny's figure for his forthcoming Universal picture is expected to set a new high for bands in films... Blue Network is scheduling a one-time coast-to-coast Treasury show which will be one of the most unusual programs ever aired. Brain-child of Earl Mullen and Art Donegan, of the press dep't... Newest addition to the cast of "Bachelor's Children" is Norma Jane Ross, whom Chicagoans know as Mrs. Wayne van Dyne, wife of the network tenor.

★ ★ ★

● ● ● Mark Warnow, who has been conducting the "Hit Parade" for a long, long time, has assembled some interesting facts about the show. The tune which holds the all-time record for the number of times played on the show is "Maria Elena" which made the coveted list 22 times. "Intermezzo" was on 20 times. The tune which held first place the longest was "I Hear a Rhapsody," which headed the list ten weeks. An interesting sidelight is that all these winners were ballads. There isn't a novelty rhythm tune in the lot! But wasn't there an Ascap fight last year?

★ ★ ★

● ● ● Short Story: You may not remember Geo. Grifün. He never achieved any particular popularity—but a few years ago he was starting to attract some favorable attention with his singing. He even landed his own spot on a network. But Geo. was continually dogged by hard luck. One illness followed another until finally an ailment developed that necessitated his leaving Broadway for a long time. After four years in Colorado, his health completely restored, he returned to New York to pick up the shreds of his career. Although he knew plenty of people who could do him a lot of good, Geo. chose instead to come back the hard way. He got a job in the chorus of the Music Hall. One afternoon the director heard him do a solo bit and recommended him for the lead. So it looks as though this is one Broadway story that has a happy ending. Success is at last heading toward a game little guy.

★ ★ ★

● ● ● New light on the radio announcer as an effective salesman is reflected in a current mag story commenting on Martin Block, the \$200,000 a year spieler. Block's thesis, explains the story, is that he is not merely a hired-to-read-the-commercial announcer—but that when he takes on an account, he becomes that company's radio sales manager—or else he won't play. His theory is simple. First he learns as much as he can from his sponsor about the product, its talking points, how it is manufactured, what people he meets think of it—in sum, he fortifies himself with as much information as tho' he were a sales executive of the company. Then when he gets before the mike, he starts talking spontaneously—no notes, no preconceived sales message. He builds up the same approach on the air as tho' he were talking to an individual housewife. Maybe that's why he's radio's "number one salesman."

★ ★ ★

—Remember Pearl Harbor—

## Chicago

By FRANK BURKE

JOHN HARRINGTON, WBBM news and shorts announcer in a few weeks to join the Army Corps intelligence department. Frank Fligel, WBBM engineering apprentice, now at the Signal Corps pre-Rader school in Chicago.

"Wait At The Gate For Me" tune written by Guy Savage, announcer, will be sung by "Northernners" during their tour of Tuesday, August 25th.

Bill Anson, radio comic, bride, Geraldine Manus, dancer, back after a honeymoon to Michigan. They will reside at Cornell Towers.

James W. Beach, formerly Hearst organization and R. R. Ler, Chicago advertising executive, have joined the sales staff of WIND.

WIND has constructed a sales office for War Bonds and Stamps in Gary, Indiana, bus terminal.

Bob Trendler, WGN music director, declares that "This Is Fighting For" to be the best record of 1942 war tunes to date. "Victory Matinee," 60 minutes tainer at WBBM, attracting a city audience every afternoon at Wrigley building studios.

Niles Trammell, president of WBBM, in Chicago for a business week.

Vaughn Monroe and orchestra to originate their Camel concert here when they play a week at Oriental theater starting August 28th.

Mrs. Lou Gehrig will be guest on WBBM's "Victory Matinee" on Monday, August 25. Mrs. Gehrig come here for the premiere of film, "Pride of the Yankees."

Sixty orphan musicians of Mary's Training school at Des Moines wrote a petition to Paul Whiteman for music—orchestrations that be played by their school band. Not only gave them 30 orchestras but invited the whole band to guests at the theater and gave a substantial sum in cash to band picnic.

Rumored that American Federation of Musicians will spend a sum in the dailies of the key cities throughout the country to cate the public to their way of living on the present radio-recording controversy. Chicago papers have ready carried full page ads for the AFM case.

Charlie Spivak and his orchestra opened at the Hotel Sherman last week with an NBC wire broadcast. Lawrence Welk's band returned to the Trianon ballroom with a Mutual wire.

### "Gildersleeve" Ad

Five stations will be added to NBC network carrying the "Gildersleeve" programs beginning August 30. New outlets are Asheville, N. C.; WOPI, Bristol, W.K.P.T., Kingsport, Tenn.; W.L.M.B., Columbia, S. C., and WOLS, S. C.



QUEST-ING

NAB Strikes Back At Plans For Special Broadcasting Tax

(Continued from Page 1)

SNALAL SHRIDHARANI, "My India, My America"; GARI A. RAMAN, Gandhi and London editor of the India; S. A. LATIF, Moslem list now in New York, and OCLIFFE, roving correspondent London "Spectator," discuss "The Future of India," on the "Platform," Saturday (CBS, 7 p.m.).

SHORE, GEORGE MUR-BRENDA and COBINA, on "With Wings," Saturday (BS, 8 p.m.).

W "LEFTY GOMEZ" Yankee in "Jack Dempsey's All-quizz," Saturday (WOR, 10:30 p.m.).

HANSON, book critic of "New York "World-Telegram," on "Radio to Learning," Saturday (BS, 11:30 a.m.).

DO NORTH, industrial rela-ger of Swift & Co.; LEVER-LON, chief executive officer Chicago Association of Com-HERBERT E. DOUGALL, of Finance at Northwestern discussing "The Business of Time," on the "Reviewing" (Monday (WOR-Mutual, 11

WARD A. FLANAGAN, of Nebraska, on "Columbia's of the Air," Sunday (WABC-).

BELLAMY, on the "Caval- America," Sunday (NBC Red,

EN. DWIGHT EISEN-ommander of the United d forces in Europe, speak- "Somewhere in England" nit of '42" program, Sun- (CBS, 2 p.m.).

ONLEVY, substituting for on the "Vox Pop" pro- (WABC-CBS, 8 p.m.).

ANDY, on the "Victory gram, Monday (WABC- (EWT).

RAUBEL, soprano, on the our, "Monday (NBC Red,

VINCENT BENET, poet, of Freedom," Monday 4:30 p.m.).

terday, has just been filed with Sena- tor Walter George, chairman of the committee, by Ellsworth C. Alvord, tax counsel for the association.

After calling attention to the testi- mony and memoranda submitted by the NAB in answer to earlier Haggerty proposals, before the same com- mittee in 1941 and in the spring to the House Ways and Means Com- mittee, association goes on record with the following summary of four "con- clusive replies," to Haggerty's state- ments:

"(1) The Treasury has not recom- mended and is not recommending (jointly with the FCC or otherwise) adoption of a special tax upon the radio industry." (Treasury also has denied a statement made by Haggerty in a recent letter to his union mem- bers, that Treasury was proposing a plan this year to tax radio net time sales.)

Not Supported by Labor

"(2) The proposed tax is not sup- ported by labor generally." (W. C. Hushing of the legislative committee of the American Federation of Labor; Emily Holt, of the American Federa- tion of Radio Artists, and Lawson Wimberly, of the International Brotherhood of Electrical Workers are among the witnesses who ap- peared on behalf of labor before the Senate Finance Committee and the Ways and Means Committee in oppo- sition to the proposition.)

"(3) The proposed tax would seri- ously jeopardize the extraordinary and commendable contribution to the nation's war effort which radio is now making.

Calls Justification Lacking

"(4) There is no justification for the imposition of discriminatory tax of this nature upon any industry, and most certainly not an industry en- gaged in the dissemination of facts and information."

Concluding paragraph of the NAB statement expresses hope that the committee which rejected a similar recommendation by Haggerty last year, would again turn down any proposal for special industry tax. Should a plan such as the one pre- pared jointly by Treasury and FCC staffs last year, at the Senate Com- mittee's request, be under considera- tion, NAB expresses confidence that broadcasting industry representatives would be afforded an adequate op- portunity to be heard. NAB brief also points out that the Treasury- FCC plan was submitted "without recommendation as to its adoption."

Filing of this statement with the committee follows closely upon the filing of a brief upon the same sub- ject by Randolph E. Paul, general counsel for Treasury Department.

Plans Accompany Brief

The unrecommended Treasury-FCC plan to which NAB refers accom- panies this brief, as does the "ex- ploratory" memorandum on possible radio taxation prepared in July, 1941 by the Treasury Department. In sub- mitting the latter at Haggerty's re-

quest, Paul points out that the memo- randum, which Haggerty had cited in support of his tax proposal, does not reflect Treasury policy."

The Treasury counsel then con- tinues, "It should be made clear that the memorandum does not contain Treasury recommendations, and that the plan for taxation of radio broad- casting contained therein differs sub- stantially from the plan prepared this year jointly by the staffs of the FCC and the Treasury Department."

Web Tax on Time Sales

Making clear that this latter plan was being submitted only at the com- mittee's request, and without any re- commendation that it be adopted, Paul disclosed that it contemplated levy- ing taxes both upon radio broadcast- ing stations and upon networks.

While the tax on network opera- tions would be on net time sales, the stations, both independent and net- work-owned, would be subjected to the higher of the two levies: (1) a graduated tax based upon the sta- tion's transmission power, or (2) a graduated tax based on net time sales.

The first of these, described in the plan as "a nominal tax in the nature of a registration fee," would be im- posed on stations with unlimited time schedules at the following rates:

Stations with 100 watts power would pay a tax of \$100; with 250 watts, \$250; with 500 watts, \$250; with 1,000 watts, \$350; with 5,000 watts, \$500; with 7,500 watts, \$750; with 10,000 watts, \$800; with 25,000 watts, \$900; with 50,000 watts, \$1,000.

Part-time radio stations would be taxed at 60 per cent of the above rates. The tax based upon net time sales of stations would be imposed, according to this plan, "at rates gradu- ated with the amount of net time sales in excess of a \$100,000 exemp- tion," as follows:

First, on the first \$50,000 of taxable net time sales; then on the next \$350,000 of taxable net time sales; and finally on the balance of taxable net time sales. Rates of taxation were not suggested for these brackets.

The higher of these two types of levies would be paid by the stations, according to this proposal.

Network operations would be taxed, according to the same plan, on net time sales at a flat 8 per cent rate, to be applied after an exemption of \$100,000.

Definition of net time sales given in the plan is "gross time sales (ex- cluding sales of talent) less commis- sions and outpayments to other sta- tions and networks, plus the pub- lished card rate value of all radio time given in exchange for services, commodities or other valuable con- sideration."

Finance Committee to Meet

It could not be ascertained yester- day whether Congress would seri- ously consider levying such a tax upon the industry.

The Senate Finance Committee goes into executive session next week, and some revisions in the 1942 Revenue

War-Program Ideas

"Bondcasts"

Responding to the request by the U. S. Treasury Department that radio stations sell War Bonds direct, WRUF, Gainesville, inaugurated a series of "Bondcasts" featuring the actual sell- ing of bonds over the air and informal interviews with each customer. The first program was given from the lobby of one of the local banks and during a 15-minute program, \$2,700 was realized from the sale of bonds. Young ladies from the staff of WRUF solicited prospective bond buyers while the program was on the air and as each sale was made, the buyer was interviewed by announcers Dan Valentine and Otis Boggs. The fol- lowing week, the "Bondcast" origi- nated from the lobby of the other local bank and War Bond sales amounted to \$1,125 during the quar- ter-hour program, making a grand total of \$3,825 for the first two shows. Garland Powell, director of WRUF, plans to continue these "Bondcasts" every month.

WOAI "Mail Call"

"Mail Call" is the title of a series of broadcasts currently being aired over WOAI, San Antonio at 5:15 p.m., CWT, Monday through Friday. New feature brings dialers a letter from the stations soldier-correspondent now in one of the training centers of Uncle Sam's Army. The letters are written each day and sent to the sta- tion in order to give listeners an idea applied after exemption of \$100,000. of what camp life is like.

Act as originally drawn up are con- sidered likely. The act does not now contain any proposal for special radio taxation, and it is assumed that sup- plementary hearings would be held before any such plan as that drawn up at the committee's request by Treasury-FCC could be adopted.



On KOA—all 10 of the 10 top-rated daytime programs—PLUS all 10 of the 10 highest Hooper-rated evening programs... an over-all audience greater than the second and third-ranking Denver stations combined!

KOA 50,000 WATTS FIRST IN DENVER Represented nationally by Spot Sales Offices

in Central Ohio's Richest Market DIRECT FOR

## New York AFM Local Bars WPA-Bond Music

(Continued from Page 1)

union exec explaining that from now on that policy would not be modified. Angle offered is that the WPAers are paid a meager salary, and to make them throw in a show gratis is unfair exploitation. Held, too, that since their salaries are paid with municipal funds, WPAers should not be used on a commercial station. Union argues that even though the station may be contributing the time for the broadcast, station gains prestige, favorable to its commercial position, when presenting, as an example, a full hour of live symphonic music.

Use of regular commercial name bands, when bands are willing to offer services gratis, is a different matter, and union has approved most of these requests. Stations planning bond programs wherein the services of such different bands are called for, however, will have to make application to the union for individual clearances.

### WNYC Called Competitor

The WPA Symphony Orchestra is heard over the city's own station, WNYC. WMCA, in a tie-up with the Treasury Department's war Savings Bonds drive, had planned a series of weekly concerts wherein the WPA unit would be featured. Outstanding persons in business and government were to appear in the series as "Minute Men" to make sales appeals, ex-Mayor Walker starting the line-up. Only the initial broadcast materialized. Union then withdrew its approval.

Attitude of other stations interested in the experiment is that WNYC, though classed as non-commercial, competes with the others for the listening audience.

## New Straeter Show

Ted Straeter, whose daily Monday through Friday five-minute spot has been taken up by the signing of the Coca-Cola Spotlight Bands program on the Blue Network, will inaugurate a new twice-weekly series on the Blue Network tonight. Show is titled "Ted Straeter Entertains" and will be aired on Mondays and Thursdays at 7:30-7:45 p.m. EWT. Program will feature Straeter accompanying himself at the piano in several vocal selections.

# Coast-to-Coast

**A**PPPOINTMENT of Mary Belding Scribner to a news editor's post in the NBC-KPO, San Francisco, newsroom has been announced by John W. Elwood, general manager of the outlet. She replaces Robert Barrington, who has resigned to do government work, and was formerly employed as an associate editor of News Week magazine in New York in addition to other advertising and publicity positions.

Two additions to the announcing staff of KROS, Clinton, Ia., are Roger Patrick, formerly with WCBS, Springfield, Ill., and Henry Duhlman, formerly with WSUI, Iowa City.

Earl J. Glade, vice-president of KSL, Salt Lake City, last week officiated at the dedication of a new highway through the Wasatch National Forest... Frank Wise, former KSL night coordinator, was transferred recently from the basic training school at Ft. Monmouth, N. J., to a specialized photography unit of the Army Signal Corps in New York.

J. C. Ferguson and Madison Cawein have been promoted to chief engineer and manager of research respectively of Farnsworth Radio & Television Corp., Ft. Wayne, according to an announcement by B. Ray Cummings, vice-president in charge of engineering.

James Monks, network actor, is appearing in the role of "Carter Trent" in "Pepper Young's Family," daily serial aired at 3:30 p.m. over WEF and the Red Network. Program is sponsored by Procter & Gamble for Camay Soap. Monks was recently assigned to the leading role of "Torben Reiner" on Sandra Michael's "Against The Storm," heard daily on WEF at 11:30 a.m. "Against The Storm" is one of the winners of the Peabody Award for Radio Drama.

After successfully getting its feet wet in radio advertising with "Songs of the West" on KROW, Oakland, the East Oakland Trading Company has expanded its schedule and taken on sponsorship of "True Detective Mysteries" over the same station. A large neighborhood department store, the account is using radio to sell the idea of saving tires and gasoline by shopping near home... Smith & Bull Agency of Los Angeles have placed a daily half hour on KROW for the Bible Institute of Los Angeles, featuring talks by the Rev. Louis T. Talbot.

When Rudy Vallee's NBC comedy show takes the air Thursday, September 3rd, at its regular 10 p.m., EWT, spot, the program's list of network stations will be augmented by the addition of two more outlets: WSAN, Allentown, and WRAW, Reading, both in Pennsylvania. Rudy's program will now be carried by a total of 81 stations from coast to coast. McKee & Albright is the agency for Sealtest Labs, sponsor of the show.

Alasdair MacKenzie, merchandising director at CJCA, Edmonton, is representing the Taylor, Pearson & Carson stations on an information-finding tour of United States centres to study department store advertising. MacKenzie's itinerary includes Tulsa, Hartford, New York, Boston, Chicago, Pittsburgh and many other centres where radio has done outstanding department store work.

WSBrevities... The station's war effort broadcast report for July, reveals that 109 different programs were scheduled for the various government war agencies for a total of 32 broadcast hours. In addition, the Atlanta, Ga., station broadcast 289 war effort announcements, or better than 9 each day for the month.

One of the better known insurance companies in Mexico City, the Seguros de Mexico, S. A., is using a 30-minute broadcast over XEOY. Broadcasts are in the form of publicity wrapped up in a series of psychological dramas. Dramatic cast is headed by Gustavo Villatoro. Opening broadcast was "Time Is a Dream" written by H. R. Renormand.

Muriel Pollock, free-lance organist heard daily on "Stella Dallas" and "David Harum," celebrates her ninth anniversary in radio this week. Miss Pollock was a featured organist on NBC for eight years during which time she was an integral part of such programs as "March of Time," "Information Please," Lowell Thomas and Ted Malone. Under her real name of Molly Donaldson she is a composer of note.

With WTAG already well represented on Worcester civic committees aiding the war effort, a new appointment has been made from the station. Anne Lorentz, WTAG war service coordinator, will serve on city's Payroll Savings Committee to institute the 10 per cent War Savings plan in business houses. E. E. Hill, WTAG's managing director, is a board member of the Worcester Emergency Defense Commission, with Herbert L. Krueger, station's commercial manager, holding office with the War Chest Committee.

Bob Hansen, KUTA, Salt Lake City, sports director and baseball-caster, is drawing plenty of attention from his followers during the special "Announcers Sale" promoting the sale of "Wheaties," co-sponsor of the baseball games. Hansen's picture is prominently displayed on banners that hang in grocer's business houses.

The promotion-minded staff of WEBR, Buffalo, always ask local bus and car drivers to let them off at the nearest stop to WEBR. Conductors, and motormen, thinking the requests from strangers invariably let loose with a loud raucous "WEBR North Street." So far, the promotional stunt has been successful.

## Extensive Spot Buy For 'Wake Island'

(Continued from Page 1)

Gillham, director of publicity advertising, has been purchasing WNEW, WMCA, WABC, WJZ, WHN and WQXR, covering the beginning Monday, August 24, September 1. In all, a total spot announcements have been scheduled over seven stations during week preceding the premiere picture.

In addition three national broadcasts will tie in with the picture of "Wake Island." These will be the "Vox Pop" program over the Columbia Broadcasting System of 75 stations on Monday, August 24. This program will originate Camp Elliott, West Coast Corps Base at San Diego, California and will have Brian Donlevy, the featured players in the picture co-interviewer on the program broadcast will be staged in connection with the military preview of "Wake Island" which will be broadcast from Camp Elliott the same night.

Plan Marine Salute. The next of these will be "Double Or Nothing" program, the Mutual network on August 28 and will be heard on 171 stations. It will consist of a salute to the Marine Corps personal appearance of Barbara Britton, the only featured woman in the picture.

On the evening of the world premiere on September 1, a tie-in has been effected with "Battle of the Sexes" program stations of NBC. Featured program that evening will be "Marines and three girls, one of which will be Barbara Britton.

This radio exploitation is synchronized with an extensive newspaper advertising campaign including the Rivoli Theater Red Cross premiere, and complete national coverage by magazine advertising, cooperative newspaper campaign connection with the picture's release later in September.

Crosby-Astaire Set. Following through on the radio promotion campaign for production, "Holiday Inn," Pat Astaire is presenting Bing Crosby, Betty Jane Rhodes, Dolan's orchestra and a chorus in the direction of Joseph Lilly Wednesday, 9:30-10:00 p.m. Presentation is like other building interest in the show sponsored by the producers. Promotion campaign began Blue Network August 5, and included participation in a number of outstanding network series, in addition to the special programs.

"Town Meeting" Time. Beginning with the September 1 program, "Town Meeting of the Town" now heard over WJZ and Blue Network from 9-9:55 p.m. on days will be broadcast instead 8:30-9:30 p.m. on the same night. Sept. 24 program will be aired on Birmingham, Ala.

1 9 4 2											
<b>BIRTHDAYS</b>											
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
August 20											
Andre Baruch						Teddy Bergman					
Jack Copeland						Don L. Davis					
Ed Donaldson						Edgar Guest					
Walter Guild						Charles Rabiner					
Jack Teagarden						Lurene Tuttle					
Virginia Vass											

# Talent Cost Going Lower

## Leading NBC Clients in "Parade" Plan

"Parade of Stars," NBC's plan for the fall season, is being built for the audience by focusing attention on entertainment value, has already been taken advantage of by sponsors, survey released today indicates.

Conventional programs, which consist of a flexible combination of ten to fifteen minute shows, especially made transcripts and matching scripts for five, ten and fifteen minute shows, have now been taken over by General Foods ("The Aldrich

**The Routine**  
Boys at CBS listening post gleefully pick up another inconsistency in Herr Goebbels' radio propaganda. Successive sentences were: "American operations on the Solomon Islands are at a standstill. On both small islands, Tulagi and Guadalcanal, bitter battles are being fought."

## Gillette Again Signs World Series On MBS

The World Series will be sponsored by Gillette Safety Razor Company and broadcast exclusively over the Mutual Broadcasting System for the fourth consecutive year, according to an announcement made yesterday by Judge K. M. Landis, Commissioner of Baseball, following the signing of the contracts for this year's broadcasts by J. P. Spang, Jr., president of the Gillette Company, Mutual and the Commissioner.

The series will be broadcast over nearly 300 stations in the United States and Canada, short-waved

## Pepsodent-Bob Hope Show Takes 125 Outlets On NBC

Chicago — Pepsodent Company, through Lord & Thomas, in renewing the Bob Hope show for another 52 weeks starting Sept. 22, will use 125 stations, an increase of 59 outlets over the present contract. Pepsodent

## Higher Brackets Particularly Hard Hit As Budgets Are Drawn Tighter; Web Discounts Pave Way

## Listener Survey Sees Mon. Best Week Night

Monday evenings proved to be the best weekday listening time, according to the annual report of the Cooperative Analysis of Broadcasting's use of radio sets for the year ending April 30. Average listening was less on other days, except Sunday. Percentage of sets tuned on other days is as follows: Tuesday, 33.8; Wednesday, 31.9; Thursday, 34.2; Friday, 29.7; Saturday, 27.3; and Sunday, 29.7.

## WPB Vacuum Tube Comm. Sets Confab For September

Washington — WPB committee on radio transmitter vacuum tubes is scheduled to meet here September 4 to survey findings on tubes, according to

## Mutual Appoints Latham As Asst. Sales Manager

Presaging new and larger scaled operations, W. E. Macfarlane, president of the Mutual Broadcasting System announced, yesterday, that Jack

Reduction in salaries among the higher bracketed performers, close production budgeting, and full talent values for dollars spent are the order of the day in negotiations which have been going on for Fall productions, according to a consensus among producers, talent peddlers and advertising agency talent buyers. Cautious talent shopping

## Peabody Award Group Will Cite Stations

Washington Bureau, RADIO DAILY — Washington — Peabody Radio Awards this year will recognize meritorious public service by industrial stations, regional and local, it was announced yesterday following a meeting of a committee of the Award Board at NAB headquarters here. Attending the conference were Edward Weeks, of Boston, editor of the

## New England Regional Offers N. Y. Outlets

Two New York stations, WEAJ, NBC key outlet, or WJZ, Blue Network key outlet, may be used as the optional station on the newly-created

## War Savings Bonds and Stamps

### Dame Games Set On WJJD By Sinclair

Chicago—Sinclair Refining Co. of New York, through Hixon-O'Donnell, is contracted with WJJD of New York to air the Notre Dame football games. Starting with the Notre Dame-Georgia Tech game on October 10, Fitzpatrick, WJJD sports editor, will give eyewitness accounts of possible 9 contests on the Irish schedule.

## WJJD Casts Will Include The Round Bus Renews Time On Don Lee Net

San Francisco—Two 52-week renewals of a network show going to Don Lee-Mutual stations in the Midwest have been announced by sales manager Ward Ingram of KFRC. First renewed was Pacific Greyhound Sunday morning network program "Romance of the Highways,"

## Cantor Preview

Don Lee's quest shot on the Morris Playhouse next Friday night will be a preview of the picture, "The Life of Eddie Cantor," which Warner Bros. will release next fall. Script to be adapted from the scenario picture and is believed to be adapted from a movie scenario, that has not yet begun production.

## Super Program-Drive Readied By Blue To Aid Bond Sales

### Another Canada Outlet Curtails Hours On Air

Halifax, N. S.—In what was believed to be at least the second Canadian move on the part of an individual station since proposals were made to conserve dwindling radio supplies in Canada. CHNS, yesterday announced curtailment in its operating hours "in order to conserve power

In an attempt to spur listeners to the greatest single day of War Bond purchases since the drive was inaugurated, the Blue Network is presenting two special programs tomorrow night in which reports on sales are expected to approach tensity and excitement of national election returns. With the Western Union Telegraph Company and the AWVS War Savings Staff cooperating, purchases made by collect wire or by phone

## Special Reading

Poem title "Taps," which was written by Norine Freeman, editorial writer on the Cincinnati "Post," will be read by Sammy Kaye on his "Sunday Serenade" program on NBC at 2 p.m. on Sunday. Author, who has contributed several of her works for other broadcasts of the "Serenade" has a son who has been reported missing in the Battle of Bataan.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : Editor

MARVIN KIRSCH : : : Business Manager

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

## FINANCIAL

(Thursday, Aug. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	119 3/4	118 5/8	118 3/4	- 3/4
Gen. Electric	27	26 5/8	27	+ 1/4
RCA Common	3 3/4	3 1/4	3 3/8	+ 1/8
Stewart-Warner	6 7/8	6 7/8	6 7/8	- 1/4
Westinghouse	69 1/4	69	69	- 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	17 1/2	21 3/4
Stromberg-Carlson	5 3/4	6 3/4
WCAO (Baltimore)	16	18
WJR (Detroit)	19 1/2	22

### WPB Vacuum Tube Comm. Sets Contab For September

(Continued from Page 1)  
to Frank H. McIntosh, government representative.  
The committee on receiving tubes will report on simplification findings and continue the discussion of civilian needs at a meeting to be held here with McIntosh in charge on September 9.  
McIntosh's headquarters have been moved from the new Post Office building to 4320 Social Security building where he heads the civilian section of the WPB radio and RADAR branch.

**920 CLUB**

One of  
America's Greatest  
Local Radio Programs

**WORL BOSTON, MASS.**

### Mutual Appoints Latham As Asst. Sales Manager

(Continued from Page 1)  
Latham had been appointed assistant sales manager, and that the network will enlarge its office space here another fifty per cent. Pronouncement followed a meeting of the executive board at the Hotel Ambassador.

Latham, whose appointment will become effective Monday, August 24, will assist Ed Wood Jr., sales manager. Latham recently resigned from his post as vice-president of the American (FM) Network, formerly had been president of the American Cigar & Cigarette Co.

Macfarlane's announcement did not elaborate upon the plans for extended sales operations, though there were indications that the sales department would soon set upon an unprecedented campaign, chief tool being the network's new rate card and discount plan.

In addition to Macfarlane, executives attending the meeting were: Theodore Streibert, executive vice-president; Lewis Allen Weiss, executive vice-president; H. K. Carpenter, member of the Board of Directors; Edward W. Wood Jr., sales manager; Fred Weber, general manager, and John Shepard III, Member of the Board.

### Greyhound Bus Renews Time On Don Lee Net

(Continued from Page 1)  
conducted by Commander R. M. Scott. For nearly seven years Scott aired the quarter-hour from San Francisco, narrating interesting facts on places of interest in the west. Recently he transferred the point of origination to Hollywood and, since the rubber shortage, has changed the theme of the show to relate interesting sidelights on the news of the day.

Other show renewed was the Saturday night "Budda's Amateur Hour" program sponsored by Marin Dairy Men's Association. This program goes into its ninth year on August 29, with the original master of ceremonies, Dean Maddox, former New Yorker, at the helm. During the time it has been on the air the show has boosted the milk company to the forefront of western milk concerns.

### Leading NBC Clients Join "Parade" Plan

(Continued from Page 1)  
Family"; "When a Girl Marries"; Jack Benny; Fannie Brice and Frank Morgan; Standard Brands (Edgar Bergen); "One Man's Family"; Procter & Gamble ("Truth or Consequences"; "Mary Marlin"); Sealtest, Inc. (Rudy Vallee and Joan Davis); Kraft Cheese Co. ("The Great Gildersleeve"); Bristol-Myers Co. ("Mr. District Attorney"); also Eddie Cantor, and Lewis-Howe Co. (Horace Heidt's "Treasure Chest").

Agencies concerned include Young & Rubicam, J. Walter Thompson, Pedlar & Ryan, Benton & Bowles, Compton, McKee & Albright, Needham Louis and Brorby, and Roche, Williams & Cunningham.

### Peabody Award Group Will Cite Radio Stations

(Continued from Page 1)  
"Atlantic Monthly"; Dean John E. Drury, of the Henry Grady School of Journalism, University of Georgia, and, from the NAB, President Neville Miller, C. E. Arney, Jr., and Joseph L. Miller. The meeting set December 15 as the closing date for this year's entries, and agreed that both programs and stations are to be eligible for awards. Last year these went primarily to programs, while stations and networks were recognized in 1940.

The Peabody Awards, as regionally set up, are designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to "perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia, and friend of educational progress everywhere."

Original purpose will be borne in mind in this year's selections, but an effort will be made to narrow the bases of measurement, both in terms of stations and programs. Awards will be made in at least six categories to the following:

- (1) That program or series of programs inaugurated and broadcast during 1942 by a regional station which made an outstanding contribution to the welfare of the community the station serves.
  - (2) To a local station for the same.
  - (3) Outstanding reporting of the news.
  - (4) Outstanding entertainment in drama.
  - (5) Outstanding entertainment in music.
  - (6) Outstanding educational program.
- Awards under reporting, drama, music and education may go to either a station or a network program. Proper forms may be secured from NAB or from Dean Drury, it was announced.

### Another Canada Outlet Curtails Hours On Air

(Continued from Page 1)  
and equipment in the war interest." A newspaper advertisement stated the daily schedule was to be from 7:45 a.m. to 11:15 p.m., starting August 24 but, according to the announcement by William C. Barrett, station director, "on occasions of programs for national war effort only, the schedule will be extended to cover them." Change represents a saving of a full hour.  
CHML, Hamilton, Ont., the past week also cut its operating time.

### Pepsodent-Bob Hope Show Takes 125 Outlets On NBC

(Continued from Page 1)  
is the fourth NBC Chicago client to take advantage of the recently-announced NBC Discount plan for a minimum of 125 stations, the others being the F. W. Fitch, Brown & Williamson and W. E. Sheaffer Pens.

## COMING and GOING

NILES TRAMMELL, president of NBC, HARRY C. KOPF, vice-president and general manager of the network's central division, are leaving for 10 days of fishing at Lake of the Woods in Canada. They will be joined at the resort by FRANK RUSSELL, NBC vice-president in charge of the Washington office.

ROGER W. CLIPP, general manager of WFIL Philadelphia, is in New York for conference at the headquarters of the Blue Network.

HOPE W. BARROLL, JR., executive vice-president of WFBR, Mutual outlet in Baltimore here for a few days on network business.

"HUB" JACKSON, commercial manager of WGAC, Augusta, will leave over the week for Chicago after having been here about days.

WILLIAM T. LANE, station manager of WWSY Syracuse Blue affiliate, has arrived on another frequent but short trips to New York.

PAUL WHITEMAN is in Pittsburgh today open a week's engagement at the Stanley Theater in that city.

BILL O'NEIL, president and station manager of WJW, Akron, in town yesterday and today at the Mutual offices.

BEA WAIN returns today from Washington, D. C., where she has just completed a week of personal appearances at the Earl Theater.

KENNETH M. KEEGAN, commercial manager of WAKR, Akron, plans to return to Ohio the week-end.

HAL MEYER, station manager of WSRW, Springfield, in town yesterday on a brief business trip.

QUINCY A. BRACKETT, president and station manager of WSPR, Springfield, Mass., down for a few days on station business.

C. L. MCCARTHY, general manager of KJLH Columbia outlet in San Jose, returning to California headquarters after having spent a week in New York.

NATHAN FRANK, commercial and sales manager of WCBT, Roanoke Rapids, N. C., paid a call yesterday at Blue Network office in the course of a business trip here.

RICHARD W. DAVIS, general manager of WNBC, New Britain-Hartford, is in New York to confer with the local representatives of the station.

HUGH M. FELTIS, station contact representative of the Blue Network, off on a one-trip visiting affiliates in the New England territory.

ALEX CAMPBELL, JR., sales manager of WWSB Miami Beach, up from Florida for a few days on station and network business.

**DETROIT AREA COVERAGE**

at 800 K.C.

5000 WATTS (Day and Night)  
Mutual Broadcasting System

**CKLW**

# Gener Survey Sees Mn. Best Week Night

(Continued from Page 1)  
8.6. Monday's high spot in week-  
listening, according to the CAB  
was attributed to a pair of  
Welt broadcasts and the Bill of  
programs, which scored re-  
ratings of 63.3 and 83 per  
of the radio set-owners.

**"Rule of Thumb" Set**  
As result of the survey, CAB has  
forth a rule of thumb, which  
that one-third of the radio sets  
nation are tuned in to some  
parast during the average half-  
between 7 and 11 p.m. of any  
day night in the winter season.  
also reported that the daytime  
of sets in use is about one-  
of the night-time percentage.  
and low points in listening were  
and Saturday nights respec-

CAB analysis, which also re-  
to the use of sets by geographic  
ics and income groups, is based  
approximately 700,000 com-  
el interviews in 33 radio net-  
cities. Interviews were made  
win May 1, 1941 and April 30,  
Report was issued under the  
ision of the Governing Com-  
of the Cooperative Analysis  
dcasting. D. P. Smelser, chair-  
rocter & Gamble Co., is chair-  
the committee.

# PROMOTION

## Million Members

Over one million members, with  
WEAF, New York, leading the list  
with a total of over 200,000, is the re-  
cord set up by the "Funny Money  
Man" programs, which are being  
aired on a national spot basis throug-  
out the country. Program requires  
listeners to become members to be  
eligible for cash prize awards made  
on each airing. Average returns from  
listeners, who are asked to send in  
peculiar items for prizes, is 62 per  
cent on WEAF, which is typical of  
other outlets broadcasting the series.  
Promotion on the show includes a  
"Funny Money" cartoon strip, which  
supplements the program in many  
markets and is used independently in  
others. Program and comic strip are  
both syndicated by Allen A. Funt  
Radio Productions.

## "Pigskin Selling"

The importance of football in the  
Fall selling plans of broadcasting sta-  
tions throughout the United States has  
been emphasized by the release by  
Radio Events, Inc. of "Pigskin Sell-  
ing," a 20-page-5-color broadside on  
the selling of football forecast pro-  
grams, particularly, the Dick Dunkel  
Football Forecast. The brochure pre-  
sents the football facts for 1942 and  
the eight-year history of the Dick  
Dunkel show annotated with station

and client case histories. It includes a  
reproduction of the annual presenta-  
tion by "Life" magazine of the Dick  
Dunkel Forecasts and several pages  
devoted to the merchandising and  
promotional possibilities of Football  
Forecasting.

Particularly notable is the fact that  
the name of Radio Events, Inc. does  
not appear on the cover of "Pigskin  
Selling." This is because the bro-  
chure, one of the most elaborate ever  
produced for a spot broadcasting  
show, has been designed as a station  
selling tool... more than a Radio  
Events promotion. "Pigskin Selling,"  
as rapidly as possible, is being placed  
in the hands of the commercial man-  
agers of stations in the U.S.A.

## Certified Promotion

Certified promotion report of  
KDAL, Duluth, Minn., its 125th, was  
sent last week to promote the sta-  
tion's promotional activities in behalf  
of the outlet's programs. The un-  
usual method of reporting their pro-  
motional activities has won the sta-  
tion the plaudits of agencies throug-  
out the country. Each report con-  
tains samples and pictures of each  
promotional activity. The title page  
of each report is followed by a cer-  
tification page, complete with red  
and blue ribbons, a notary public's seal  
and signature.

# New England Regional Offers N. Y. Outlets

(Continued from Page 1)  
New England Regional Network, it  
was learned yesterday. Other details  
are being worked out by Paul Mor-  
ency, chairman of the new chain,  
who was in New York yesterday con-  
ferring with Joseph Weed of Weed  
& Co., regional's national represen-  
tative.

Class "A" basic rate for one hour  
of time has been set at \$1,340; use  
of the network with its two suppl-  
mentary outlets will cost \$1,500 (Class  
"A," 1 hour).

## Notre Dame Games Set On WJJD By Sinclair

(Continued from Page 1)  
following games: Oct. 3, Georgia  
Tech; Oct. 10, Stamford; Oct. 17,  
Bennie Bierman's Iowa Air Cadets;  
Oct. 24, Illinois; Oct. 31, Navy; Nov.  
14, Michigan; Nov. 21, Northwestern,  
and Dec. 5, Great Lakes Naval Train-  
ing Station. It is probable that the  
Southern California game on Nov. 28  
also will be broadcast.

## Named KFEL Traffic Mgr.

Denver—New salesman at KFEL,  
here, is Jack Warde, formerly as-  
sistant district traffic manager of Con-  
tinental Air Lines.



# MARTHA ROSS TEMPLE'S "NUTRITION CLASS OF THE AIR"

Meet the radio girl who has met 179,021 customers . . . face  
to face! That's the pull of the personality . . . good sense . . .  
and sound information that comes out of the WFBR microphone  
when Martha Ross Temple is on the air.

There are merchandising hooks too, that every advertiser should  
use, but seldom gets. For instance, each week free "Lesson  
Sheets" are mailed out. Another merchandising lure is an  
accredited "Membership Card". The demand is tremendous.

Time is available on this click show . . .

RATES:	1-12	13-25	26-49	50-90	100 or more
	TIMES	TIMES	TIMES	TIMES	TIMES
75 words	\$25.00	\$24.00	\$23.00	\$22.00	\$21.00

Call John Blair & Company . . . WFBR's National Representative

# WFBR BALTIMORE

Los Angeles

By JAC WILLEN

CHUCK LEWIN, west coast radio man, and, currently active in the Sectional Training Offices of Air Raid Wardens, comes up with a new idea titled, "Air Raid Incident," which looks likely to find a spot on the local air lanes. The format follows somewhat that of the motion picture idea of the visual aid in training by allowing trainees, officers, etc., of the Air Raid units to hear actual on the spot descriptions and participation in practice air raid alerts from the Warden's viewpoint... his problems and their remedy through open forum discussion. Sectional development of the idea could prove of merit and assistance to the Air Raid units if a station to station hookup could be arranged simultaneously or even on a staggered broadcast plan.

Paul Schwegler, well known Hollywood production man, is now a Chief Petty Officer Specialist in the Navy, serving on recruiting duties.

Talent will be provided and coached by Robert Whitten, head of radio drama course at L. A. City College, who is credited with the dramatic development of such stars as Alexis Smith of Warner Bros. and Donna Reed of MGM. The winner of the 13-week contest will receive a role in a motion picture.

Hedda Hopper's radio contest to pick the most suitable ending for the new Columbia picture, "Talk of the Town," was won this week by Virginia Follin of South Euclid, Ohio, whose letter was judged best of the almost 10,000 letters sent in by Hedda's dialers. Fifty-dollar war bond went to the Ohio movie fan, and radio listener.

Title of "The Remarkable Miss Tuttle" has been changed to "The Remarkable Miss Crandall" to fit the leading character played by Mary Boland, since the illness of Edna May Oliver. Miss Oliver will not be able to return to the show.

Tie-up was arranged by Al Rackin, RKO studio radio promotion head, and calls for RKO to provide scripts of old screen properties for radio sketches, in return for which film company will receive plugs on current and new releases during their first-runs at the local RKO Hillstreet and Pantages Hollywood theaters, with exploitation through 75 Thrifty Drug Stores in Southern California.

Three additional radio stations will join the Mutual Broadcasting System as affiliates in September it was announced by Fred Weber, network general manager. The new stations will boost the number of affiliates in the United States, Canada, Alaska and Hawaii to 298.

WANTED

New York Radio Production Firm needs agency contact man. Experience and references essential. Give full details, age and draft status in letter. Write RADIO DAILY, Box 558, 1501 Broadway, New York City.



Radio Is My Beat . . . !

• • • The replacement for Rudy Vallee (if and when he goes in the Navy) won't be Groucho Marx, as previously itemed. It won't even be a movie name. It'll be a radio comic... Add Nice Gestures: Continental Baking Co.—which has absolutely nothing to do with "Take It or Leave It"—is sending a baker (named Baker, incidentally) to Phil Baker's "Baker Night" this Sunday to present the emcee with a huge cake in honor of his anniversary. That's real radio co-operation!... Amos 'n' Andy have been asked by their sponsor to take a month's vacation shortly. Sponsor feels it will hypo the show on their return. As an additional shot in the arm, the Golden Gate quartet has been signed for nine weeks... Raymond Clapper succeeds Raymond Gram Swing on Mutual for White Owl... NBC's International Division has completed plans to short-wave half-hour dramatizations of the World's Series to the boys overseas... "Luncheon Date with Ilka Chase" returns Sept. 5th... Eddie Davis (the writer) getting his nose bobbed at Mt. Sinai... Ann Corio, the stripper, being paged for an air show this fall.

• • • Entire industry shocked by the sudden passing away of Effie Palmer. Her role in "Maudie's Diary" will be taken over by Irene Hubbard... What's holding up Connee Boswell's Decca platter of "Just a Letter from Home," which was recorded just under the wire? Getting a big demand from the juke boxes... Deal cooking for Ed Murrow to do a daily syndicated column on foreign affairs... Ollie Barbour, Bill Rousseau, Mildred Fenton and Geo. Brengle back from their vacations Jack Rubin's youngster enlisted in the Navy this week. Jack, Sr., is celebrating the occasion by paying off all baseball bets with War Bonds... Dinah Shore's "Mad About Him Blues," written by two NBC page boys, will be featured in the forthcoming picture, "Spirit of Stanford College"... Sudden thought: Why do guys with wet palms insist upon shaking hands with you? You name a worse feeling than grabbing a damp mitt!... The Office of Co-ordinator of Inter-American Affairs has asked Bess Flynn, author of "Bachelor's Children," for permission to air her show in Spanish in So. America. They feel it's the most representative air script showing our way of life... Radiokays: Gene Wang's scripting on "The Thin Man"... Mort Lewis' ditto for Pick 'n' Pat... Ann Thomas' emoting on "Manhattan-at-Midnite"—her first straight non-comedy role in radio... The Deep River Boys' recording of "By the Light of the Silvery Moon," with "Fats" Waller.

• • • When Eddie Cantor appears on the Philip Morris "Playhouse" next week, for the first time they won't be offering an adaptation of a movie or stage vehicle. Instead, they'll present a dramatization of the "Life of Eddie Cantor" based on the writings of twelve men who have been associated with him during the past 25 years. The role of Ziegfeld goes to Geo. Tiplady, who is said to be a "natural" for the part... If Jerry Lester clicks in his opening on "Beat the Band," he'll have a terrific air show lined up for him... After auditioning 27 announcers for the new Ginny Simms-Dave Rose show, the plum falls to Frank Bingman, of the movie profile... Wayne King has been commissioned a captain in the army—in charge of all music in the 6th Corp. Army Area... Standard Oil of Calif., one of the oldest sponsors on the coast, returns to NBC next month... Kay Kyser signed for the film version of "Stage Door Canteen" going before the cameras in Nov... WNEW's Daily News broadcast scored a beat in the field with the announcement of Bennett's nomination being aired 60 seconds after the information was received... "Lights Out," old Chicago thriller and fore-runner of such horror shows as "Inner Sanctum," etc., has been bought by a sponsor. It'll be aired in the fall out of N. Y.

Remember Pearl Harbor

Chicago

By FRANK BURKE

ANN KEITH of Poughkeepsie, N. Y., graduate of Northwestern University and teacher in New Elm High School, Winnetka, Ill., has been awarded a full scholarship as outstanding student of the NBC-Northwestern University Summer Radio Institute which closed this week. Harry C. Kopf, vice-president of the central division, announced the award. Miss Keith took top place among 100 students from 18 states and Canada by placing among the top five in each of her classes—production, and announcing.

Kopf, in commenting on the results of the school, which represented the first effort on the part of a network to give instruction in radio announcing, production, writing and public service, said the institute fulfilled its objective in every respect.

"The students who took these courses," he said, "have received a type of practical radio training obtainable anywhere else in the United States. It was the unanimous opinion of the students and faculty alike that the Summer Radio Institute was successful and we believe the training gained thereby will provide competent radio personnel to meet an anticipated wartime shortage." Another student at the institute who distinguished herself was Melaine Clark, who will make her radio debut as an Author's Playhouse radio writer when her adaptation of "I Give Life," story of Czech patriots by F. Jenkins, is presented during broadcast Sunday, Aug. 23, at 7 p.m. CWT over NBC.

While official confirmation is available, it is probable that the Northwestern Summer Radio Institute will become permanent and a second session will be held during the summer of 1943.

Officials of WIND, Gary, and WBBM, Chicago, announce that all staff employees have become members of the "10 Per Cent Club" and are contributing 10 per cent of their weekly salary checks to War Bond and Stamp buying.

Intensifying their school for "ute Men" speakers during the University Department's forthcoming Week campaign, Aug. 23-31, Neuweth, WBBM-CBS producer and his associates, are training school speakers this week.

RADIO PRODUCTION TEAM

Two young married men, 3A, looking for connection with broadcasting station.

#1. Musician: composer, arranger, pianist, conductor. Mood-Music, Jingles, Productions.

#2. Scripter: Network shows, CBS, commercials, comedy, continuity, narrative, productions. Have worked together for 3 years. Library of 600 programs, ideas, music, lyrics. Staff job where dual talents will be audience and SELL!

Write: Suite No. 802, 156 W. 44th Street, New York, N. Y.

GUEST-ING

FRANKL, Viennese social who removed 10,000 children... ALMOORE, builder of spinning... WILLIAM ZIFF, author... Dave Elman's "Lobby," Tuesday (WABC-80 p.m.).

SUKOENIG, member of faculty of the Juilliard School... "Keyboard Concerts" Tuesday (WABC-CBS, 3:30)

CARL V. CIRILLO, pianist... Ft. Custer, Mich., on the Dorsey Raleigh Cigarettes Tuesday (NBC Red, 10:30)

COONEY, Sr., on Bill Hardy's "God Old Days" program, to- (WABC-Blue Network, 8:30 p.m.).

MERRILL LENOX, assistant of the Ministers and Mission-... Board of the Northern... convention, on the morning... of Columbia's "Church of... Sunday (WABC-CBS, 10

RANDOLPH CHURCHILL, Prime Minister Winston... speaking from London on "People," Sunday (WABC- p.m.).

ARD ARNOLD and VICTOR... on the "Victory Theater" Monday (WABC-CBS, 9

R O'KEEFE, on Dorothy... "Voice of Broadway," (WABC-CBS, 6:15 p.m.).

Night Blue Show To Boost Bond Sales

Continued from Page 1) The nearest network outlet... tabulated and announced... station and state by state... intervals over the two full... broadcasts.

the programs, "I Pledge... two hours in length, will... 9:00 p.m., EWT, and will... entertainment not only from... Chicago and Hollywood... pickups from stations and... of U. S. armed forces... the world. The other pro-... "The Bond Jamboree," begins... 5 p.m., EWT, and will carry... morning hours.

Preparations Elaborate... at Radio City, New York... elaborate technical prepara-... are being rushed all over... to enable accurate totals... frequently. In Studio 8-H,... operators will be at a group... to take returns from... at another, a... to take incoming calls from

WHO'S WHO IN RADIO WILLIAM B. DOLPH

IN these days when the government is taking many of radio's most talented personnel, it is well to look back on the government's contribution to the ranks of broadcasting. Except for a very indirect association with radio through Radio Corporation of America as a sales representative in the West, William B. Dolph's first contact with radio was in 1933 as a radio director of the government agency known as the National Recovery Administration. In 1935 he joined the ranks of commercial broadcasters as general manager of WOL in the nation's Capital and he has been active ever since.

Looking at Bill Dolph today, it is little wonder that he occupies one of the most important spots in the broadcasting industry. His personality that sells not only radio time but also himself. His self-assurance belies the fact that his early beginnings were in a town of only 602 people. The town was called McLouth in Kansas and the date of his birth was April 11, 1904. Most of his boyhood associations were in the life of a small town, and it was only the demands of education that brought him to Lawrence, Kans., where he attended high and prep schools, the Oread Training School and later the University of Kansas. Following the completion of his education, Bill Dolph worked at everything from the Kansas wheat fields to acting as deputy U. S. Marshal. The nearest he came to radio in those days was as southwest representative of RCA for photophone motion picture sound equipment and radio transmitting equipment.

In 1933 Bill Dolph entered the Washington scene as radio director of the National Recovery Administration. Two years later he was general manager of WOL. Since his association with that station, its power has jumped from 100 watts to 1000 watts full time and its personnel from 15 to over 50 employees; from small quarters in Washington's Annapolis Hotel, the station has grown to a modern plant in the Heurich Building in the same city. Since 1935 WOL has grown from a distinctly local station to one of the important originating stations of the Mutual Broadcasting System.

As head of one of the important stations in the country and as Washington representative of one of the four national networks, Bill Dolph finds his days busy ones. As in 1936 when he was radio director of the Democratic National Committee, he finds time now to enter the many extra-curricular activities that is required of a man in his position. Besides his station there are two other broadcasting interests of which Bill Dolph is particularly proud. One is Fulton Lewis, Jr., whom he introduced to the nationwide network audience via MBS. The other is Walter Compton's "Double or Nothing" program, which originated at WOL and will shortly celebrate its 100th broadcast as a Mutual Broadcasting System feature.

Bill Dolph was married to Evalyn Mason Huntington in 1926 and is a brother-in-law of Herb Petzey, managing director of WHN, New York. He is a member of the operating board of the Mutual Broadcasting System. His clubs are the Variety Club and the Washington Advertising Club.



MBS Washington rep.

listeners in the New York area wishing to purchase bonds. Staff of tabulators will be on hand with adding machines to put figures into comprehensive form for air announcement. Same setup in proportionately necessary number, will be used at each outlet.

Western Union to Co-operate Plans are being developed, it is understood, to have every Western Union station in the country display printed material in its windows calling attention to the event.

The Hollywood portion of the two-hour program will be produced by Orson Welles, while Bill Bacher will take care of the New York end. Earlier show will have such stars as Bob Burns, Dinah Shore, Meredith Willson, Fannie Brice, Jane Froman, Lanny Ross and a symphony orchestra under the direction of Frank Black. On the "Blue Bond Jamboree," featuring prominent bands, visiting celebrities will go on the air from individual stations to report returns at intervals.

Cowles Going With Willkie On Trip To Soviet Russia

Washington Bureau, RADIO DAILY Washington—Wendell Willkie revealed here yesterday that when he leaves for Russia in about three weeks on a White House mission two top officials of the OWI would be leaving with him. He said he would be accompanied "at his request" by Gardner Cowles, Jr., assistant director in charge of domestic operations, and Joseph Barnes, of the New York office of the Overseas Branch. Barnes, a few years ago, was stationed in Moscow as correspondent for the New York "Herald-Tribune." The completed trip also will take the trio to the Near East.

Lt. Bingham to London The Navy announced yesterday a London assignment for Lt. Barry Bingham, who has been serving here in the public relations office. Bingham is president of the Louisville "Courier-Journal."

AGENCIES

LORD & THOMAS, New York, reveals that John J. Tormey has been appointed a vice-president of the firm. Tormey is rounding out a score of years with the agency, having joined it in 1922.

"WHAT SHOULD YOU SPEND ON ADVERTISING" is the title of the lead article in the current issue of "Domestic Commerce," official weekly bulletin of the Department of Commerce. Much emphasis is placed on the value of advertising as an aid in the winning of the war.

CECIL & PRESBRY, INC., have been named advertising counsel of the Fairchild Engine & Airplane Corp., according to Joseph E. Lowes, Jr., director of advertising of the airplane firm. Products include aircraft, aircraft engines and other Fairchild interests. John P. Kane is the account executive for Cecil & Presbrey.

M. B. ELLIOT has been appointed manager of sales of the unit equipment section of General Electric Co.

LEONARD TOBACCO CO. has named Raymond Spector Co. as its advertising agency.

NAB Preparing Reply To Article in "Digest"

Washington Bureau, RADIO DAILY Washington—Early reply to the adverse article on radio advertising which appeared in the August "Reader's Digest" is planned by the NAB, which reports that it is taking measures to offset the effects of the article. The answer to "Radio's Plug Uglies" will be purely factual, NAB contending that a recitation of facts regarding radio advertising and its result is the best possible answer to these "charges and insinuations."

Going to NEW YORK?

Stay "Where Radio City Meets Times Square"

Friendly atmosphere—spacious, cheerful rooms make you feel at home away from home!

600 ROOMS, each with radio and bath, from \$2.50.

Reasonable All-expense Tours. Write for details.



HOTEL

VICTORIA

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK RONALD A. BAKER, Manager

### NEW BUSINESS

KPO, San Francisco: Pet Milk Co., St. Louis (Condensed Milk), thru Gardner Advertising Agency, St. Louis, 104 Tuesday and Thursday programs; American Industries Salvage Committee, thru McCann-Erickson, New York, 72 daily anns.; Golden State Co., Ltd., San Francisco (Golden V Milk), thru Ruthrauff & Ryan, 42 ET's; Curtis Publishing Co., Philadelphia, (Saturday Evening Post), thru BBD&O, renewals of contract for anns.; Acme Breweries, San Francisco, thru Brisacher, Davis and Staff, renewal of "Music for a Nickel," 12 times, three weekly; The Purex Corp., Ltd., Hollywood, thru Lord & Thomas, Hollywood, 12 anns.; National Aeronautics Council, New York (Aircraft Spotters Guide), thru Huber Hoge & Sons, six newscasts; Pacific Telephone & Telegraph Co., five anns., direct; Weinstein Co., San Francisco (Department Store), thru Botsford, Constantine & Gardner, San Francisco, three anns.

WLIB, New York: Litt-Chinitz, NYC (Clothiers), 42 anns. weekly for 13 weeks, direct; Roosevelt Raceway (Trotting Races), thru M. H. Hackett Advertising Agency, 90 anns. weekly for 10 weeks; I. J. Fox (Furriers), thru Louis Kashak, 42 anns. and three programs weekly for six weeks; Michael Bros. (Furniture), 42 anns. weekly for 52 weeks, direct; Capiello Radio Co. (Radio and Records), 42 anns. weekly for 52 weeks, direct; Book of the Hour Co. (Air Raid Protection), 42 anns. weekly for 13 weeks, direct.

### AP Increases Coverage Via Two New Bureaus

Press Association, Inc., is increasing its state and regional coverage, with the opening of two new bureaus at Omaha, Nebr., and Baltimore, Md., according to an announcement by Oliver Gramling, assistant general manager of the radio news service subsidiary of Associated Press. Both bureaus will handle state and regional news exclusively for the AP radio wire.

### Stork News

David I. Gilbert, Jr., was born this week to Dave Gilbert, Blue Network Sales Service, and Mrs. Gilbert.

Chicago—Robert Hurleigh, central division manager of Press Association, Inc., joined the ranks of new fathers recently. Newcomer is a girl and the first child in the Hurleigh family.

### "Hot Copy" Time Change

Beginning Saturday, August 22, and each Saturday through September 26, "Hot Copy," weekly program on NBC, will be heard at 9:30 p.m., EWT. On October 5, the show will then return to its Monday night spot at 11:30 p.m., EWT.

## WAR-PROGRAM IDEAS

### Coast Guard Series

"The United States Coast Guard on Parade," is the title of a new series of programs which WTIC, Hartford, will inaugurate this Sunday, featuring the Coast Guard Academy Band under the direction of Bandmaster Charles W. Messer. The program will originate at the Coast Guard Armory in New London and will be presented on the air between 5-5:30 p.m. During these broadcasts, the Coast Guard will emphasize its needs in men and boats, and its training plans for its personnel, interspersed with occasional bits of personal experiences related by men who are now serving in the Coast Guard Patrol.



### "Service Club U. S. A."

A new type of Army show gets its audition-airing over KGBX, Springfield, Mo., on Aug. 26. The program, entitled "Service Club, U.S.A.," will be broadcast direct from Service Club No. 1 at Fort Leonard Wood, Mo. The audition broadcast of Aug. 26, is designed to test audience response to the program, according to Army and KGBX authorities. "Service Club, U.S.A." is to be written and produced by Army personnel under the supervision of Maj. T. P. Wagner, Fort Wood post public relations officer. The music will be provided by Army musicians. The only civilian connected with the program will be the station announcer assigned by KGBX to put the program on the air from the fort at 8:30 p.m., Aug. 26. The initial program will be written and produced by Sergeant-Technician Donald Gallagher, radio veteran.

### Health Program

Significant role of health during war-time is recognized in a new public service program, "A Toast to Your Health," recently inaugurated over WTAG, Worcester. Under the auspices of the Worcester Health Department, with Dr. Vlado A. Getting, city's public health commissioner, as emcee, show seeks to educate public in problems connected with food, sanitation, dental hygiene, and disease. Participating in interview, commentary, and round-table variations of the program are public health inspectors, home economists, nutritionists, and a representative of the public. Aiding in the preparation of the scripts is Irene Kersis, formerly of WTAG, now associated with the Public Health Department. Program is a weekly 15-minute stanza.



### WSBA's Woman's Show

"War Is a Woman's Affair" will provide the theme of a one-and-a-half hour show on WSBA of York, Pa., to be titled, "Don't Listen, Men" and designed to emphasize women's work in the war effort. Programmed in the morning hours, the time will be allotted to a women's news commentary by Saralee Deane, under title of "War Is a Woman's Affair"; "Just Looking, Thanks"; A shopper's column; "Keep Fit For Victory" broadcast under direction of Office of Physical Fitness; Louella Parsons' Hollywood Column; a five-minute "Victory Quiz"; "Music To Scrub By," and "Nutrition For Defense," advice from home economics department.

### NAB Broadside Treats Petrillo Edict On Music

Washington Bureau, RADIO DAILY

Washington—In place of an AFM bulletin this week, NAB announced publication of a special broadside devoted to editorial comment on the Petrillo ban. This will be distributed next week to members of Congress, publicists, radio commentators and others. NAB members will receive advance copies this week-end.

### Buttram WHMA Manager

Anniston, Ala.—John W. Buttram, who has been employed at WHMA of this city in a commercial capacity for the past year, has been named general manager of the station, according to Harry M. Ayers, owner of the outlet. Buttram was formerly general manager of WJBY in Gadsden, Ala.

### Steve Mudge To Blue Sales

New addition to the Blue Network sales staff was announced yesterday by George Benson, eastern sales manager, as Morris (Steve) Mudge, formerly of MBS.

### Two N. Y. FM Stations To Start Operations

Washington Bureau, RADIO DAILY

Washington—Acting under the recently announced FCC policy of licensing holders of FM construction permits affected by equipment shortage, but in a position to give satisfactory wartime service, CBS and the Interstate Broadcasting Co., WQXR, filed applications with the Commission for Licensing of New York City FM stations. These are Columbia's W67NY and the Interstate Station W59NY.

### KOA Personnel Changes

Denver — Marie Gregoire, one of KOA's oldest employees in point of service, has been upped to assistant program director of the NBC Denver station. She was secretary to managers Lloyd E. Yoder and A. E. Nelson in the past. Miss Mary Keller has been named secretary to acting station manager James McPherson at KOA.

Helen Loucks has resigned as traffic manager of KOA after holding the position for several years. Miss Audrey Leonard is her successor.

### To the Colors

"MAC" MACMILLAN, sponsor of WHEC, Rochester, N. Y., has been commissioned a first lieutenant in the air forces. He joins four members of the staff in the colored armed forces: Fran Sherwood, actor, is in the U. S. Navy; Vin Decker, ex-announcer, is a lieutenant, army stationed at Chanute Field; Jerry Vogt, organist, is to be in very shortly; and Robert Spears, is awaiting assignment in the Army Air Force.

WILLIAM "BILL" PATTON, producer of early morning shows has joined the Air Force.

JOCKO MAXWELL, sports star of WWRL, Woodside, has the U. S. Army and after August will be stationed at Camp Dix, N. J.

RALPH S. SILVERS, JR., publicist and promotion director and editor of WPAT, Paterson, N. J., the U. S. Army this week. He is replaced for the duration of his absence by Ruth C. Leafer and Ellis; former will do publicity, the latter will handle sports comments.

GROVER COBB, KSAL, Kansas, will be inducted into the Naval Air Corps as a flying instructor around September 1.

JEANNE CARTER, receptionist KOA, Denver, has been sworn in as a member of the WAAC. She will be called for active duty in October or November.

DAVE ELPERS, CBS sales manager in Chicago, has been inducted into the Army and reports to Camp Grant this week. FRANK FLIGEL, engineer apprentice at WBBM, Chicago, is attending the Signal Corps school in Ft. Monmouth, N. J.

ELLIS HARRIS, director of special events and promotion of Duluth, Minn., has reported for active flight duty to the Civil Air Administration.

JOHN PAUL DICKSON, MBS correspondent in Berkeley, has joined the Marines and is now serving as a lieutenant's commission.

WALTER BISHOP, publicist director of WRVA, Richmond, has been sworn in as a first lieutenant in the U. S. Navy.

WARD QUAAL, announcer Chicago, has received orders to report to the Navy officer's indoctrination training school at Notre Dame University.

### ENGINEER WANTED

for RCA equipped, Mid-West network. Must have transmitter, maintenance experience. Good salary and advancement. Submit full details in confidence, references, draft status, photo to: 564, Radio Daily, 1501 Broadway, New York.



# Costs Lower— Higher Brackets Hit

Continued from Page 1)  
 attributed to several causes, the factors being that these factors will have an even effect upon talent costs. Major causes are the special discount plans, and the entry of new talent who have been of the prudent and chary type. The outward manifestation of the new order in talent brought to point by the jobbers, is the snail's pace of most negotiations are being. Both buyers and sellers are playing for time, to strike the better bargain at the Fall deadline approach. **Discount Plans a Factor**  
 One of the first factors to make it difficult on talent and production is the institution of the discounts by the networks to consider station coverage. By the fact that these offers are made year when budgets were cut, talent appropriations were reduced in ways. Whereas, under circumstances, time and talent allowances on the radio allowed by the networks tipped the balance in time, to take advantage of talent and wider circulation. Budgets for a 60-40 set up, talent allowances short end because in most cases could not be augmented. The budgets were a bit more liberal than in second year when sponsor and agency statistics working on the premise that time costs should balance talent. It was calculated that though more was being spent to take advantage of network offers, the costs were lower, and therefore, talent would have to come at level.  
**War Affects Costs**  
 Factors affecting costs in several advertising dollars are growing. Execs have already realized there is a premium for talent, and so are squeezing budgets as far as possible. Producers experienced "more conservative" approach on the part of networks looking for shows, agency advertising "darn good dollar" being demanded among producers and talent to deal in the talent performer salaries have the point of diminishing returns. Sponsors' sales figures for the past year or two has been little change in volume, though contracts for performers have been upped. Shows that a comedian, singer can sell just so much. As a result, sought to down salary figures where they had not been signed yet. Agencies have preferred to

# Washington Front

Washington Bureau, RADIO DAILY  
 Washington—Stations were urged by Broadcasters Victory Council yesterday to impress upon listeners the importance of voting this Fall—and of careful voting. "The BVC's scope is not political," the statement from the Council pointed out. "We just know that all the Representatives and one-third of the Senators come up for election this year. Radio has a non-partial obligation to impress its listeners with the full importance of going to the polls this Fall, and to investigate the qualities of the men who will represent them and to make sure these men are the right men to lead America through its sharpest hours of crisis."

This involves no partisanship, and names of individual candidates need not even be mentioned, according to BVC. It contends, however, that stations as an extra-curricular chore should undertake to impress audiences with the fact that in this present crucial period men of vision are needed and "just any leader" won't do. Plea was inspired by the recent Gallup Poll which disclosed that the vote in the primaries this year was nearly one-third lighter than the corresponding vote in 1938.

The Navy announced yesterday a broadcast direct from Pacific theater of naval operations, to be made Sunday at 1:30 p.m. over the Blue Network by Rear Admiral W. H. P. Blandy, chief of the Ordnance Bureau. This will be addressed to employees in plants making naval ordnance materials, who will be informed by Admiral Blandy of the importance of their contributions to war program. Broadcast will mark centenary of naval ordnance manufacturing by the bureau.



Camp public relations officers are being urged by the station relations section of the Army's radio branch to give local stations the same service on news items about trainees as they have been giving to newspapers, it was disclosed here yesterday. Request for this service, being developed on the basis of representations from the BVC, is being made in a special planning and liaison bulletin sent from Washington to public relations officials of all Army camps. To facilitate the service, geographical lists of broadcasters are also being distributed.

## CBS Int'l Division Promotes Johns-Kraber

Two new men have just been moved into the posts of production chief and general assistant in program operations of the CBS shortwave division. Both veterans of the stage here and abroad, they are Russ Johns and Tony Kraber respectively. Johns joined CBS as announcer and producer a year ago, after a career in vaudeville, night clubs revues and radio. Kraber, formerly announcer and narrator on CBS television shows, played on the French stage and Broadway.

## Margo On CBS Program

Margo has joined the entertainment stars from the southern republics who perform in the first of two special variety programs over CBS. With her on the all-Latin American music broadcast tonight from 8:30-8:55 p.m., are Juan Arvizu and Eva Garza.

describe the market condition as one of "caution" wherein buyers are less willing to risk new talent or less tried talent, and where the firms want top Crossleys for moneys expended.

**Newcomers Careful**  
 Third causal factor has been the entry of sponsors who regard their new venture into radio as an important selling medium, and who give more vigilance to the time and talent deal being offered. These are more insistent upon concrete returns for their investments, and are less willing to "speculate."  
 "Whatever is the cause," summed up one talent peddler, "they are buying tight and slow. They are all tough to crack this year."

## Mutual Cancels Program Originating In Australia

As a result of the Army's regulation which banned the broadcast of recorded messages from American service men overseas, Mutual's "Americans Calling Home" has been discontinued. Network's two other programs wherein American soldiers' voices and comments are broadcast here via recordings have been changed to interview types to conform to regulations.

Army's objection had been directed at the straight message. The two which will continue are "Stars and Stripes in Britain," heard Sundays, and the "Weekly Visit to American Eagle Club in London" heard Saturday nights. The discontinued program featured American soldiers speaking from Australia to their families in the United States.

## Renew 'People Are Funny' For 39 Weeks Over NBC

Hollywood, Calif.—Brown & Williamson Tobacco Corp. has renewed "People Are Funny" with Art Baker as emcee for 39 weeks. New contract carries the show to April 23, 1943. Series is aired on Fridays via NBC at 10:00 p.m. EWT.

## Thrivo Sets Network

Ten-station NBC network has been set for new series by Olivio Santoro, boy yodeler, starting September 13, at 11:45 a.m., under sponsorship of F. G. Vogt & Sons for Thrivo. Clements Co. placed the account.

# Gillette Again Signs World Series On MBS

(Continued from Page 1)  
 around the world to reach service men. Special provisions again will be made for the broadcasts to South America in Spanish.

The contract also gives Mutual and Gillette an option on the 1943 Series broadcasts rights.

No announcement of the sum paid for the exclusive broadcasting rights was made. The 1940 and 1941 broadcasts added \$100,000 each to the post season receipts.

Gillette sponsorship of the World Series maintains the company's position as foremost of the nation's sports broadcast sponsors. Gillette sponsors all boxing bouts of Mike Jacobs' 20th Century Sporting Club on Mutual. It also has sponsored the national professional league football championship game the last two years, and several football bowl games on New Year's Day, as well as the Kentucky Derby.

Details on when the World Series will be played, as well as announcers, will be published later.

A special broadcast announcing the exclusive Mutual broadcast of the Series was aired last night at 7:45 p.m. EWT. Speakers were Leslie M. O'Connor, secretary to Judge Landis; William Harridge, president of the American League; J. P. Spang, Jr., Gillette president; a representative of Ford Frick, National League president, and sports announcers, Jim Britt and Bob Elson.

For the last three years Elson has appeared on the Mutual World Series broadcasts. He has broadcast more World Series games than any other announcer.



**YOU'LL FIND IT IN THE 1942 RADIO ANNUAL**

★

*The 1025 page Radio Annual is distributed at no extra charge to all subscribers of Radio Daily. Your check for \$10 will bring you the Radio Annual plus the next 260 issues of Radio Daily.*



# Coast-to-Coast



**WILLIAM WRIGHT** is the new continuity head at WMBD, Peoria, Ill. Previous to his coming to WMBD he was a reporter, a radio copy writer with Buchanan-Thomas advertising agency in Omaha, continuity director of KFAB-KFOR, Lincoln, and service manager of KOIL, Omaha. . . . Murray Knight, formerly with WHEC, Rochester, and WDWZ, Tuscola, is new women's director of WMBD. . . . Another newcomer to the staff is announcer Norman Kraeft, formerly with WDWS and WILL in Champaign, Ill. and Urbana, Ill. respectively.

Program manager **Walter B. Haase** of WDRC, Hartford, was in Springfield, Mass., this week, conferring with government war bond authorities on WDRC bond sales. WDRC plans to set up a complete war bond issuing agency in its office, and several ideas to induce the public to increase its bond purchases were submitted by Haase to the government representatives.

Arch Oboler's prize-winning "This Precious Freedom," an anti-Fascist radio play, will be presented by Joel O'Brien on his "Preview and Encore Theater" series over WMCA, New York, next Monday, at 8:35 p.m. This oft-repeated Oboler drama was first broadcast on his "Everyman's Theater" series for Procter & Gamble over WEAF-NBC on October 11th, 1940, starring Raymond Massey, and the following Spring won the first prize at Ohio State University's Institute for Education by Radio as the "outstanding radio play of 1940." It was heard twice in request broadcasts over the Government's recent "Keep 'Em Rolling, program.

WCOA, Pensacola, Fla., set an all time record for War Bond promotion in any one day during a recent "Victory Day" celebration, it is believed. According to Irving F. Welch, manager, the station broadcast 34 fifteen-minute "Treasury Star Parade" programs during the twenty-four hour period, and never repeated a single transcription. In addition to this, they broadcast 215 spot announcements, all of this without interrupting their regular NBC schedule.

**Joe Hooker**, formerly of WTCM, Traverse City, Mich., is the newest addition to the junior announcing staff of WKZO, Kalamazoo, Mich. He replaces Al Hinckley, who is now in the army. Other new names on the station's payroll are Howard W. Courtney and Adrian B. Crossley, both employed in the control room. . . . WKZO broadcast three interviews as well as descriptions at the scene of a recent \$80,000 fire in Kalamazoo.

"The Corwin Cycle," experiment in reviving the plays of Norman Corwin, will continue throughout September, it was announced by M. S. Novik, director of WNYC, New York City. Originally scheduled to end on July 10th, the program received so enthusiastic a response that it was decided to continue it throughout the summer. Now another extension takes it through September. The program is heard on Tuesday evenings at 8:30 p.m. and is under the direction of Joel O'Brien, formerly Corwin's assistant on "26 By Corwin." Scheduled for the rest of this month and the beginning of September are: "Fragment From a Lost Cause" (August 25); a "Murder in Studio One" (September 1); and "Mary the Fairy" (September 8).

**George Hanna**, ex-engineer of WHBF, Rock Island, has risen to the rank of second-lieutenant in the army signal corps and is now stationed at Camp Shelby. . . . The 7th Annual WHBF-Mississippi Valley Softball tournament opens August 23 under the lights. Van Patrick, WHBF sports director, is in charge of the meet which annually draws one of the mid-west's biggest softball entry lists. . . . During the recent 30-minute mid-western blackout, WHBF, covered the situation dramatically with remotes from the roofs of the tallest hotels in Rock Island and Moline, respectively. Along with the switching from remote spots, WHBF tossed in a newscast from blacked-out main studios at a third point.

Announcer **Harvey Olson** of WDRC, Hartford, starts his second year next month as instructor in microphone technique at Hillyer Junior College in Hartford. Olson first became an instructor at the college in September, 1941, and continued through the Fall and Spring semesters.

For the annual running of the Frank P. Fox Pacing Stake for two-year olds, WTRY, Troy, sent Roy Shudt to the Saratoga Raceways this week to present his interesting commentary of the races. Roy was in very good form having just returned from Goshen where he handled the announcing for the track fans.

**Matthew J. Hoffman** has been named control operator on the staff of WSBA, York, Pa. A graduate of the U. S. Army Signal Corps School, Hoffman has worked for WMAM, Marinette, Wis., and Ohio stations.

Expansion of the staff of WOWO-WGL, Ft. Wayne, has caused construction of new offices for Tom Wheeler, farm director, as well as the promotion department and the music library. The new quarters are located on the main floor of the Westinghouse Building. Construction work on the stations' FM studios and control rooms on the building's third floor is progressing rapidly.

Tuesday, August 25, when Norm Marshall comes to the microphone with, "And here they come, your 'Parade of The Bands,'" it will mark the sixth anniversary of this popular CHML, Hamilton, Ont., show. "Parade of The Bands" is a daily recorded program of the most popular tunes of the day, played by the nation's top orchestras. Among the many well-known Canadian announcers who have worked this presentation during the six years are Captain Gordon MacLean, Lieutenant Frank "Bud" Lynch, Monty Tilton, now with the CBC, Johnny Northgrave, now with the R. C. A. F., Stu Kenney, at present free-lancing in Toronto, and, of course, Norm Marshall.

Drewry's Limited has renewed "Bob and Norm" WOWO, Ft. Wayne, for an additional 13 weeks beginning August 17th. Program is a song and patter show, and is heard every Monday and Friday at 5:30 p.m., CWT.

WCAE, Pittsburgh, Pa., will feature **Dick Jurgens'** recordings on their "Tune Factory" programs, Monday through Saturday, 1:00-6:00 p.m., for the week of August 28th, during which time, maestro Jurgens will be appearing at the Stanley Theater in that city. Dick will also be interviewed on Friday, opening day, from the backstage of the theater, 8:15-8:30 p.m. This is Dick Jurgens' initial appearance in Pittsburgh, and several of the other stations are also making unusual tie-ins with Dick's appearance in the city.

**Raymond Keane** Agency, Denver, is auditioning emcees to take over "The Three Bs" show to replace Starr Yelland, who is being transferred by the Navy from Denver to Salt Lake City. Yelland also leaves two other shows which must find replacements.

"Chuck" Thompson has just announced staff of WIBG, Philadelphia. He was formerly employed WKBN, Youngstown, Ohio.

Additions to the staff of Norfolk, Va., include Sam V. Jr. from WRDW, Augusta, Ga. to the announcing staff; Mrs. Anthony, from WGTC, Greenville, N. C., as control operator, and Gary to technical director, Grether.

Vacation notes from WFIL, Philadelphia: Lois Andrews of the tion department has returned after her annual vacation with a poison ivy; Erva Giles, must be in Maine; Doris Turner, department, is in New York. Barth has taken over the "S At-The-Mike" program, and Roy La Plante, who left for W ton.

"Symphony Hall," a full-hour gram of recorded symphonies is now the major program on to 12 midnight schedule of Hartford, FM station. The "Symphony Hall" program, which has been on since it went on a regular scheduled program basis, is nightly from 9 to 10 p.m.

Private First Class **Angela Mariana**, former musical director Pine Camp, and staff musician the National and Columbia casting Systems, became a Officer Junior Grade last week his graduation from the Army School at Fort Myer, Virginia. Mariana will head the band of the 22nd Infantry Regiment at Gordon, Georgia, the oldest organization in the United Army. Prior to his entry into service, in May of 1941, La worked with such musicians as canini and Stokowski. A violinist Mariana at one time sang tenor in the Schola Cantorum.

## Benton & Bowles Reorganizes Executive

Reorganization of the executive setup of Benton & Bowles, advertising agency was announced last week following a meeting of the firm's board of directors. W. Hobler, president of the firm since 1932 has been named chairman of the board and has been succeeded by Clarence B. Goshorn. Bowles, on leave of absence from the firm as OPA Administrator in Connecticut, assumes the newly created office of vice-chairman of the firm. William R. Baker, Jr., has been elected secretary in addition to his vice-presidential duties and J. Rogers, Jr., was elected vice-president and treasurer. All other officers were re-elected.

1 9 4 2

BIRTHDAYS

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

August 21

Don Albert	Ken Carpenter
Benny Davis	Bob Haring
Thomas Hudson	Billy Idelson
Bob Jellison	Carlton Kadell
Howard W. Friedman	

August 22

William Brenton	Evelyn Brier
Carroll Carter	Kerry Donovan
Ernest Hackworth	Gwen Owen
Faye Parker	Martha Raye
Julia Sanderson	Lesley Woods

August 23

Michael Bartlett	Bob Crosby
Wendell Hall	Karen Kempel
Lawrence Marks	John McCarthy
Frank Pacelli	Maj. Ray Perkins
Evelyn Skidmore	Art Van Harvey
Forrest Wallace	

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 39

NEW YORK, N. Y., MONDAY, AUGUST 24, 1942

TEN CENTS

## New U. S. Internat'l Setup

### In Special Study How 'War Freeze'

Washington Bureau, RADIO DAILY  
Washington—FCC will begin a special study this week with a view to determining advisability of recommending to the BWC and WPB that amendments be made for thawing of the wartime freeze of last April 27. Decision to make this survey was reached at an FCC executive session of its own motion. Commissioners J. C. Craven, George Henry Payne and Clifford J. Durr were appointed to conduct the study. According to the notice this will involve an

(Continued on Page 7)

### Army-Navy Awards For Blue Web Thursday

Recipient of Army-Navy "E" award to have presentation ceremony on Blue Network is Autocar Company, which will broadcast over speakers from its plant in Ardmore, Pa. next Thursday, from 4:30-5:00 p. m. on WWT. Maj. Gen. Charles T. Johnson, Jr., of the Aberdeen Proving Ground will present the award to the company. P. Page, Jr., president of the company.

(Continued on Page 2)

### Dept. Press Branch Opens Hollywood Office

Washington Bureau, RADIO DAILY  
Washington—Establishment of a Department of Defense press branch in Hollywood will be announced Friday by Lt.-Col. Edward M. Glavin, Chief of the Radio Branch of the Department's Bureau of Publications. Appointment of Glenn Glavin to directorship of "Com-

(Continued on Page 2)

### Beat Him To It

Glenn Courtney had \$250 more to spend on his nightly bond quota of \$100, during his Thursday night radio show on WOV. He needed some more. A listener mentioned cast aspersions on the program in session, and offered to buy a bond if Glenn Miller's records were taken off the show. A coupon Glenn Miller bought a bond.

### Spieler Contest

Announcers will really see which one can out-talk the other as WMCA this week offers prize of \$25 War Bond to the one selling most War Bonds by Thursday. Every time listeners hear cash register ring, another sale has been recorded. Announcers are expected to keep punching hard and frequently.

### First Program Sked Set By Atlantic Net

First comprehensive program scheduled to be made available to affiliates of the Atlantic Coast Network was released Friday, and consists of six programs in addition to the first studio built show announced in RADIO DAILY last week. All in this group will originate from WWDC, network's key station in Washington, D. C., and will start Monday, August 24.

Productions will include the following: "Foreign Observer," 9-9:15

(Continued on Page 8)

### OWI Radio Bureau Issues Two Recruiting Booklets

Washington Bureau, RADIO DAILY  
Washington—Two new background pamphlets, "Women in the War" and "Men for Our Merchant Marine" were mailed out to stations over the weekend, by the OWI Radio Bureau. "Men for Our Merchant Marine," is expected to be especially useful in connection with a new allocation item,

(Continued on Page 2)

### Plan Vastly Expanded Shortwave Use In Psychological Warfare Move; Govt. Co-Op In Operations

### Arnold Clarification Of Ascap's 'Decree'

In a letter late last week addressed to Broadcast Music, Inc., Thurman Arnold, Assistant Attorney General, refers to a letter written by John G. Paine, General Manager of Ascap to all Ascap members as putting too narrow an interpretation upon the Department of Justice's communications with respect to the consent decree signed by Ascap.

Arnold points out that a portion

(Continued on Page 6)

### WHN Nightclub Tieup To Sell War Bonds

Cooperation of a series of night clubs in the New York area is being obtained by WHN for its new series to encourage the sale of War Bonds Starting Tuesday, September 1. First

(Continued on Page 2)

### New Pearl Buck Series Recorded By Thesaurus

Furthering of understanding between us and our Chinese allies is the purpose of new Pearl Buck series being produced by NBC Radio Re-

(Continued on Page 2)

A program of psychological warfare utilizing a vastly expanded network of short-wave stations, and to be operated as a cooperative Government-industry venture, is being readied by Office of War Information and other agencies, RADIO DAILY has learned from a reliable source. Virtual pooling of short-wave frequencies is involved, along with an additional outlay running into several millions of dollars for more than a score of the most powerful new transmitters ever developed.

These, along with the present

(Continued on Page 7)

### Blue Web Optimistic; Cites 25 New Clients

Survey made as the week ended indicates in Blue Network announcement, general encouragement in fall outlook for broadcasting industry as a whole. Of the 25 new clients acquired by the network since the beginning of the year, eight are making

(Continued on Page 8)

### "Winslow of Navy" Plans Blue Network Of 141

"Don Winslow of the Navy," children's series, gets its largest network when it goes on 141 stations of the Blue for Post Toasties, Mondays through Fridays starting October 5. Placement was handled through Benton & Bowles.

## ★ THE WEEK IN RADIO ★

... Talent Costs Down

By BOB LITZBERG

WARTIME broadcasting is hitting at the pocketbooks of the higher-bracketed performers, it was learned last week in an informal survey made by RADIO DAILY among producers, talent peddlers and advertising agency talent buyers. Cautious talent buying is attributed to the network special discount plans and the entry of new sponsors of a more prudent and chary nature; both these reasons may be directly tied up to the war and broadcasting's part in it. . . . An old industry

headache moved into the broadcasting picture again last week. In answer to the latest proposal for a discriminatory tax on radio, made by John B. Haggerty, chief of the International Allied Printing Trades Association, the NAB presented a brief to the Senate Finance Committee in Washington in which is included four "conclusive replies" to the Haggerty statements. At the same time at the request of the Senate Committee, the

(Continued on Page 3)

### Sounds Okay

West Palm Beach—There may be still 101 shopping days left until Christmas, but Steve Willis, manager of WJNO, is not allowing listeners to be lackadaisical about preparing gifts for boys in the service. Local merchants cooperating, spots are now on encouraging mailing presents to these men all over the world during September.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : Editor  
MARVIN KIRSCH : : : Business Manager

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

# FINANCIAL

(August 21)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	119	118 3/4	118 7/8	- 1/8
CBS A	12	12	12	+ 3/8
Crosley Corp.	6 7/8	6 7/8	6 7/8	+ 3/8
Gen. Electric	27 1/2	26 3/4	26 3/4	- 3/8
RCA Common	3 3/8	3 1/4	3 3/8	+ 1/8
Westinghouse	69 1/2	68 3/4	69	- 1/4
Zenith Radio	14 1/2	14 1/8	14 1/8	- 1/4

## NEW YORK CURB EXCHANGE

	High	Low	Close	Net Chg.
Hazeltine Corp.	16 3/4	16 1/2	16 3/4	+ 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.			17 1/2	2 1/2
Stromberg-Carlson			5 3/4	6 3/4
WCAO (Baltimore)			16	18
WJR (Detroit)			19	22

## OWI Radio Bureau Issues Two Recruiting Booklets

(Continued from Page 1)

the tie-up with the merchant marine's recruiting drive between September 8, and 11. Former seamen now engaged in other trades are to be asked to register voluntarily at the nearest United States employment service office, and raw recruits will be urged to help sail our new cargo vessels.

They will be invited to turn to the U.S.E.S. for information to training courses leading to jobs with fleet.

Other factual material on drive is available from local maritime offices or public relations division of Maritime Commission in Washington.

## Am. Chicle Renews Henry

Bill Henry, news commentator, has been renewed for American Chicle Co. for its NBC Pacific Coast Network in daily Tuesday through Friday periods, 5:45-6 p.m., PWT. Badger and Browning and Hersey is the agency.

## ENGINEER WANTED,

for RCA equipped, Mid-West network station. Must have transmitter, maintenance and operating experience. Good salary . . . chance for advancement. Submit full details including experience, references, draft status, picture. Box 564, Radio Daily, 1501 Broadway, New York City.

## New Pearl Buck Series Recorded By Thesaurus

(Continued from Page 1)

Recording Division, carrying the title "America Speaks to China" for the eight original plays included in the group. Programs are to be shipped to the West Coast and from there short waved to China.

Miss Buck, author of such novels as "The Good Earth" and "Dragon Seed" says that the purpose of the recordings is to "help ordinary people, on one side of the world, to know and understand ordinary people on the other side, in terms which ordinary people can grasp." In line with this objective, productions have Chinese students in this country take parts of such typical Americans as "Tony, who builds bombers" and "Freda Borsch, a German refugee now serving as an air raid warden." Translation from English to Mandarin was done by OWI.

Cast assembled for the series because of their knowledge of Mandarin includes Virginia Dzung, Shanghai; Grace Kuo, Shantung; C. M. Cheng, Mukden; C. L. Shen, Peiping; H. Y. Yuan, Shanghai, and Jen Ying Yen, Chungking.

## War Dept. Press Branch Opens Hollywood Office

(Continued from Page 1)

mand Performance," the Branch's weekly show broadcast to American troops throughout the world was also announced by Kirby.

Coleson, who is now out in Hollywood selecting quarters for the new office, has been in charge of the recently established New York Office, to which he came from the post of Administrative Executive in the Washington headquarters of the branch. Wheaton has been director and co-producer of "Command Performance."

Reorganization of War Department's public relations bureau last week did not directly effect the branch, according to a spokesman, although some minor administrative changes may be announced shortly. Moreover, it is expected that a few of the air force and other field men who were not assigned to combat duty as a result of the recent shakeup will be joining the branch here as liaison men and expert consultants.

## Losey Made Director Of NBC Production

Appointment of Joseph Walton Losey as production director of NBC was announced over the week-end by Wynn Wright, NBC Eastern production manager, with assumption of the new position to be effective August 26. Losey has acted in stage managerial capacity for Broadway shows, produced and directed industrial and educational films and written magazine articles on the drama.

## Wedding Bells

Charlotte, N. C.—Sanford George Becker, announcer of WBT of this city was married recently to Ruth Joyce Venable.

## WHN Nightclub Tieup To Sell War Bonds

(Continued from Page 1)

of the programs, which will go on each week from 10:30 to 11 p.m., EWT, will bring to the microphone, entertainers from Club 18 including Frankie Hyers, Frankie Froeba and Gordon Anders' orchestra. Alan Courtney will act as emcee and War Bond salesman for the whole series. Purchase of a bond at a minimum price of \$500 will entitle buyer to an evening's entertainment in one of the establishments. Second club tentatively planned to be put on air is Ruban Bleu.

## Sixth Army-Navy Awards Over Blue Web Thursday

(Continued from Page 1)

company, while label insignia will be given to Aubrey Boutelier, employee, by Col. David N. Hauseman, District Chief, Philadelphia Ordnance District, U. S. A.

## COMING and GOING

C. W. "JOHNNY" JOHNSTONE, Blue Web director of news and special events, is back at his desk after spending two weeks in California and Hollywood.

DAVID F. SHURTLIFF, station manager of WFEA, Manchester, and PAUL W. MOREN, manager of WTIC, Hartford, visiting on their way with Sheldon Hickox, head of the station's relations department at NBC.

S. C. VINSONHALER, station and community manager of KCHI, Little Rock, back at Arkansas headquarters after a week in New York.

RALPH S. HATCHER, sales promotion director of WTAR, Norfolk, was in town Friday for conferences with network officials and station management.

HARRY TRENNER, sales manager of WJLB, Binghamton, spending a few days in New York on station business.

CHARLES E. DENNY, station manager of WERC, Erie, has left for home after having the better part of a week here on business.

BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, spent Friday in town.

**52%** of PITTSBURGH STORES RESTAURANTS and SHOPS

Keep their radios tuned to **WCAE\***

A new daytime survey of DRUGGISTS . . . GROCERS . . . TOBACCONISTS . . . BARBERS and RESTAURATEURS (Metropolitan Pittsburgh) shows WCAE tuned in more than all 4 other Pittsburgh stations combined!

WCAE	52%
STATION B	21%
STATION C	12%
STATION D	11%
STATION E	4%

If you need that extra "push" at the Point of Sale, tell it to the Trade—and the customer—on their favorite station.

\*Survey details on request.

EXTRA PUSH at the POINT of SALE } **WCAE** PITTSBURGH

## THE KATZ AGENCY

5000 WATTS  
1250 K. C.

NEW YORK—CHICAGO—DETROIT—ATLANTA  
KANSAS CITY—DALLAS—SAN FRANCISCO

MUTUAL BROADCASTING SYSTEM

# THE WEEK IN RADIO ☆

## ... Talent Costs Down

(Continued from Page 1)

ary Department submitted a tax which called for the levying of both upon stations and also on works; the plan was submitted not the recommendation of the ment.

FCC was in the process of filing information about the existing music situation, which turned over to the Department of Justice in the form of an affidavit for use in the government injunction suit against James Hill and the American Federation of Musicians. All stations listed had received the Commission's 10-page questionnaire, which is to be returned and filed under within five days of their receipt. October 16 has been the date set for the hearing of both sides on the first action in the Federal Court, California. Restrictions on broadcast press calls outside of the Western Hemisphere were relaxed by the War Communications Board and order exempts programs and calls, specifically approved by the Office of Censorship, from the prohibition of non-governmental stations or personal radio-telephone made to or from any foreign station outside of the Western Hemisphere except England. Board of the Canadian Broadcasting Corporation held its first meeting last week since the special broadcasting committee of the House of Commons issued its recommendations for the operation of the Canadian network.

"Radio Going" and criticism in recent newspaper stories about the program schedules was FCC man Fly's answer to rumors which flew across the country during the week. This attitude was also expressed by the War Production Board, which submitted several suggestions to the FCC to assure the best possible use of the dwindling stock piles of materials available to stations for maintenance and repair. Descriptions "markedly out of order" in the dailies of the forthcoming content of broadcasting service, reiterated his stand that aims of government and the industry "establishing and maintaining the stability and durability of broadcast service and coverage."

only evening was revealed to be

the best listening night, except for Sunday, in the CAB's most recent survey of use of radio sets; the report also set up a general rule of thumb, which claims that one-third of the radio sets of the nation are tuned in during the average half-hour between 7 and 11 p.m. of any weekday night in the winter season. New high of 804 commercial stations was reported by BMI as having been signed as licensees by the industry-owned music publishing firm. War Department made public its plans for reorganizing its public relations activities. Importance of maintaining institutional advertising throughout the war period was stressed by the U. S. Department of Commerce in a current issue of one of its publications. CBS completed the deal for the purchase of WEEL, Boston, giving the network its eighth managed and owned station. FCC set a wartime precedent by approving a power of attorney for the affairs of Gordon Gray, licensee of WSJS and W41MN of Winston-Salem, N. C.

New regional network comprising seven stations in New England, to be known as the New England Regional Network, was formed. Award committee of the Peabody Radio Awards set up a new list of categories for its prizes. On the business side: Johnson & Johnson was completing its national spot list of stations; Pierce Proprietaries, Inc., was readying a spot campaign; General Foods announced the placing of its CBS "Young Doctor Malone" series on 14 NBC stations; Dorothy Thompson has been signed for a Blue Network series under the sponsorship of Trimount Clothes; Coca-Cola announced a \$100,000 promotion campaign to supplement its "Spotlight Bands" on the Blue; Sheaffer Pen Co. has signed a 52-week contract for the airing of Upton Close on NBC; Gillette Safety Razor Co. renewed its World Series baseball broadcasts on MBS; several network accounts increased their station lists for the Fall season.

### Alexander H. Rogers

Lawrence, Mass.—Alexander H. Rogers, founder, owner and president of WLAW, of this city, died Thursday at his summer home in Seabrook, N. H. He was 74.

Rogers, born in Scotland, came to America as a boy and worked himself up in the newspaper business, finally becoming owner of the Lawrence "Eagle-Tribune." He founded WLAW, now a CBS affiliate, in 1937. He was a member of the AP, ANPA and the U. S. Chamber of Commerce. His widow and son survive.

### "Faust" On "Great Moments"

Selections from Charles Francois Gounod's popular opera, "Faust," will be presented over the Columbia network on "Great Moments in Music" Wednesday, Aug. 26, from 10-10:30 p.m. Jan Peerce will sing the title role.



...gone! I forgot to include ...DF Flint, Michigan on my ...

# The Public ~~be Damned~~ <sup>TOLD!</sup>

**SCOOP!**

PRESSURE EASED BY **FULTON LEWIS, Jr.**



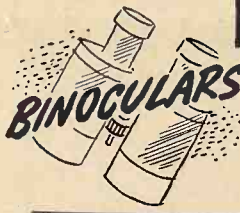
**SCOOP!**

PRODUCTION SPEED DEMANDED BY **FULTON LEWIS, Jr.**



**SCOOP!**

FOR NAVY OBTAINED BY **FULTON LEWIS, Jr.**



**"the man who makes the news"**  
**AVAILABLE FOR SPONSORSHIP**  
**ON YOUR OWN STATION**  
**AT YOUR OWN RATES**



MILLIONS OF LISTENERS from coast to coast can tell you of the startling disclosures and "back-of-the-scenes" news scoops made by Fulton Lewis, Jr., in connection with the sugar and rubber problems. The Navy will tell you how Fulton Lewis, Jr., succeeded in having his audience contribute 600 pairs of rare binoculars after the Navy's own efforts failed. And 59 advertisers from coast-to-coast will tell you of the amazing sales this "Knight of the Microphone" is creating for them. Fulton Lewis, Jr., is available for sponsorship in your city—at your one time, quarter hour rate per week! Get busy now and SELL—wire, phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

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

# DO YOU KNOW WHAT YOU ARE BUYING



- Anticipating the needs of both national and regional buyers of radio time, the current 1942 RADIO ANNUAL presents a statistical breakdown of the 140 Metropolitan Districts as prepared by the Bureau of Census in the 1942 Census of the United States.
- In addition to the government's figures, a section of this ANNUAL is devoted to the changes in U. S. Markets resulting from the demands of the war effort in the nation's industrial areas.
- A complete breakdown of this up-to-the-minute market data covering the 140 Metropolitan Districts is found on

pages

**273**

through

**287**

of the

**1942 RADIO ANNUAL**

*Your check for \$10. will bring you the 1025 page Radio Annual plus the next 260 issues of Radio*

# THE 140 METROPOLITAN AREAS?

## METROPOLITAN DISTRICTS

Information on Metropolitan Districts is a new addition to RADIO ANNUAL's presentation of market data. The material that follows is distinguished from the data by county on preceding pages in that the areas studied are economic rather than political. A Metropolitan District is an area including all the thickly settled territory in and around a city or group of cities. It includes the central cities of the United States and all adjacent and contiguous minor civilian divisions having a population density of 150 or more per square mile. The U. S. Bureau of Census has prepared data on 140 Metropolitan Districts, all of which are included in the following presentation.

All Money Values Are In Thousands (\$000) of Dollars

### AKRON METROPOLITAN DISTRICT

Contains parts of Medina, Portage and Summit Counties (Ohio)

Population	Families	TOTAL RETAIL		APPAREL		FOOD		DRUG		AUTOMOTIVE		DEPARTMENT	
		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
349,705	94,911	4,462	\$141,039	219	\$7,934	1,336	\$35,401	143	\$4,776*	609	\$27,571	91	\$24,870

### ALBANY-SCHENECTADY-TROY METROPOLITAN DISTRICT

Contains parts of Albany, Rensselaer, Saratoga and Schenectady Counties (N. Y.)

431,575	122,313	7,164	\$109,031	578	\$21,184	2,220	\$6,201	163	\$5,277	558	\$30,503	107	\$17,169
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### ALLENTOWN-BETHLEHEM-EASTON METROPOLITAN DISTRICT

Contains parts of Bucks, Lehigh, Northampton Counties (Penn.), Warren (N. J.)

325,142	83,648	5,124	\$117,640	347	\$6,069*	1,717	\$28,947	103	\$3,626	424	\$19,758*	79	\$15,244
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### ALTOONA METROPOLITAN DISTRICT

Contains parts of Blair and Cambria Counties (Penn.)

114,004	29,004	1,381	\$38,644	90	\$3,827	500	\$11,069	39	\$1,137	160	\$5,730*	20	\$6,174*
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### AMARILLO METROPOLITAN DISTRICT

Contains parts of Potter and Randall Counties (Tex.)

53,463	14,946	834	\$26,625	59	\$3,080	164	\$4,981	45	\$1,710	176	\$6,074	16	\$2,844
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### ASHEVILLE METROPOLITAN DISTRICT

Contains parts of Buncombe County (N. C.)

76,824	18,875	914	\$27,627	59	\$2,349	211	\$5,678	37	\$1,199	124	\$5,919	24	\$4,687
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### ATLANTA METROPOLITAN DISTRICT

Contains parts of Clayton, Cobb, DeKalb and Fulton Counties (Ga.)

442,294	117,384	5,275	\$193,342	299	\$17,571*	1,409	\$30,868	212	\$7,664	594	\$31,964	116	\$49,833
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Retail census data figures are for Urban Areas of 2,500 population and more; "Total Retail Stores and Sales" are for the entire metropolitan district. Automotive figures include Filling Station Stores and Sales. All money values are in thousands of dollars.

### ATLANTIC CITY METROPOLITAN DISTRICT

Contains parts of Atlantic and Cape May Counties (N. J.)

Population	Families	TOTAL RETAIL		APPAREL		FOOD		DRUG		AUTOMOTIVE		DEPARTMENT	
		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
100,096	28,195	2,508	\$57,112	249	\$5,919*	710	\$16,108	75	\$2,611*	167	\$3,542	74	\$5,898*

### AUGUSTA METROPOLITAN DISTRICT

Contains parts of Richmond County (Ga.), Aiken (S. C.)

87,809	22,959	1,133	\$26,665	88	\$2,960	336	\$5,301	27	\$982*	114	\$3,594*	23	\$4,124
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### AUSTIN METROPOLITAN DISTRICT

Contains parts of Travis County (Tex.)

106,193	26,863	1,286	\$40,614	74	\$3,285	355	\$8,264	61	\$2,297	212	\$8,592	23	\$4,552*
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### BALTIMORE METROPOLITAN DISTRICT

Contains Baltimore City; parts of Anne Arundel, Baltimore, Carroll and Howard Counties (Md.)

1,046,692	271,952	16,042	\$417,395	1,036	\$33,023	6,401	\$100,352	487	\$15,710	853	\$52,511	356	\$89,693
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### BEAUMONT-PORT ARTHUR METROPOLITAN DISTRICT

Contains parts of Jefferson County (Tex.)

138,608	37,497	1,843	\$53,828	97	\$3,613	488	\$10,060	67	\$2,043	252	\$12,810	27	\$7,108
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### BINGHAMTON METROPOLITAN DISTRICT

Contains parts of Broome County (N. Y.)

145,156	38,055	2,010	\$62,046	150	\$5,123	530	\$14,181	34	\$1,872	239	\$11,552	42	\$8,331*
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### BIRMINGHAM METROPOLITAN DISTRICT

Contains parts of Jefferson County (Ala.)

407,851	106,534	3,596	\$119,199	246	\$11,253*	1,036	\$21,770	161	\$3,818	436	\$25,613	87	\$17,949
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### BOSTON METROPOLITAN DISTRICT

Contains Suffolk; parts of Essex, Middlesex, Norfolk and Plymouth Counties (Mass.)

2,350,514	606,382	30,702	\$1,018,837	2,634	\$90,645	11,082	\$261,838	1,266	\$38,716	2,986	\$137,939	855	\$159,135
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### BRIDGEPORT METROPOLITAN DISTRICT

Contains parts of Fairfield County (Conn.)

216,621	57,487	3,263	\$90,207	214	\$7,636	1,213	\$24,491	129	\$3,326*	384	\$15,222	78	\$11,479
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### BUFFALO-NIAGARA METROPOLITAN DISTRICT

Contains parts of Erie and Niagara Counties (N. Y.)

487,719	224,975	12,527	\$339,017	855	\$31,542	4,529	\$86,792	359	\$10,357	1,121	\$64,648*	252	\$54,477
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### CANTON METROPOLITAN DISTRICT

Contains parts of Stark County (Ohio)

200,352	53,302	2,748	\$81,770	184	\$7,239*	741	\$18,796	65	\$2,442	386	\$15,713	51	\$10,752*
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### CEDAR RAPIDS METROPOLITAN DISTRICT

Contains parts of Polk County (Iowa)

183,973	53,262	1,084	\$36,985	69	\$3,022	290	\$6,184	39	\$1,916*	165	\$7,376	23	\$6,155
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\* Estimated.

Los Angeles

By JAC WILLEN

A MAJOR crisis almost developed the other day on Lum and Abner's Blue Network show when something went wrong with the little bell which signals the opening of the door to the Jot 'Em Down Store. Clips and everything the boys could get hold of were resorted to, and the little bell was ready just split seconds before show went on the air.

Plans are afoot to send Kay Kyser and his "College of Musical Knowledge" crew to Alaska to entertain the American service men there.

KWKW, Pasadena, will just fall short of their original plan of having announcers from all four corners of the United States on hand for their first broadcast which is scheduled to take place shortly. From the north, comes Burritt Wheeler, hailing from KUIN, Grant's Pass, Oregon. From the west is Dwight Hauser, formerly with KMPC, Beverly Hills, Calif. From the south is Bob Garrett, just in from WCOV, Montgomery, Alabama. The station falls short of the original goal, due to having no eastern announcer as yet on hand. The closest they could come to that, is Barclay Hodgkins, from East Pasadena, who has been a staff announcer at KPPC, Pasadena. However, Marshall Neal, general manager of KWKW, is well satisfied with the selection of announcers, because aside from his selection of the four corner men, he also has on his program staff, Miss Toni Merrill and Lamont Johnson, both of Pasadena.

Two West Coast Programs Scheduled Over WBBM

Chicago—"Housewives Protective League" and "Sunrise Salute," broadcast regularly on the West Coast since 1934, make their dual debut on WBBM of this city today. Inaugurated on KNX, Hollywood, by CBS' radio columnist Fletcher Wiley, the twin series was extended to include San Francisco in 1940, with Galen Drake announcing the programs.

Paul Gibson, director of the League, will handle the Chicago series. Gibson, who has aired the League broadcasts in Los Angeles and San Francisco, will do WBBM's twice-daily "chatter" program. "Sunrise Salute" is scheduled for the 6:00-6:55 a.m., CWT, spot Mondays through Saturdays; the afternoon series (Housewives' Protective League) will be aired from 4:00 to 4:50 p.m., CWT, Mondays through Fridays. Material for both programs is garnered by a research staff in Los Angeles. Programs will be sold on a participating sponsorship basis.

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



A Reporter's Report Card . . . !

• • • WALTER WINCHELL: Remarkable testimonial to your ability to hold audiences even though you're off the air is the fact that the latest Hooper survey places you on top of every show in radio! . . . BOB WELCH: Congratulations. I hear your new assignment will be as producer of the Jack Benny show. . . . CAPT. TRUE BOARDMAN: The entertainment disks which you produced for the Army, featuring Bob Hope, Frances Langford, Loretta Young and Fred MacMurray, will be dropped by parachutes to isolated Army posts all over the world. . . . VICK KNIGHT: RKO and NBC will combine a 15-minute record parading 18 of their stars over a full NBC network as a gesture of welcome for Ginny Simms on Sept. 7th, the nite before she debuts with her new show. . . . DONNA KING: Alvino Rey's band gets the first four weeks on the new Abbott & Costello show. . . . MAE WEST: Are you getting ready to invade B'way again now that "Star & Garter" is such a solid click? . . . OSCAR HAMMERSTEIN 2nd: Dark horse in the "Helen Morgan sweepstakes" is Wini Shaw, who replaced La Morgan in the last Ziegfeld "Follies" and whose singing style is very similar.



• • • PHIL CARLIN: CBS has the plum of Hollywood commentators. Why not start a similar series from N. Y. with Adrienne Ames, who has proven herself just as able with 15 shows weekly at WHN? . . . MILTON BLACKSTONE: Congratulations on your idea of having the Prescott show aired from Grossinger's Saturday nite in conjunction with the War Bond drive. Understand you went 'way over your self-pledged quota of a quarter of a million dollars. . . . HENRY MORGAN: I see they've quoted you in Radio Reports. Do you mean to say they're starting to take you seriously? P.S. Never mind, you're out already. . . . ED WOLF: How do you like that? "Junior Miss" now climbs to 17th place in the latest Hooper. . . . HARRY FRAZEE: With "Basin St." reverting to its original format, have you thought of the idea of putting Merle Pitt in Henry Levine's old spot? . . . ILKA CHASE: Sept. 8th issue of "Look" will run a feature on you. . . . DICK MARVIN: Sept. issue of "Esquire" offers proof of your foresight in signing Johnny Mercer on the Benny Goodman show before he wrote his immortal "Blues in the Night." Also your hunch in grabbing Xavier Cugat during the BMI-Ascap fracas when BMI controlled the Latin-American catalog, insuring a full music program which started a new trend.



• • • CROSSLEY, HOOPER ET AL: How about readjusting your respective surveys to encompass the millions of people engaged in nite work? . . . JOAN EDWARDS: Your uncle (Gus Edwards) received over 500 wires and messages on his 63rd birthday last week. Who says B'way forgets! . . . MILTON BERLE: Is it true that your brother, Frank, is no longer your secretary? . . . ROY HOWARD: The terrific profile on "Cockeye Johnny, King of the Gypsies," which your former employee, Joe Mitchell, wrote for the "New Yorker," may become the basis of a new comedy radio series. . . . MCA: Marcia Neil has no manager—but will make no move unless okayed by Ray Block, her discovered and manager-without-portfolio. . . . JACK RUBIN: Is it true that you, a former wrestling champ, taught your son Commando tactics before he enlisted in the Navy? . . . NICK KENNY: Your Friday nite USO shows are honeys. . . . HELEN GLEASON: Be prepared for a visit from two movie companies during your Washington "Merry Widow" and "Chocolate Soldier" engagement. . . . CLAUDIA MORGAN: Did you know that your father, Ralph Morgan, is being considered for the title role on "Crime Doctor" when it shifts to the coast? . . . LUCILLE MANNERS: This will be a busy season for you now that you've been signed for the "Showboat" revival.



—Remember Pearl Harbor—

Chicago

By FRANK BURE

DON McNEIL and "Breakfast" radio show goes to James N. Y., on Aug. 29, for a personal appearance under Rotary Club sponsorship.

Bob Elson and Guy Savage are announcing assignments for Bears-College All Stars football over WGN-Mutual from Soldier Field on Friday, Aug. 28.

Dr. Preston Bradley, veteran minister, returns to the aid of WJJD, from 11-12 noon, Sept. 20.

An order from Emmco Ins. Company of South Bend, Ind., 10:30-10:45 p.m., spot on WMW Mondays, Wednesdays and Thursdays, headed a batch of new business to the local NBC outlet. The order, placed by MacDonald Company of South Bend, is for 13 weeks starting August 31. Details have not been announced.

Added new business included one-minute transcribed announcements for Rit Dyes, through Ludgin, Inc.; 300 announcements for 26-week period for Rembrandt through Joseph Katz Company.

Joe Kelly, Jr., 18-year-old of the "National Barn Dance" emceed taken up radio as a career and as a member of the NBC announcer staff. He has enrolled in a nouncer school and hopes to be a sports announcer.

Arnold Clarification Of Ascap's "Decree"

(Continued from Page 1)

of his letter is construed by BMI to mean that Ascap has the right to institute disciplinary action against a member who seeks to discontinue to advise with any third party, BMI, concerning the issue of direct to users of performing licenses. Says Arnold:

"This is too narrow an interpretation of the language of my July 13th. Discussions between BMI and Ascap members (including BMI) and BMI members for the purpose of discussing the free and voluntary withdrawal of an Ascap member in connection with the issuance of performing licenses direct to users is prohibited by the decree providing that third party offers no secret agreement."

This letter is construed as a clarification of BMI's position that members, under the decree, are not to be granted gratuitous licenses permitting direct performance by broadcasters of music published by BMI and its affiliates.

The letter of the Department of Justice indicates clearly that BMI has no right to institute disciplinary action against any Ascap member who freely and voluntarily issues performing licenses.

In accordance with the letter of Thurman Arnold, BMI expects to publish the works of a number of Ascap writers who have indicated their intention to grant performing licenses directly to broadcasters.



# U. S. International Setup As Psychological Warfare Aid

## FCC In Special Study To Thaw 'War Freeze'

(Continued from Page 1)

Continued from Page 1)  
of 14 short-wave transmitters, constitute a chain of non-stationary stations working 24 hours a day to send, in many tongues, a message of America in the East to our Allies, to win hesitating freedom's cause, explode Axis chatter at Axis morale. Any definite information is concerning the precise manner in which the new program will be carried out but it is believed possible that a congressional appropriation will be obtained for the purpose. To complete the new set-up, it is felt, will require 18 months at least, but then available could do a job which private industry, no matter how conscientious and cooperative, never be capable.

**Dieppe Report an Example**  
of getting such a battery of transmitters going full blast stems from the devilish effectiveness of the radio war which our enemies, especially Goebbels and his staff, have been bombarding the Americas with. An example is the recent Dieppe raid on Dieppe, France, where the twisted propaganda scale—and easily repulsed—almost before our side advanced what was going on in the local warfare by the Nazis. As it is, makes sufficient impression on our neighbors to the west upon the spirit of resistance in occupied countries, for us to do something about it—and the better.

**Double Present Facilities**  
speculation on the taking over by the Government of the country's short-wave transmitters fails to cover the vast scope of the enterprise, which will at least double our present set-up, or the nature of the operating program worked out. While this is a warfare which must be directed by psychological warfare experts, which can permit of no limitations in broadcasting, far from the private short-wavers out there for the duration, the Government needs and could pay staffs for the technical operations as well as all the program expenses they can contribute.

**Military Weapon**  
Additional transmitters necessary to be licensed to NBC, CBS, Westinghouse and other present short-wave operating equipment and installed through some such agencies as the virtual subsidies to equipment manufacturers who take new capital construction to fulfill their war contracts. Government thinking is that such a duty should not be called for at the costs of psychological warfare as a military weapon. It is believed that the least possible amount of the smallest amount of

essential material will be used to set up the physical plant. It is understood that following the close of the war, licensees will have the option to buy, at reasonable prices, the transmitters which, during the war, they had been operating under the special arrangements of the program.

### Expect BWC Cooperation

While the plan is not believed to be far enough advanced yet for presentation to Board of War Communications, no difficulty should develop in obtaining the necessary licenses and equipment priorities. After all, emphasis of our military leaders is upon saving as many American lives as possible, and the motto of psychological warfare experts is that a microphone is worth a division. Thus, the wherewithal for the program would probably be treated as a military must.

Program would require not only a high degree of cooperation between government and independent broadcasters, but also a far closer dovetailing of short-wave activity among agencies now composing the OWI and the Rockefeller Committee (CIAA) than prevailed before Elmer Davis took over. In the old days, the Donovan and Rockefeller committees were on notoriously bad terms, but with Donovan out of the information set-up, relations between the CIAA and OWI, which have respective responsibility for South American broadcasts and those beamed to the rest of the world, are now reputed to be as sweet as honey.

### Committee Personnel Possibilities

A three-man committee, representing OWI, CIAA and BWC-FCC is understood to have been set up several weeks ago to make recommendations regarding the short-wave activities. Robert E. Sherwood, chief of OWI's Overseas Branch would be the logical OWI representative, while Commissioner T. A. M. Craven, the FCC's expert on international radio, is expected to serve for BWC-FCC. Expectation is that Don Francisco, chief of the Rockefeller Committee's radio division, would be CIAA's selection.

### To Counter Lies With Truth

While this country may be expected to pay back the Axis in its own coin, as far as physically disrupting, even to jamming, enemy stations, this would be the sole resemblance between our conception of psychological warfare and theirs. Those who know Elmer Davis's thinking in the matter are convinced that Axis lies will be countered by the truth and nothing but the truth—the facts about American production, about the moral principles and unity behind the cause of the United Nations, about the "blood and tears" of today and the planning for the post-war world.

Reaction of the short-wave licensees to the contemplated set-up is understood to be generally favorable, with the rumored exception of Columbia. CBS is believed to oppose complete cessation of independent programming

in the short-wave field, the only exceptions to which, by the way, would be the transmission of popular commercials and the special Army programs for American troops abroad. It is also believed possible that the rumored CBS opposition may be based on the fear that this wartime program would constitute the opening wedge in government broadcast operations and might involve the cancelling of her present carefully worked out set-up and contracts for South American programs.

### See No Government Control

However, authoritative circles here believe that the responsible Government leaders are sincere in professing their opposition to outright government operations. The plan they are working out for a cooperative venture with the industry is, they feel the best possible compromise in view of the deadly seriousness and vast magnitude of the psychological warfare program.

In this connection it is pointed out that those making policy for the Foreign Information Service (now OWI's Overseas Branch) opposed direct Government control from the very beginning. This was not because of any pressure from the industry itself, but because the American newspaper men who came straight from European assignments to top FIS posts felt strongly that foreign listeners would place more confidence in our broadcasts if they were privately presented.

### Civilian Broadcasters Trusted

"Some European listeners don't know whether to believe British Broadcasting System news reports unless they hear these also over WRUL, Boston," one of these officials once observed. He and his colleagues felt this country should avoid the direct government-broadcasting tie-up exemplified by the BBC.

Some have gone even so far as to suggest that advertising plugs be inserted in the non-commercial short-wave programs to lend authentic American "flavor." Since commercialism is commonly attributed to Americans by other nationals, "by our commercialism they shall know us" was how this argument ran. Incidentally Fred Kaltenbach, the Nazi mouthpiece who bluffs that his broadcasts originate in this country, fakes corn flake ads in his scripts.

### May Install in Washington

It is possible that one of the powerful new short-wave transmitters would be installed in Washington. A station call containing the name of the American capital and United Nations headquarters would carry tremendous punch, especially among illegal listeners in the occupied countries, it is believed. Present lack of such a station has inconvenienced Federal information agencies, necessitating the making of platters for most talks by foreign diplomats and Government leaders.

examination of "pending applications and problems arising thereunder having to do with use of materials and construction or change of broadcasting facilities."

The commission staff will submit a list of pending applications which are pertinent thereto. Engineering and legal staffs will aid the committee in reviewing the various factors involved in these cases. The individual circumstances in each will be carefully weighed with a view to determining what possible relaxation of the freeze order might be made consistent with the public interest.

### Frequency Changes Involved

Pending applications which are most likely to be affected by reconsideration of the April 27 ruling, are those requiring little or no additional materials. For example, there are perhaps a score of applications for construction permits involving changes in frequencies and the re-grinding of crystals. Unless it should be determined that frequency changes would be undesirable in that they would affect the status quo, it seems likely, especially in view of the recent WPB orders relaxing crystal requirements, that some formula may be worked out whereby the commission could grant these applications, provided of course, that they involve no increase in power.

### Use of Materials a Factor

Any changes in the freeze order that might result from this study would probably include clarification of the statement made in the April memorandum that the commission wartime policy would be to reject applications for authorizations involving "use of any materials." It is understood that this clause, which repeats the exact language of the BWC recommendation on this matter, has been a subject of misunderstanding even among commission staff members. Some interpret the clause literally to mean "any" material, such as lumber, and even when this was already on hand. Others believe this clause was intended to apply only to cases where licensee was asking permission for some change which would require his going into the market and buying an integral piece of broadcasting equipment such as condensers, or tubes. Study is expected to take two or three weeks.

### Study Before Action

Meanwhile it seems likely that the recent WPB suggestions and a number of others for conservation of broadcasting equipment will be under study sometime before any action is taken on them. BWC which did not hold its usual Thursday meeting last week, has turned these suggestions over to advisory committee on domestic broadcasting for discussion.

The proposals will probably be returned to the board in September.

Results of the recent tube survey are not yet available. FCC-BWC Chairman James Lawrence Fly is away from Washington for two weeks, and is believed to be on a trip to the West Coast.

# First Program Sked Set By Atlantic Net

(Continued from Page 1)  
p.m., Mondays—Each week a different foreign correspondent will tell about the field of his own correspondence, giving background to present developments. Series will be initiated by James C. Wingo, Washington correspondent for the Philippine Free Press, not published at present.

"News From The White House," Tuesdays, 4:45-4:50 p.m. and Fridays 11:15-11:20 a.m. This will be a brief streamlined report of five minutes on the President's news conferences. Otis T. Wingo will handle this series. "Naval School of Music Band," Tuesdays, 9-9:30 p.m. These will be musical programs direct from the Sail Loft of the Navy Yard, Washington, D. C., featuring the Naval School of Music Band of 75 pieces. J. M. Thurmond, director of the school, will conduct the band.

"Science in the News" Wednesdays, 9-9:15 p.m. This will be presented by Science Service, and will consist of a report on the scientific side of the war, weapons and methods of the enemy, and the human parts played by scientific achievement in the United Nations' efforts. Glenn Sonnedecker, member of the editorial staff of Science Service will handle the program until the middle of October. After that Dr. Frank Thone will take over.

"Lines Behind the Lines," Thursdays, 9-9:15 p.m. This is the program, announced last week, and presented in cooperation with the Association of American Railroads.

"Uncle Sam's Question Box," Fridays, 9-9:15 p.m. The questions most frequently asked by the public at the U. S. Information centers, together with their official answers will be presented. Collection will vary with humorous, novel and war effort subjects.

### Congressmen to Talk

"The Voice of Capitol Hill," Sundays, starting August 30, 9-9:15 p.m. Each Sunday night a different U. S. Senator or member of the House of Representatives will talk on subjects bearing on the welfare of the nation, and the Atlantic Coast area in particular. To open the series, Senator Theodore Francis Green (Dem.) of Rhode Island, and a member of the Senate Foreign Relations Committee will appear on the program.

1	9	4	2
5	12	7	14
17	18	19	20
21	22	23	24
25	26	27	28
29	30		

### August 24

Phil Baker	Arlene Black
Louis E. Dean	Jimmie Fidler
W. Frank Hipp	Dennis James
Ralph Lambert Kirberry	
Helen Russell	

# Coast-to-Coast

THE Northern Broadcasting Company's new station, CKWS, Kingston, Ontario, will start operations September 1. Personnel includes Jack Davidson, from CHEX, as manager; Harold Burley, CKVD; Roy Hoffstetter, CKGB, Timmins, and Hugh Gage of CKSO, Sudbury, salesmen, and Bill Reid, Bruce Tremeer, Orville Stone, Harry McLay and Charles Miller as announcers. Engineer staff will include Jerry Kelly and Marvin Stroh, and Anne Walis becomes traffic manager.

Within recent weeks, WJZM, Clarksville, Tenn., has added ten new shows and newscasts with a total of 96 sponsors. Five are war bond programs and include: "Bond Brigade," a twice-a-week night spot for 17 sponsors running 17 weeks; "Guthrie Bondere," a half-hour program once a week for 10 weeks for Guthrie, Ky.; "Clarksville Bondwagon," an hour program once a week for 13 weeks; "Bond Serenade," a half-hour show booked weekly for 13 weeks; and "Erin Bond Fire," a 30-minute show with 10 sponsors booked for 10 weeks for Erin, Tenn. A 6:15 a.m. newscast six times weekly has been taken by Sinclair Gas for 26 weeks and two sponsors are splitting a later newscast across the board. "Morning Gold," a daily show, has been taken by 15 sponsors across the board. Another new show added at WJZM is "Music by West," featuring Juanita West, pianist and songstress, with George Stump, crooner and emcee.

Bill Shackelford, announcer on WCBI, Columbus, Miss., has the distinction of selling the first \$1,000 War Bond in the "Bonds For Victory" contest being run by the station. . . . Maxwell Williams, WCBI chief engineer, is back at the station after his two-week vacation trip. Williams married Margaret Huffman of Kansas City during his absence from the station.

Martha Keesey, formerly with CKPR, Fort William, has been added to the continuity department of CKBI, Prince Albert, Sask. She will also handle women's programs at the station. . . . Vivien Crowley, bookkeeper, and Bill Hart, chief announcer, have returned to their respective posts at the station following their two-week vacations; Elburn Parr, commercial department, is holidaying at Waskesiu. . . . Art Holmes, CKBI announcer, was married last week prior to his joining the Canadian armed forces.

Two new additions to the sales staff of WJJD, Chicago, announced by Ralph L. Atlas, station president are James W. Beach and R. Roy Miller. Beach has been with the Chicago Herald-American the last twelve years. A native of New York, Miller has been in Chicago advertising circles ten years, first with the Chicago Elevated Co., and later with Popular Science magazine.

Sue Gibson, who has been handling her own program, "Sue Gibson's Notebook," on WGL, Fort Wayne, took over on Jane Weston's "Modern Home Forum" on WOWO of the same city, while the latter vacations through the month of August. Handling the "Notebook" is Kay Howard, new addition to the WGL staff.

Spotlight news is offered on the new five-minute program "Backstage on the Air" recently inaugurated over WTAG, Worcester. Delivered by Jimmie Lee, author of the "Backstage" column in the Worcester Evening Gazette, show outlines latest events in the screen, stage, and night-life worlds. Stint is sponsored thrice weekly at 5:55 p.m. on WTAG by Sarnoff-Irving hats.

Lettuce sold for as high as \$1,000 a head on St. Louis' Commission Row the other day when Virginia Davis, director of women's programs and conductor of the "Food Scout" program on KXOK, directed the sale of the vegetables to finance a shipment of foods, medicines and supplies to the captured heroes of Bataan. Miss Davis, who acted as chairman of the auction, received more than \$12,000 for the shipment of 300 crates of lettuce.

KXOK, St. Louis, in cooperation with the American Women's Voluntary Services, is sending entertainment to Scott Field, the home of the Army Radio School. Stan Daugherty and the KXOK studio orchestra; Jean Webb, singing star of the "Star-Times Revue," and Emmet Schuster and the KXOK Sextette, performed for the "Radio Men of the Air" during the past week. In addition to the staff members making personal appearances, the men from the Field come to the KXOK studios each Thursday night for a regular presentation featuring outstanding army talent.

WIBG, Philadelphia, has donated the use of the large first floor auditorium in the new WIBG Building at 1425 Walnut Street to the Navy League for the duration. Navy League, which will make the building its Philadelphia headquarters, moves in September 1.

# Blue Web Optimism Cites 25 New Clients

(Continued from Page 1)

their debuts during this, or the three months on station lineup ending from 59 to 174.

New accounts include the following:

August 31, General Mills, Inc. Wheaties, "Jack Armstrong American Boy," Monday through day, 5:30-5:45 p.m., EWT, 91 stations through Knox-Reeves Advertising Inc.

Dorothy Thompson for Trimount Sept. 20, Trimount Clothing Company, for Clipper Craft "Dorothy-Thompson Comments" day, 9:45-10 p.m., EWT, 61 stations through Emil Mogul, Inc.

Sept. 21, Coca-Cola Company "Spotlight Bands," dance or Monday through Saturday, 9 p.m., EWT, 134 stations, to be through D'Arcy Advertising Co.

Sept. 28, Socony-Vacuum Company, Raymond Gram Swing, through Thursday, 10-10:15 p.m. stations through J. Stirling Co. Inc.

Sept. 28, Mail Pouch Tobacco Company, for Melo Crown and Pouch lines, "Counter-Spy," 9-9:30 p.m., EWT, 59 stations, Walker & Downing.

Oct. 5, General Foods Company for Post Toasties, "Don't Win the Navy," Monday through 6-6:15 p.m., EWT, 135 stations, Benton & Bowles.

Nov. 28, Texas Company, for products, Metropolitan Opera casts, Saturday, 2-5 p.m., EWT, stations, through Buchanan & Co. New York.

Several Accounts Returned Accounts returning, to the following:

Oct. 2, Cream of Wheat Company, "Breakfast Club," Friday Saturday, 9:45-10 a.m., EWT, stations, through Batten, Bartsch & Osborn, Inc.

Oct. 4, Wheeling Steel Corporation "Musical Steel Makers," Sunday 6 p.m., EWT, 75 stations, Critchfield & Co.

J. B. Williams Company shaving creams, has renewed or False" effective Sept. 14. gram is heard Monday from 11 p.m., EWT, on 38 stations, J. Walter Thompson Company New York.

## ★ TELEVISION ★

Equipment for Radio Stations

Charles Ross, Inc. carries the most complete line of MOLE-RICHARDSON Co. Incandescent and High Intensity Arc Lamps in the East.

LIGHTING EQUIPMENT Any Purpose Anytime Anywhere

333 W. 52nd St., New York City Circle 6-5470-1

CHARLES ROSS, Inc.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



20, NO. 40

NEW YORK N. Y., TUESDAY, AUGUST 25, 1942

TEN CENTS

## U. S. Lifts S. A. Radio Tax

### Report Shows Rise in Radio Worker's Pay

Washington Bureau, RADIO DAILY  
Washington — A consistent growth in war employment and average compensation within the broadcast industry is reflected in the FCC's report released here yesterday of annual financial reports filed by stations and networks for the year

beginning October 1, as a base period, three national chains, five regional networks and 17 standard broadcasting stations.  
(Continued on Page 6)

### Earl S. Sloan's 'Gang Busters' Series Starts Sept. 18

Earl S. Sloan, Inc. has added to its lineup, making a total of 96 to the lineup of stations on the Blue Network for the "Gang Busters" series which will be aired by the network for the third successive season beginning September 18. Series will be available to Blue Network stations on a local basis since May 1, currently being sponsored on stations. With the inauguration of  
(Continued on Page 2)

### Canadian Censor's Okay on Defense Law Suits

Ottawa—The censor's stamp of approval on material in radio broadcast, newspapers, periodicals, books and motion pictures is officially received as a proof against convention infringement of the Defense of Canada regulations under an amendment to the regulations published  
(Continued on Page 2)

### Songs of Strength

Plans of new Coco-Cola series on Blue Network mean that band leaders of men in the armed services will play from Army encampments, Navy bases and war industry plants, no matter where such forces of national strength be located. Late next month is when the programs begin to help make our soldiers happy through orchestras traveling to these points.

### Sing For Victory

Total of \$3,216 was purchased in War Bonds and Stamps in the WINS Noontime Bond and Stamp Club promotion, which was inaugurated yesterday. Promotion, a daily feature, consists of having the WINS staff band and celebrity guests in the street-floor store where the station is located. Each purchaser is given the privilege of singing a chorus with the band under the direction of Henry Sylvern.

### National Spot Drive Planned By RCA Victor

Radio is scheduled to play a prominent part in one of the largest institutional campaigns ever projected by RCA Victor when the drive opens in September. Spot broadcasts on local stations all over the country are planned, according to the announcement just made by D. J. Finn, advertising manager of the corporation.  
"The campaign has a dual purpose,"  
(Continued on Page 7)

### Dozen Coast Stations Join "Chest" Campaign

San Francisco—Under the chairmanship of KPO manager John W. Elwood, twelve bay area radio stations have joined in plans to help boost the forthcoming "War Chest" campaign over the top. The War Chest drive, replacing the peacetime  
(Continued on Page 2)

## Interest In Grid Airings Up Despite Gasoline Curtailment

### Dr. I. Q. Quiz Broadcasts Jump Station List by 64

Vitamins Plus Incorporated will increase Dr. I. Q. network to 129 stations effective with the broadcast of September 14. Present network consists of 65 NBC stations. The new network comprises 125 NBC stations and four Blue Network stations. Vitamins Plus Incorporated, a subsidiary  
(Continued on Page 2)

## Money For Firms Using Institutional Advertising On Latin-American Air Deductible from Income

### Canada's Legion Hits Murray Ouster Move

Ottawa—The Canadian Legion in an open letter addressed to Premier Mackenzie King has protested the proposal of a House of Commons Special Committee of Broadcasting that consideration be given to using the services of Major Gladstone Murray, Canadian Broadcasting Corporation general manager, in some other position.  
The Legion's letter was over the  
(Continued on Page 3)

### WSAI Bond Selling Scheme Features 'Mayor-A-Day'

Cincinnati—Stunt promotion for the sale of war bonds is being conducted by WSAI of this city under the direction of Jimmy Leonard, program director of the outlet. Highlight of  
(Continued on Page 7)

### Dorsey Show Takes Over B&W "Dog House" Period

Chicago — Tommy Dorsey Raleigh show takes over the NBC Wednesday night spot formerly occupied by "Uncle Water's Dog House," starting  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—A special ruling by the Treasury Department, indorsing use of normal good-will advertising by U. S. firms engaged in the American export trade and establishing the necessary expenditures for this as deductible for income-tax purposes, has just been announced. It is expected to go far to counteract the recent big drop in revenues of Latin-American radio stations and newspapers.  
The ruling, covering institutional  
(Continued on Page 7)

## First Cities Licensed For OCD Radio Setup

Washington Bureau, RADIO DAILY  
Washington—Akron, Ohio, and Lawrence, Mass., are the first cities to be licensed by the FCC under the newly established regulations for civilian defense radio systems, it was revealed yesterday.  
Their stations constituting what the commission classifies as War Emergency  
(Continued on Page 6)

## Three More "E" Awards Set for Network Time

Network time has been purchased by two sponsors to publicize the receiving of the Army and Navy "E" awards. Elco Naval Division of the Electric Boat Co. and the Scoville  
(Continued on Page 2)

### Close

Charlotte, N. C.—Case of mistaken identity had Lee Kirby, WBTV announcer-sportscaster, up in the clouds for a short time recently. He received a letter addressed to him at the station as Lieutenant Colonel Lee Kirby. When pinned down, Lee admitted that the letter was intended for Ed Kirby, who heads the public relations radio branch of the War Department.



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M. H. SHAPIRO : : : : : Editor
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FINANCIAL

(Monday, Aug. 24)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Am Tel & Tel, CBS A, Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, and OVER THE COUNTER section.

Sloan's Gets 'Gang Busters' Third Year Starting Sept. 18

(Continued from Page 1)

Sloan sponsorship of the show on Fridays at 9-9:30 p.m. EWT, local sponsorship will be discontinued. Stations added to the lineup are the 13 Southeast Group outlets; seven stations of the Florida Group; WGRM, Greenwood, Miss.; WSLI, Jackson, Miss.; and WSIX, Nashville. Warwick & Legler handles the account.

Dr. I. Q. Quiz Broadcasts Jump Station List by 64

(Continued from Page 1)

subsidiary of Vick Chemical Company, has sponsored the Dr. I. Q. program since April 6, 1942. Dr. I. Q. was sponsored for 3 1/4 years prior to this time by Mars, Inc., Chicago. Both accounts are placed by Grant Advertising Inc.

THE MIDDLE LINK IN COLUMBIA CHAIN FROM THE HUDSON TO THE GREAT LAKES

CBS BASIC SUPP. WBX 270,000 METRO M/K/T UTICA, N. Y.'S ONLY RADIO STATION

Canadian Censor's Okay Halts Defense Law Suits

(Continued from Page 1)

lished in an extra edition of the Canada "Gazette."

A spokesman in the office of the Director of Censorship said that in practice the order makes no change in the position of publishers. He said suit has never been started against a publication when the material in question had been approved for publication.

The amendment to regulations consists of a new section—63A—as follows:

63A (1) No person charged with an offense under these regulations by reason of his having published any matter in any broadcast, in any newspaper, periodical or book or in any motion picture film shall be convicted under the said regulations if it appears that the matter complained of has been passed for publication by any of the chief censors of publication or any person having authority to act on their behalf.

(2) In any proceeding under these regulations a certificate purporting to be signed by one of the chief censors of publications that any matter therein set out or described was or was not passed for publications by them or by any person authorized to act on their behalf shall without proof of the signature be prima facie evidence of the facts therein stated.

Dorsey Show Takes Over B&W "Dog House" Period

(Continued from Page 1)

Wednesday, September 16, with the program originating in Hollywood. This means the passing of Tom Wallace and "Uncle Walter's Dog House" under Brown & Williamson Tobacco Corporation sponsorship for the past three years. Show, however, is being offered to new sponsors.

WOV Bond Drive Project Spurs N. Y. Nite Club Co-op

Parade of shows from night clubs in New York's metropolitan area being planned by WOV for the specific purpose of selling War Bonds has already aroused strong interest on the part of at least five of the city's such places of entertainment. Letters indicating such interest have been received by the station from El Morocco, Ruban Bleu, the Stork Club, the St. Regis and the Latin Quarter. Inaugural program is to be on September 1, 10:30-11:00 p.m. EWT, from the Club 18, with entertainers appearing under the guidance of Alan Courtney, who will serve as emcee for the entire series. Only promotion to be permitted, other than the identification of the clubs offering cooperation, is to be for War Bonds.

New NBC Coast Musicals

Programs of light classical music, by Carl Kalash and his orchestra, are being aired Saturdays, August 22 and 29, on NBC at 9:30 p.m., EWT. The broadcasts originate in NBC's San Francisco studios.

Three More "E" Awards Set for Network Time

(Continued from Page 1)

Manufacturing Co. will both use the Blue Network this week to broadcast the presentation ceremonies at their respective plants. Former has bought time on four Blue Network stations on Wednesday at 4:15 to 4:45 p.m. EWT; latter will use the entire Blue Network on a three-quarter hour program from 2:45 to 3:30 p.m. Paris & Peart handles the Elco account and McCann-Erickson, Inc. is the agency for Scoville.

"Voice of Firestone" sponsored by Firestone Tire & Rubber Co. on NBC next Monday night at 8:30 p.m. EWT will be devoted to ceremonies in connection with the presentation of the Army and Navy "E" to the sponsor.

Dozen Coast Stations Joining "Chest" Drive

(Continued from Page 1)

Community Chest, will begin October 100, but already radio is airing advance plugs. The first was the appearance on KPO of Charles R. Blyth, president of the important campaign. Lining up with KPO to help the drive will be KGO, KQW, KJBS, KSFO, KFRC, KYA, KSN, KROW, KLS, KLX and KRE.

Decca Records Declares Dividend Plus Quarterly

Extra dividend of ten cents per share in addition to the regular quarterly dividend of 15 cents per share has been declared by Decca Records, Inc. Both are payable September 29 to stockholders of record on September 15. Record firm showed a consolidated net profit for the six months ending June 30 of \$379,783 after all Federal income and estimated excess profits taxes. Net is equal to 98 cents per share on 388,325 shares of capital stock outstanding on June 30, 1942 and compares with \$383,591, or \$1.02 per share for the corresponding period last year.

Charme Allen Cast

Charme Allen has assumed the role of the mother in "Mother and Dad" on CBS. She replaces Effie Palmer, who died last week.

Advertisement for WOL radio station: 'What about WOL? ...It serves the Nations Capital and families with average income of \$5679. Get the facts from WOL—WASHINGTON, D. C. Affiliated with MUTUAL BROADCASTING SYSTEM National Representatives: SPOT SALES, Inc.'

COMING and GOING

W. O. PAPE, owner of WALA, Mobile is spending a few days in New York on station and network business.

LARRY BAIRD, commercial manager of WNOJ, New Orleans, who was here for the better part of last week, has returned to his Louisiana headquarters.

J. L. BOWDEN, station director of WYAT, Youngstown, in town yesterday and paying a visit at the station relations department of CBS.

S. C. VINSONHALER, station and commercial manager of KCHL, Little Rock, who was reported as returning to Arkansas late last week has attended his visit here for a few days.

ARCH SHAWD, vice-president and general manager of WTOL, Blue Network outlet in Toledo, is here for conferences at Rockefeller Center.

BRUCE KAMMAN, assistant production manager at NBC, accompanied by MRS. KAMMAN and their son, is vacationing at Pt. Pleasant, N.J. He will make a trip to Chicago some time during the holiday period.

CLARK A. LUTHER, national sales and motion picture manager of KFH, Wichita, is back in Kansas offices of the station following a vacation of about a week in New York.

JOHN T. HOPKINS, III, station manager of WJAX, Jacksonville, Fla., is in town from Florida for visits with the New York office.

DON SEARLE, general manager of WOIW, Omaha, off on a short business trip to Cleveland.

H. V. KALTENBORN is back in New York having returned via the air route from London, Britain.

BENNETT LARSON, general manager of WASH, Washington, D. C., and program director of the Atlantic Network, has arrived from the coast on station and network business.

DOROTHY KILGALLAN back from the coast in time to welcome Walter O. Brown as guest on her CBS "Voice of Broadway" program this evening.

E. M. HOGE, Chicago salesman of NBC, turning from Frankfort, Ky., where he was called by the death of his father.

GENE KRAEMER, newly elected commercial manager of WSAV, Savannah, is in town on Georgia on a short business trip.

M. C. WATTERS, general manager of WYAT, Cincinnati, has arrived for a brief visit on station and network business.

CARL GEORGE, director of operations of WCAR, Cleveland, is back at his desk following a two-weeks vacation trip.

WDRG CONNECTICUT'S PIONEER BROADCAST

WDRG Is The Buy

In Hartford, WDRG is the buy... with one low rate for all advertisers... national, regional and local. Use WDRG to do a big job at a low cost... in this important market. Basic CBS for Connecticut.

## Canada's Legion Hills Murray Ouster Move

(Continued from Page 1)  
 of Alex Walker of Calgary, Union President. It stressed importance of the manager's office and the occupant was likely to succeed only if he is an expert in all phases of the complex business of broadcasting and provided he has absolute control of the CBC administration.

"This position or the authority of incumbent is weakened in any way we believe the whole structure of radio broadcasting in Canada is weakened with impairment," said Walker.

Legion communication said that the committee recommendation would be made effective more harm would be done "than the ills to be remedied ever do."

From a listener's point of view the present management has failed in its functions of providing informative, entertaining and educational programs, nor had it failed to do its part in the war effort the Legion said.

Improvements, of course, can be made continually but the remedy is not cutting adrift, or the humiliating demotion of the most important admittedly the most expert in the entire CBC setup," the Legion said.

Legion asks your government to permit the removal of the gen-

## WAR-PROGRAM IDEAS

### Town Tribute

In the interest of the Volunteer State of Tennessee and radio listeners therein, WLAC, Nashville, is arranging to broadcast a special Columbia Broadcasting System program that will honor Murfreesboro, Tennessee. Broadcast time is set for 12:45 p.m., Saturday afternoon, August 29. Milton Bacon, philosopher and radio historical interpreter, will again be at the helm supported by the songs of Burl Ives, who is now classified as a private in Uncle Sam's Army and now in New York taking part in Irving Berlin's Broadway success, "I'm in the Army." A few weeks ago, Milton Bacon was a guest of WLAC securing information in preparation for this broadcast.



### Network Revival Series

"Previews and Encores Theater" will present two network plays of recent production for its revival series conducted by Joel O'Brien on Monday nights from 8:35-9 p.m., on WMCA,

general manager or any weakening of the authority of the one official who has so successfully demonstrated a capacity for expert management by transforming the Canadian radio from a weak, ineffective voice into a powerful and popular instrument of national expression."

New York. Both are patriotic features formerly presented on NBC and the Columbia Workshop. The first will be heard Monday, August 31, entitled "Joe American," by Dave Levy, and heard originally over CBS. The second is by Merritt P. Allen entitled "Defense Work," originally produced by NBC last March.

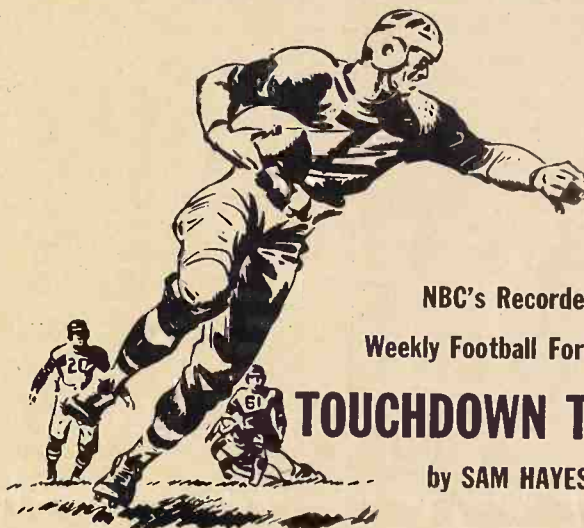
## To the Colors!

HAL ATKINSON, musical director at WTTM, Trenton, N. J., has been inducted into the army. He has been given the customary ten-day furlough and will report for duty on Sept. 1.

— VVV —

JACK LAURENCE, announcer at WELI, New Haven, has enlisted in the Marine Corps.

## READY FOR ITS 3RD BIG YEAR!



NBC's Recorded  
 Weekly Football Forecasts  
**TOUCHDOWN TIPS**

by SAM HAYES

Right from the opening whistle in 1940, *Touchdown Tips* rolled up a big popularity score with listeners. In 1941, it galloped across the goal on 71 stations—doubling the previous year's score! And it's your surest bet for 1942—rushed to stations each week by Air Express!

Sam Hayes crams action, excitement and color into each of these quarter-hours... gives each week uncanny predictions and expert analyses of games between at least 60 college teams across the country... plus three audience-attracting highlights—"Gridiron Grins", "Player of the Week" and "Coach of the Week."

First of the 13 programs, scheduled for broadcasting Sept. 11, will be shipped Sept. 7. NOTE: *Touchdown Tips* is subject to prior sales and availability\*. Wire today for audition record, sales presentation and rates in your markets.

\*Not available in States of California, Washington, Oregon.

### THEY BACKED THE WINNER!

These types of sponsors scored with *Touchdown Tips* in 1941: Men's clothing. Beer and soft drinks. Autos, tires, gas and oil. Banking and loan service. Tobacco and pipes. Furniture. Hats. Shoes. Bowling alleys. Auto wrecking and parts. Electric power. Real estate. Jewelry. Drugs. Dairy products. Lumber. Storm windows.

## SOMETHING YOU WANT TO TELL THEM?"



asks Suzy our Steno. "If you do, tell them in the WSA 'I OPENER', mailed monthly to 4,500 dealers and wholesalers. Its interesting columns tell about your program, encourage preferred merchandising of your product... ANOTHER reason WSAI means EXTRA RESULTS in Cincinnati."

### WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S  
**WSAI IDENTIFIED**  
 CINCINNATI'S OWN STATION

2 BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

## NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY  
 A Radio Corporation of America Service

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

Merchandise Mart, Chicago  
 Sunset and Vine, Hollywood

Chicago

By FRANK BURKE

COMPLETION of new light installations at NBC studios tripling the former light intensity in Studios B, D and E was announced by H. C. Lutgens, chief engineer. Studios are also being thoroughly renovated and redecored.

Watson Humphrey, radio director of Russel M. Seeds agency, has taken over directing duties on "Reveille Roundup," early morning musical show at NBC featuring Louise Massey and the Westerners. He succeeds Jane Forse who has accepted a position with WIBA, Madison, Wis.

Oriental Theater using spot radio announcements for first time to herald coming name band. Have contracted for one-minute announcements preceding and following Vaughn Monroe's CBS network commercial on WBBM. Monroe plays the theater week of August 28.

NBC vacationers who started last week-end are Ralph Brooks, Arthur Hjorth and George Maher, Jr., engineering; Theresa Knoekelmann, music library; Alan Ryan, air conditioning; Kathryn L. James, secretary to J. A. McDonald, legal advisor, and Dorothy Frundt, central stenographic supervisor.

Bob Strong and his orchestra, formerly heard on "Uncle Walter's Dog House" over NBC, plays a two-weeks engagement at the Trocadero club at Evansville, Ind., starting August 28, and one week at Eastwood Gardens, Detroit, opening September 11.

Story going the rounds that a local radio musician, whose draft number is about to come up, asked studio confidants "how to become a conscientious objector?"

Paul Whiteman, Jr., now 18, takes his set of drums to Culver Military Academy in Indiana this fall. He enrolled in the school while visiting his father in Chicago last week.

WMAQ has started a direct sales campaign on War Bonds to its listeners on Monday, August 24. Bonds will be sold over the air and at the WMAQ War Bond booth in the main lobby of the Merchandise Mart.

De Seversky in "Cosmopolitan"

NBC's Major Alexander P. de Seversky will have an article in a forthcoming issue of "Cosmopolitan Magazine" titled "We Need Better Planes." This is his second in "Cosmopolitan." His first, in September, was titled "Land Based Aviation Will Win the War."

He is also contributing an article, "Air Travel After the War," to the "Parents Institute."



Bigtown Small Talk . . .

• • • The Louella Parsons show, with Groucho Marx and Rob't Armbruster's orch. was auditioned Friday nite by Pabst. . . Four coast clients (including Sealtest) interested in Pat O'Brien. Prior to the Vick Knight audition, there was no action with O'Brien at all. . . New producer on the Eddie Cantor show will probably be Sam Fuller. . . Rob't St. John, NBC commentator in London, is working full time in a British war factory as his contribution to the all-out effort. . . Edgar Bergen due back from Alaska Sept. 1st. . . Watch for Leslie Howard to enter the radio scene shortly. . . When Morton Downey appears on "Star Spangled Vaude" program, it will be in the nature of an audition for him. A prospective sponsor will be one of the dialers. . . Gertrude Berg will write out "Sammy" in the "Goldbergs" when Alfred Ryder enters the army Aug. 31st. . . Vaughn Monroe gets the quickest return date in the history of the Paramount when he opens in November. He last played there in July. . . There's a plan being cooked up to record legit shows and short-wave them to the boys overseas. . . Gary Moore's new show has become so popular that they're giving him a full hour on Saturdays now. Not bad for a newcomer. . . Bill Adams convalescing in St. Luke's Hosp.—probably due to his hectic schedule commuting to Washington daily. . . Other bands will probably follow Woody Herman's lead by filling draft vacancies with gal musicians. . . Dinah Shore is introducing Lieut. Jimmy Stewart to her intimates as her fiancee. . . Overheard: "When I was a kid and a guy read a newspaper out loud, he'd get slugged. Now he gets a sponsor!" . . . Warren Gerz, Blue publicity ace, going to Wash. on special assignment this week. . . Suggested slogan for that shampoo: "Are you a missing hair?" . . . And for an anti-axis show: "Trouble or Nothing!"



• • • No-Truth-To-Rumor Dept.: That "This Is the Army" has already been sold. We don't know where this one started but everyone we meet seems to be positive that it's already "in." As a matter of fact, more than six sponsors are running a dead heat for it now. . . That Phil Baker will not be renewed on "Take It or Leave It." This one started when "Priorities" was scheduled for the road. . . That Bruce Dodge inherited Betty Mandeville's post as audition director with the Biow agency. Bruce is producer-director of the Phil Baker show—and Betty's spot has yet to be filled.



• • • Milton Berle will do an "Orson Welles" for the Treasury Dep't—writing, directing and starring in 26 broadcasts. . . Al Jolson show finally set with talent including Elaine Arden, Parkyakarkus and Ray Block's orch. Scripting will be by Eddie Forman, former Frank Fay and Kay Kyser writer. . . Jimmy Appell doing a rave on his new discovery, Ann Smiley, currently singing at the Stockton in Sea Girt, N. J. Jimmy sez she's a combo of Jane Eroman and Connie Boswell—and a looker, besides. . . Mitzi Gould loses her hubby to the Navy next week. . . Jeanne Juvelier gave up a running part on the "Bess Johnson" show because she was lonesome for her Chicago husband. . . Bert (Mad Russian) Gordon's forthcoming RKO picture will present him in a straight dramatic characterization! . . . It's a boy at the Michael Chimes. Ditto the Jack Landts. . . With all this fuss about Ezra Stone being banished from the air, how come Vallee and Gene Autry continue with their shows? . . . On the "O'Neill's" last year were two characters known as "Mr. & Mrs. Turner." Al Swenson, who portrayed the former, died some time ago. The other day, Effie Palmer (who was Mrs. Turner) passed away. . . Eddie Cantor was all set to go on "Hobby Lobby" tonite to aid in the search for a lad to impersonate himself as a boy on the CBS "Playhouse" this Friday nite until someone pointed out that Cantor was on the air for a rival toothpaste. . . Mike Special and Al Zugsmith have merged their band booking and management interests.

Los Angeles

By JAC WILLEN

ANITA KERT well known mid-songstress, heard over WLW, recently in Hollywood vacationing looking around.

RKO-Radio has effected a deal with radio-movie commentator skine Johnson, whereby the latter will present dramatic skits for a week period on his "Hollywood Spotlight" program over KECA beginning September 8, sponsored by Thrifty Drug chain.

One of Paramount Studios' new stars, Alan Ladd, will be guest Walter White, Jr., on the "Noble Children" broadcast of August when the program is heard coast coast on the Mutual network at 7 p.m., PWT.

Billie Burke's guest appearance on the Rudy Vallee program (August) was her seventh. Miss Burke proved one of the most popular guests to the program.

Fibber McGee and Molly of Hollywood after the preview of latest picture for RKO, "Here Go Again," and which promises greater entertainment and even greater popularity with their film and fans than their first film, to complete their previously planned vacation trip. Marion and Jim Jordan stop off briefly at Kansas City business, and then visit Chicago, where they will return to Hollywood early in September.

Ten thousand music fans, limited by the Fourth International Command in the Hollywood Bowl, this week heard radio maestro Meredith Willson baton the Los Angeles Philharmonic Orchestra through a program of All-American compositions.

Nelson Eddy's announcer, Garred, leaves the CBS program for the duration—within the next days. A lieutenant, U.S.N.R. Auxiliary Volunteer, he is reporting for duty with the fleet.

Cassini On WHN

Twice-a-week commentary presented by Igor Cassini, commentator, Capital society life for the Washington "Herald," together with his former Augustina McDermott is being heard over WHN 8:30 p.m., EWT, and will continue each Friday and Monday night after at the same time. Program originating in Washington, are needed to deal with Washington social activities. Cassini's Washington newspaper column is titled "These Charming People."

There's NO BAN on the HARMONICA

for transcription and live shows. Ideal for Themes, Musical Bridges and Mood Music. Call MICHAEL CHIMES, Harmonica & Ocarina Specialist. LE 2-1100

**RADIO ARTIST?**  
Call  
**LExington 2-1100**  
FIRST AND FOREMOST

QUEST-ING

RY SIEGEL and JOE SHUS-
ators of "Superman"; GLEN
W instructor in camouflage;
E DAVIS, woman aviator, and
E. THOMPSON, expert on
ding, on Horace Heidt's
Treasure Chest," today (NBC
8 p.m.).

WILLIAM J. McCONNELL,
a medical director of the Me-
lin Life Insurance Co, discus-
"stroke and Heatstroke," on
ays to Health," Thursday
CBS, 4:30 p.m.).

REINHOLD NIEBUHR, Pro-
Applied Christianity at the
eological Seminary, and DR.
W. PALMER, Professor of
Theology at the Chicago
ocal Seminary, discussing
urches and the War," on
if's Town Meeting of the Air,"
(WJZ-Blue Network, 9

BELLE PETERSON, assistant
director of the Red Cross
Service, on "Thus We Live,"
(WABC-CBS, 9:45 p.m.).

RE SODERO, substituting for
Valenstein on the Sinfoni-
ogram, Thursday (WOR-
p.m.).

RINGLING NORTH, of the
Brothers-Barnum & Bailey
an Ted Husing's Thirty Min-
ay," Thursday (WABC-CBS,

AYS SWARTHOUT and
ELINE CARROLL, on the
Door Canteen" program,
(WABC-CBS, 9:30 p.m.).

ER WESSELIUS, assistant
director of insular and for-
ations of the American Red
a "Thus We Live," Friday
CBS, 9:45 p.m.).

CANTOR, on the "Philip
layhouse," Friday (WABC-
9 p.m.).

A F. PORTER, financial edi-
New York "Post," and DR.
DICKASON, research direc-
of the Amalgamated Clothing
of America, discussing "Must
a Federal Sales Tax," on
ople's Platform," Saturday
CBS, 7 p.m.).

HOPE and DOROTHY LA-
on the "Vox Pop" program,
(WABC-CBS, 8 p.m.).

MUEL FRENCH
SINCE 1830
AUTHORS' REPRESENTATIVE
FOR RADIO, STAGE & SCREEN
2 West 45th Street, New York
31 West 7th Street, Los Angeles
Catalogue of Plays on Request)

PROMOTION

"Miss WEAF"

Through a contest launched on its
20th Anniversary program Sunday,
August 16, and ending midnight Au-
gust 30, WEAF, New York, is seeking
a girl born in August, 1922, to be
known as "Miss WEAF." The winner
will be given a Saks Fifth Avenue
evening outfit, an evening as WEAF's
guest at a Broadway hit and smart-
set supper spot, air recognition, and
publicity and promotional buildups
to help further any radio, screen or
stage aspirations she may entertain.
If she wishes, she may be auditioned
by radio and theatrical producers.
"Miss WEAF" will be selected for
beauty of face and figure, personality
and background suitability to rep-
resent NBC's key station, ability to sing,
dance or act, and photogenic qual-
ities. Also to be considered is the
nearness of her birth date to August
16, birthday of WEAF. Five semi-
finalists, chosen by WEAF's staff, will
be invited to a September luncheon
which judges—a board of top flight
professional representatives—will also
attend. Chosen by sealed ballot at
this luncheon, the winner will be
notified by telegram shortly there-
after.

Girls, who believe they are eligible
to become contestants, must write
WEAF, Box 66, Station G, New York.
Letters must be postmarked by mid-
night August 30, 1942, and must be
accompanied by an autobiography of
100 words or less, copy of birth cer-
tificate or other proof of birth date,
and a picture clear enough for
WEAF's staff to form a definite idea
of the entrant's appearance.

Merchandise Deal

WOAI, San Antonio merchandising
department headed by Walter Zahrt
has arranged to install a set of win-
dow displays in San Antonio chain
stores in a new merchandise deal
with the stores. There will be related
window displays as well as drama-
tized window displays. Each window
will be built to specifications for that
particular store and location. All
ready set have been the Hom-Ond
and Handy Andy group. Displays will
be in the stores for one week with
each member store having a display
one full week every six weeks.

920 CLUB
America's Greatest
Local Radio Programs
WORL BOSTON MASS

Ticket Give-Away

"Mystery Man" show over WTM,
Trenton, N. J., gives away through
the Mystery Man, two tickets to Mc-
Carter Theater, Princeton, and five
pairs of tickets to downtown movie
houses each week-day night. Listen-
ers are advised during the "333 Club,"
popular record show, to listen to
"Round the Town-Mystery Man" pro-
gram from 6:30-6:55 p.m. During lat-
ter program listeners are told just
where the Mystery Man will be and
what time he will be there. Key
words are then given out which lis-
teners must repeat to Mystery Man
in order to get tickets. Personnel of
station takes turns as the Mystery Man.

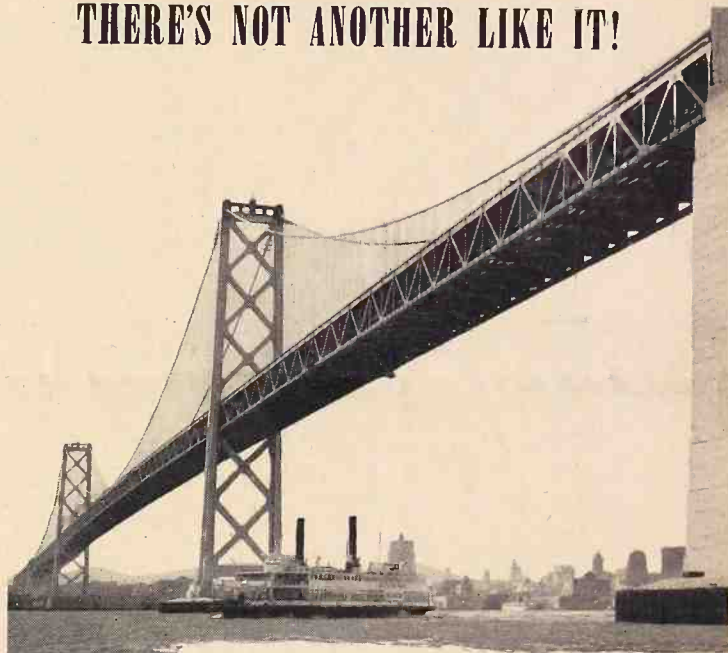
AGENCIES

NEEDHAM, LOUIS & BRORBY,
INC., Chicago, has announced the ad-
dition of Samuel Alter, formerly as-
sociated with Horlicks Malted Milk
Corp., as an account executive.

CHESTER E. HARING, formerly
director of market research of Hooper-
Holmes and before that vice-presi-
dent and director of marketing of
BBD&O, has joined the industrial en-
gineering and management firm of
George S. Armstrong Co.

LEON HENDERSON, OPA chief,
will speak at a joint luncheon meet-
ing of the Research Institute of Amer-
ica and the Sales Executive Club, to
be held on September 8 at the
Waldorf-Astoria Hotel, New York.

THERE'S NOT ANOTHER LIKE IT!



The San Francisco-Oakland Bridge was once de-
scribed as "nothing but a lot of little bridges strung
together," yet those "little bridges" make it the
longest structure of its kind in the world.

The unexcelled ability of WTIC to bring results
in the Southern New England market is due also to
a number of factors. For example, within this area
the per family effective buying income tops the ratio
for all the rest of the United States.\* Add to that
the power, authority and efficient service of WTIC
and you have the finest sales medium in the country's
most lucrative market.

During the past seventeen years, the friendly, per-
suasive voice of WTIC has carried conviction into
thousands of homes. This same voice can gain
acceptance for your product in a manner to make you
say

There's Not Another Like It!

\*Sales Management, April 10, 1942.



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

## First Cities Licensed For OCD Radio Setup

(Continued from Page 1)  
Agency Radio Services extend the organized civilian units functioning under the local offices of Civilian Defense in the event of air raids or other enemy action which destroy other means of communication. Such emergency services would be available to coordinate rescue and repair work.

Akron licenses are for a two-way low powered system of 16 receiver transmitters. Some will be stationary and others mobile. There will also be a few of the type known as "walkie-talkies."

### Cities' Plans At Variance

Lawrence has been licensed for a system comprising 11 two-way radios.

Pending applications from many other cities reflect great variation in municipal plans to fit local conditions. Ft. Wayne, Ind., plans a system with more than 100 such sets, while Dayton, Ohio, has indicated that 40 will be ample for its needs. Some applications are being returned to municipalities which failed to indicate what arrangements have been worked out. For liaison with defense commanders for the purpose of receiving orders of radio silence when conditions dictate, regulations of the FCC require that the licenses be issued to the municipal governments proper rather than any of the departments.

### Spare Parts Helpful

When formation of the war emergency radio service was announced jointly by the FCC and the OCD last June 13, it was explained that radio amateurs, repairmen and others having sufficient experience would be asked to volunteer and serve in the operation of the civil defense radio systems. The two-way radios operate on ultra-short waves with power sufficiently low to limit their range to approximately ten miles. Spare parts lying around radio repair shops are considered sufficient to construct these radios, engineers declared.

## 5-Min. Hollywood Gossip Disks Set For Shipment

Thomas J. Valentino, Inc., distributor of Major Records, has announced that "Hot From Hollywood," a five-minute radio transcription movie news broadcast, is ready for general distribution to stations. Series has no commercial announcements and consists of gossip of motion picture studios and preview scenes from the latest Hollywood productions.

### Alice Remsen Starts Music Co.

Alice Remsen, veteran network vocalist who was billed as "The Musical Story Lady," has started her own music publishing business under the trade name of Millet Co. Initial catalogue consists of "Arizona Moonlight," "There's Nothing Like An Irish Morning," "Pillow Case Bay," "Prairie Wind," "Down the Mountain Trail" and "Oh, Lord Give Me A Humble Heart."

# WORDS AND MUSIC

By SID WEISS

JAMES SAUTER will head a special national radio committee to aid in the promotion of a billion dollar war bond drive in Sept. As executive director of the United Theatrical War Activities Committee which embraces the top stars of stage, radio, concert, opera, vaudeville and nite clubs, Jim is in a position to offer the cooperation of all branches of the amusement industry to radio. He has appointed Al Simon of the radio division of the N. Y. State War Savings Staff to his committee and will name others shortly. Campaign will be known as the "Buy a Bond to Honor Every Mother's Son in Service" drive.

☆ ☆ ☆

THE FATES are a funny thing. Hardly an original crack, that, but fitting nevertheless. Consider Bill Koblenzer's brother, Jimmy, for instance. He's with the Merchant Marine and was recently scheduled for a six-week trip. Because he wanted to be nice to a married pal of his who was down for an eight-week trip, he swapped assignments and took the long haul for himself. When he got in the other day, he learned for the first time that the other ship had been torpedoed and sunk at sea.

☆ ☆ ☆

DO YOU REMEMBER: When the Coon-Sanders' "Nighthawks" were a late evening highlight? . . . When Guy Lombardo was sponsored by a jewelry chain with Norman Brokenshire as the announcer? . . . The Crosby-Columbo-Vallee feud? . . . Henry Burbig, the first of the dialecticians, backed up by Nat Brusiloff, his "talking violin" and his orchestra? . . . The half-hour dramatic series, "Magic Flute," with the famous tag line: "Men call me Marco—I am a wanderer and a teller of tales"? . . . The weird "Witches Tales" series? . . . Wacky Ray Knight and his "Cuckoo Hour"? . . . When Rudy Vallee's songstress was a gal named Alice Faye? . . . When there weren't any newscasters, analysts, military "experts" and do you remember the start of the first day-time serial? You do? Well, it's more than we do!

☆ ☆ ☆

A WORCESTER, Mass., mother probably owes her child's life today to a broadcast by Anne Lorentz, WTAG war service coordinator and conductor of the station's war-information program, "Women on the Alert," soon to join the OWI New York office. Miss Lorentz was discussing the rare children's malady, celiac, a malnutrition disease which requires a banana diet if its victims are to survive. Because war-time shipping losses have made banana imports scarce, she instructed families of such child sufferers to communicate with the Fruit Dispatch Co., Pier 3, No. River, N. Y., which will make every effort to see that celiac patients are supplied with life-giving bananas. Before she could finish her broadcast, a thankful mother, whose child was afflicted with the ailment, had called the studios to express her gratitude for the information.

☆ ☆ ☆

CUFF NOTES: Bobby Byrne's crew signed for Pathe shorts. . . Get Dick Leach, of NCAC, to tell you about that fish that got away on his recent vacation! . . . Margie Hart en route to coast for another picture deal. . . Una Merkel will do a B'way show this fall. . . Rudolph Field readying a new air idea for his wife, Judith Allen, of film fame. . . Ralph Edwards is rehearsing for his summer stock appearance at the Holyoke theater in Mass. . . Shep Fields off on a mid-west tour of personal appearances. . . Miller Music outbid the field for the rights to "Rolleo Rolling Along (The Bicycle Song)" by Harry Tobias, Don Reid and Henry Tobias. . . Geo. F. Putnam has grabbed another sponsor in Mailtex for his Sunday ayem news spot. . . Phil Spitalny down for a special concert tomorrow nite for the Treasury Dep't at Central Pk Mall. . . Army-Navy Game on the Blue attracting sponsor attention.

☆ ☆ ☆

—Remember Pearl Harbor—

## FCC Report Shows In Radio Worker's

(Continued from Page 1)

tions reported employing 23,666 persons on a weekly of \$1,138,249. These totals cover personnel increase of 2,020 in industry and a payroll rise of 883 over a corresponding period in 1940.

Exclusive of executive personnel the average weekly wage was at the national networks, 14 cents less than for the preceding year, with corresponding figure of \$48.33. Regional networks represented a 10 per cent climb, and the \$38.88 average envelope at individual stations reflected an increase of \$1.13. Totals included staff musicians and artists employed full time, persons hired by advertising agencies or program sponsors.

### Regional Net Officers Gain

The 2,426 executives on regional stations averaged weekly salaries of \$89.46, an increase of \$5.04 over the preceding year. The major network executives averaged \$258.83 compared with \$225.12 the preceding year. Far greater increases were enjoyed by regional network executives. The average salary was from a weekly average of \$91.50 in 1940 to \$137.57 in 1941.

The FCC accounting gave 4,000 full time employees to the eight regional networks, while the industry's other 19,567 full time employees are on the rolls of the 817 stations. More stations than the total FCC financial study for 1940 employed 19,567 station employees, in 1941. Executives, received average compensation of \$45.15, an increase of \$1.64 over 1940.

The increased number of employees accounted in some measure for the industry's total employment rise. Compensation was distributed fairly evenly among most operating departments.

The stations had 3,424 part time employees, both executive and non-executive, with a payroll of \$84,767, and 554 part time executive and other employees with a payroll of \$38,008 according to this study.

## Western Sales Manager Elect Jerome J.

Chicago—Jerome J. Kahn, president of the Standard Transcription Corp., has been elected chairman of the Sales Managers Club, National Group, for the ensuing year, succeeding S. N. Shure, Shure Bros. executive. Paul H. Tartak, president of the Oxford Tartak Radio Co., elected vice-chairman and Milton Staniland of Quam-Nichols, elected secretary. Kenneth C. Prince, attorney, named to continue as treasurer and secretary respectively.

### Stork News

Marion, Ohio—Robert M. WMRN of this city has added a new member to his family. Boy weighing eight pounds and six ounces.



## National Spot Drive Sponsored By RCA Victor

(Continued from Page 1)

id. "Wherever possible, to care to help war plants to use any of our 'Promise' material in their production campaigns. And to keep the public up-to-date conscious of what RCA Victor

considered Institutional Ads company's advertising tapered factories were converted to production, with the last ad on phonographs appearing the first of the year. Since that time, several ideas for institutional advertising have been considered, all of which were discarded in favor of the now adopted.

## Bond Selling Scheme Features 'Mayor-A-Day'

(Continued from Page 1)

tion is a "Mayor for a Day" campaign in which two of the city's leading radio personalities are proposing each other for the office of mayoralty of Cincinnati. The candidates are Ruth Lyons, who will spend an hour-long mid-day sponsoring informal show Monday through Fridays and "Colonel" a comic character with a following, played by another Ken Peters. A third candidate, Paul Hodges, with a daily "villain" is the villain in the "giant double-cross" campaign as campaign manager for both candidates. Members of the committees constitute the candidates' committees and participate in general promotion during the "Mayor-A-Day" day, campaigning for votes.

Listeners Cast Votes  
Listeners and friends cast their votes for their favorite candidate by buying war bonds. According to the rules of the contest, a \$25.00 bond bought through WSAI and turned over to one of the candidates counts for 100 votes. Bonds of higher denominations are counted in direct proportion to their face values. Carrying on true election traditions, the contest is marked by a display of signs, handbills, window cards, signs and posters carrying the slogan "Buy a Bond Elect a Mayor." "A Vote for Cumquatt is a Vote for Hitler." Torch-light parades, meetings with radio entertainment help gather crowds. Ruth Lyons moved her broadcasts from her studios to the Pavillon at the Hotel Netherland Plaza Monday night, a pitchman of the contest drives his faithful steed through the Cincinnati streets

## BEER WANTED,

needed. Mid-West network station. Transmitter, maintenance and operation. Good salary. Chance for promotion. Submit full details including experience, draft status, picture. Box 101, 1501 Broadway, New York City.

## U. S. Eases Tax on Radio Ads On Latin-American Programs

(Continued from Page 1)

advertising of products which may be currently excluded from these export markets or which are "in sub-normal supply" through no fault of the advertiser, affects more than 400 U. S. companies. Following the warning of Treasury Secretary Henry Morgenthau, made before the Joint Committee on Internal Revenue Taxation last May, that unwarranted advertising expenditures could not be considered deductible from Federal taxes, many of these firms had evidenced marked uncertainty about maintaining their customary advertising schedules in American export markets hit by wartime difficulties.

### Rockefeller Requested Clarification

The reassuring new Treasury edict, an antidote to this warning, has been set forth in a letter to Nelson Rockefeller, Coordinator of Inter-American Affairs, from John L. Sullivan, the Assistant Secretary. Rockefeller, in an earlier letter asking him for an interpretation of Morgenthau's tax warning, had pointed out that serious ill will and criticism of U. S. firms would result among our American neighbors if these businessmen did not maintain their export advertising.

Sullivan answered Rockefeller, "Expenditures for advertising for the purposes stated, if they are not extravagant and out of proportion to the size of the company or to the amount of its advertising in the other American republics in the past and bear a reasonable relation to the business activities in which the enterprise is engaged, are considered ordinary and necessary under existing conditions and are deductible for Federal income tax purposes."

### Renewals Expected

Commenting on this new lift to the Good Neighbor Policy, Corrie Cloyes writes in the current issue of "Foreign Commerce Weekly," "With the tax deduction matter thus officially clarified, the way is open for a renewal by United States manufacturers of customary advertising schedules. That this should be done is evidenced by the estimated loss by publications and radio stations in the other Americas of approximately 40 per cent of advertising revenue formerly received from U. S. firms."

Had this continued, Cloyes points out, many of these stations and newspapers would have had to cease operations, while others would have been forced to drop the services of U. S. news-gathering associations. Even more important would have been the complete blackout of mar-

ket pulls up his battered "Bond Vagon" wherever he can get a hearing.

A unique feature of the war bond drive promoted through this election is the fact that all credit for the sale of the bonds goes to the club, organization or community in which the purchaser belongs. Through special arrangements with the United States Treasury Department a bond

kets which United States firms had spent many millions to build up over a period of years.

The Commerce Department's business specialist describes advertising in all the Americas now as a "golden opportunity" for U. S. manufacturers. "Manufacturers who seize it will hold their good will both with the trade and the consumers," Cloyes goes on. "As to the most effective themes, United States businessmen can apply those used most successfully for their home markets—the informative type. Most certainly, they can and should explain the quality values of their products and brands. But they should at the same time give the reason for shortages. And when these shortages are due to lack of shipping, the advertisers can point out the need for sending ships with war supplies to the Allied Nations armies to keep the war as far as possible from these shores. In this way, the consumers in Latin America will better appreciate that we are all more or less 'in the same boat'."

### Federal Assistance Offered

The writer states that in many cases domestic advertisements can be used very advantageously "with only slight changes" in Latin America. Both the Rockefeller Committee (CIAA) and the Commerce Department are offering assistance to American firms in the development of effective advertising copy that will tie in with the aims of the Good Neighbor policy.

Communications to this effect, with samples of recommended types of advertising copy, are being sent out to the 400 U. S. firms in the Latin American market by CIAA chief, Nelson Rockefeller. He points out, "Newspapers, radio stations, and business and trade publications in the Americas, with few exceptions, have been most friendly to us. These same publications and stations have been and must continue to be important media to you for the transmission of your sales messages to the consumers in the territories they serve."

### Continuation Encouraged

"Every effort then should be made now to sustain these friendly media so that they will be available in meeting effective future competition with other goods of the world," Rockefeller continues. "This can be accomplished if every United States manufacturer continues unabated, reasonable export advertising expenditures based on a long-range policy throughout the war."

purchased by a listener through WSAI goes to swell his or her area's quota. In this manner, the contest tends to help individual communities meet their respective quotas. The contest opened August 17 and will close midnight September 4. Through arrangements made with local banking authorities, all bonds are issued to "voters" through the Fifth-Third Bank of Cincinnati.

## Enthusiasm Mounting For Football Airings

(Continued from Page 1)

sponsorship. Radio Events, Inc., national representative of Dick Dunkel Football Forecasts, has reported the signing of 40 stations for its pigskin promotional idea, according to Joseph Koehler, president of the distributing firm.

With the season only one month away, several stations have announced the signing of contracts for broadcasts of games on a local basis. WJJD in Chicago has signed the Sinclair Refining Co. for the airing of all the Notre Dame games. Fordham University's contests will be bankrolled by Rheingold Beer on WJZ, New York, and WTIC, Hartford, Conn. Another beer sponsor, Pabst Sales Co., has contracted for the Pittsburgh Steelers professional games on WWSW, Pittsburgh. Same sponsor is also using WFIL, Philadelphia for the games of the Philadelphia Eagles professional team.

### Serial Take "Touchdown Tips"

"Touchdown Tips," which is a weekly transcription series feature of NBC Radio Recording Division featuring Sam Hayes, has already been signed for by the following stations; KLRA, Little Rock, Ark.; WMBR, Jacksonville, Fla.; KFDM, Beaumont, Texas; WTRY, Troy, N. Y.; KANST, Wichita, Kans.; KTRH, Houston, Texas; WROL, Knoxville, Tenn.; WDBJ, Roanoke, Va.; KGHF, Pueblo, Colo.; WAKR, Akron, Ohio; WHLB, Virginia, Minn.; WHEB, Portsmouth, N. H.; and WLOF, Orlando, Fla. First of the series will be released Friday, September 11.

### Ilka Chase Back Sept. 5

"Luncheon Date With Ilka Chase" returns to the air Saturday, September 5 on NBC, from 12:30-1 p.m., EWT. Miss Chase has been on a six-weeks vacation during which she appeared in a stage production of "Susan and God" in Philadelphia and Princeton, and made a lecture tour.

Denver is America's First Test Market!

Planning a test campaign? Have your say on KOA... to reach more people at less cost.

\*Source: Eastern newspaper study

**KOA** 50,000 WATTS - FIRST IN DENVER

Represented nationally by Spot Sales Office



# Coast-to-Coast



**MAY OWSLEY**, continuity director of WBT, Charlotte, N. C., has returned to the station after a six-week absence during which she attended the summer radio workshop of New York University. Recent visitor to the WBT studios was Frazier Hunt, CBS commentator, aired by General Electric Co. He originated his broadcasts from Charlotte during his stay in North Carolina.

**Happenings around KOY, Phoenix:** Frank Weltmer, continuity editor, is on his vacation; newcomer to the engineering staff is Joe Roeder; Blair Austin, former traffic secretary, has been assigned to control room work; Ed Clough, news commentator, has been shifted to the 7:30 a.m. news for Scotch Soap; Les Mawhinney, news editor, is taking the night shift in the station's news room.

Western division of the National Broadcasting Co. has prepared its rate card No. 1, devoted exclusively to the needs of West Coast advertisers and giving the rates for the NBC-Pacific network. Card is sent out with a letter from F. A. Berend, division sales manager, calling attention to the new split network schedule being offered.

"Mid-morning Melodies" and "Your Melody Matinee" are two new programs added to the broadcast schedule of KOMA, Oklahoma City. Both feature the KOMA Quintet under the direction of Mickey Reynolds, music director of the outlet. Station has also added "The Vanity Box," mid-morning program under the guidance of Helen B. Schuyler. Show is a woman's program.

Frank Ruetz, announcer at WELI, New Haven, is doing a new five-day-a-week show listing all the war activities doings in New Haven. Winchester Repeating Arms Co. has renewed its weekly quiz show programs for another 13 weeks. Show is presented in behalf of U. S. War Stamps and Bonds and features Scott Buckley as interrogator. Italian-language program explaining just

how the war effort can be furthered is being aired on Saturday mornings via WELI under the banner of the Mazzini Society.

Joe Tucker, sportscaster, has been assigned to do the football descriptions of the Pittsburgh Steelers, professional football team, via WWSW of that city under the sponsorship of Pabst Brewing Co. Tucker acted as assistant during last year's schedule of the Fall contest.

Phil Brito, currently being heard on the "Moon River" program over WLW, Cincinnati, nightly, and on NBC on a once-weekly schedule, has been given a new six-month contract by WLW officials. Before joining the station Brito was a vocalist with Al Donahue's orchestra and was also heard on the Lady Esther program with Freddy Martin.

WCKY, Cincinnati, has signed the local Regal Food Markets to its first radio contract. Sponsor will bankroll the "Regal Dividend Club," copyrighted show, starting September 7. Five-day-a-weeker is produced by William F. Holland and will include in the cast Shari Lee and Gene Sherman as emcees, Larry Mason, announcer and others. Show is a half-hour stint with a quiz period and contains several merchandising angles.

Peter Temple, former announcer in Milwaukee and St. Paul, is the new announcer on the "Sons of the Sea" program presented on KXOK, St. Louis with the cooperation of the United States Navy. Temple, who is attached to the Naval public relations office, has started many new innovations since he took over the new assignment. Ron Gamble, announcer on the Ford Sunday Evening Hour for the past few years, is now handling the announcing assignment on the "Meet the Men of Your Army" program over KXOK. Gamble, an officers candidate, is stationed at Jefferson Barracks, Mo.

George L. Moskovich, director of sales promotion for KNX and the Columbia Pacific Network, addressed

the Fresno Junior Chamber of Commerce last Thursday on "Radio's Place in Advertising Under War Conditions." Moskovich was introduced at the Junior Chamber meeting by Clyde Coombs, manager of KARM, CBS affiliate in Fresno, and returned to Columbia Square in Hollywood Friday.

KSTP, Minneapolis, has signed sponsors for two more news periods: St. Paul Book and Stationery Company has taken a long term contract on the 7:30 a.m., Saturday "Morning Newspaper of the Air" program to plug games and other adult amusement devices and maps; the special "Sunday Afternoon News" program at 5:15 p.m. has been sold to the Minnesota Milk Foundation. Meanwhile the KSTP sales department obtained a year's renewal of the Richman Brothers contract for sponsorship of Brooks Henderson's "Highlights in Headlines" at 5:45 p.m., Mondays Wednesday and Friday evenings.

Red Norvo, Bob Allen and Mike Levin, editor of "Down Beat," will be guests of Leonard Feather on his "Platterbrains" program this Saturday on WMCA, New York, at 7-7:30 p.m.

Sickness and injury has stricken the engineering staff of WBBM, (Apprentice Eleanor Horn, from a horse, is nursing torn ligaments; Emil Waelti is out through strep infection, and Bill Hut is down with influenza.

Anne Lorentz, war service coordinator of WTAG, Worcester, International Division of the CIO, is signing to duty in the program of the New York City. As coordinator for all war efforts, Miss Lorentz has coordinated numerous drives for the OC Cross, USO, U. S. Employment War Bonds and salvage commission. Massachusetts Softball Association has appointed Phil Jensen, news editor, to office of commissioner. Hal Miller, announcer at the station, leaving for a stint in Boston.

WIND, Chicago and Ga added to its night shows "The Liners," five young songmen as the "Rosedale Dandies" Uncle Ezra network program made its debut August 15. It has regular spot on Saturdays, Wednesdays and Fridays. Program is a remote from Eitel's, ant, Chicago.

**CINCINNATI'S**  
*Favorites*

**50,000 WATTS CBS**

**SYLVIA and PAT**

**THE L. B. Wilson STATION**

**COVER**  
A \$2,000,000,000 MARKET  
WITH One STATION  
**WOW**  
OMAHA  
590 K. C. + 5,000 WATTS  
John J. Gillen, Jr., Gen'l Mgr.  
JOHN BLAIR CO., REPRESENTATIVES

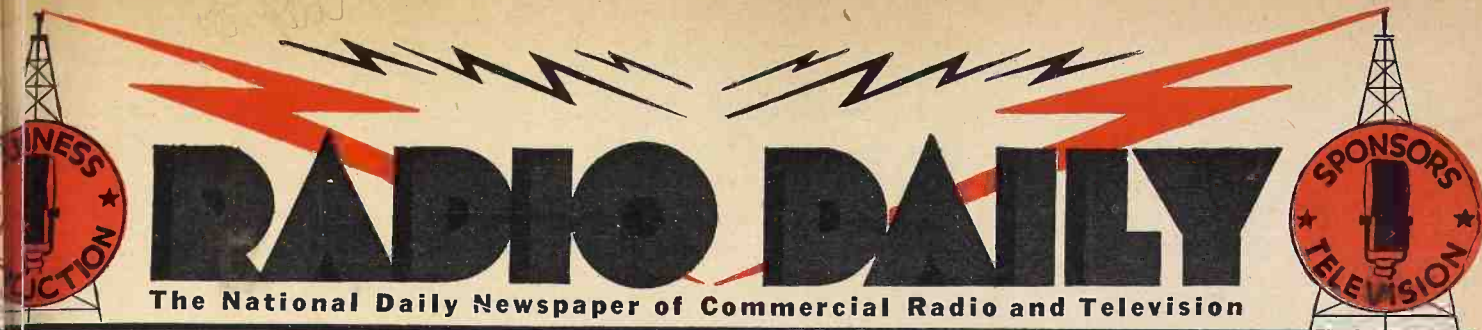
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**BIRTHDAYS**

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August 25

Zinn Arthur	Celia Branz
James M. Carroll	Ken Christie
Edward Davies	Lillian Golden
Norman Kaphan	Harry R. Lubcke
Dolores O'Neill	John Rarig



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 41 NEW YORK, N. Y., WEDNESDAY, AUGUST 26, 1942 TEN CENTS

## Television Holds Strong

### F Hit Three Times County Line Break

Successive failures in high lines feeding WEAF yesterday considered considerable activity in the station's key headquarters in New York. Disruption of service, also affected war industries and others in all of Suffolk and the major part of Nassau on Long Island, occasioned speculation as to the cause, inasmuch as such an important area is affected.

First went off the air at 10:47:46; was off at 10:52:42 and returned at 10:58:00.

### Dodgers Grid Games Go On Air For Pabst

Sales Co., for its Blue Ribbons and Ale, has signed for the group of the nine already scheduled ball games of the Brooklyn series via WOR, New York. Condon has been assigned to the play-by-play descriptions of five home games and four to be played out-of-town.

### 's Tavern' Goes On Blue Network Outlets

Myers Co. will expand its program on the Blue Network Oct. 1 with the launching of "Duffy's" on 126 stations. Show will be on Tuesday nights from 8:30 to 9:30 P.M. "Tavern" will be heard on 126 stations of Sal Hepatica and Minit. Lang & Rubicam is the agency.

### Speaking American

New York City, N. Y.—Foreign language stations' effort in War Bond drive was exemplified yesterday in a drive made by Joseph Lang, general manager of WHOM, revealing that 5,725 in direct Bond sales had been made in one week. Appeals in other tongues include English. Languages mainly heard were Polish, Italian, Yiddish and German.

**Sotto Voce**  
Normally Don Goddard, WEAF news commentator, has a pretty fair audience, but yesterday it went into something of a temporary decline. During station's third time off the air due to power failure, he gave his 15-minute noontime discourse solely to—Don Goddard. Says he's still mumbling a little to himself about it.

### Battle Creek Outlet Case Cleared By FCC

Washington Bureau, RADIO DAILY  
Washington—A final order granting a renewal of license to Federated Publications Inc., of Battle Creek, Mich., was announced here yesterday by the FCC.

Hearings in the case, in which various management contracts between the licensee and Dan E. Jayne came up for consideration, took place March 19 and 20, 1942. A. L. Miller, publisher of the "Enquirer-News" is president and director of the station.

### Seven Shows On WNEW Taken For Howard Clothes

Howard Clothes, national men's retail clothing chain, has purchased a sizeable block of time on WNEW, New York, marking the first time in a number of years that it has used local radio. Sponsor, whose use of radio in recent years has been con-

## USO Survey Shows Air Names Give Much To Armed Forces

### WHN Will Honor Brazil As United Nations Ally

Evidence of the country's radio recognition of Brazil officially joining cause of United Nations will be presented by WHN Thursday, when "Parade's Weekly Revue" gives the silver baton, awarded to outstanding personalities, to Mrs. Sylvia de Battencourt, Rio de Janeiro journal-

## Stations On Both Coasts Still Continue Their Operations And Experiments Despite Drastic Wartime Cuts

### Post War Radio Hopes High, Wakefield Says

Detroit—Steady encouragement to radio research and the development of the broadcasting art despite the wartime materials scarcity gives hope of a great future for the industry after the war, declared Commissioner Ray C. Wakefield of the FCC in an address yesterday afternoon, before the Public Utility Section of the Ameri-

### KICA Sale Is Approved; Goes To Landis, KFYO

Washington Bureau, RADIO DAILY  
Washington—FCC yesterday consented to the sale of KICA, Clovis, New Mexico, to Hugh Dewitt Landis, manager of KFYO, Lubbock, Texas. Price paid by Landis for the 250 watt

### Brazil's Declaration of War Shifts Blue Net Exec's Trip

His plans altered by Brazil's entry into the war, Edward Tomlinson, the Blue Network's authority on Latin-America, will make Rio de Janeiro the first stop on his current visit to

Curtailed by the necessities of war, television is still continuing its activities in New York and Hollywood, even though it is being done on a limited scale, according to a survey made by RADIO DAILY. Owners of television receivers in the New York area, despite the curtailed transmission, are still able to turn on their sets four nights out of the week at specified times, and view the transmissions of three television stations. On the West Coast, the Don Lee television station is continuing its programs with both live talent as well as in the film field. Three television licensees, CBS, Du-

### Population's Density Measures Air Staffs

Washington Bureau, RADIO DAILY  
Washington—Close relationship between population density and size of station staff is one of the factors brought out by the FCC tabulations of station financial reports for 1941. The results, announced Monday, are predicated on use of the week begin-

### P&G Adds Seven Stations To Serial Starting 31st

Procter & Gamble Co. has added seven stations to the NBC network carrying "Mary Marlin" for Ivory Soap. Six of the new outlets are on

### For The Duration

Yankton, S. D.—For once, Cliff Todd, chief engineer, WNAX of this city will not have to get his repair crew out. The transformer for the Neon call letters atop the transmitter building burned out. A consultation resulted in "no action" because of the lack of repair parts and the war need for keeping tower and transmitter building as inconspicuous as possible.

(Continued on Page 6)



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M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL
(Tuesday, Aug. 25)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd., Westinghouse, Zenith Radio, OVER THE COUNTER, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Brazil's Declaration of War Shifts Blue Net Exec's Trip

(Continued from Page 1) South America. Tomlinson had previously planned to visit Mexico first. His revised itinerary will carry him on a two and a half months' tour, his 27th in 20 years, through Brazil, Bolivia, Peru, Panama, Central America and Mexico. His impressions of the effects of the spreading international conflict will be presented on his regular Saturday and Sunday evening broadcasts from 6:45 to 7 p.m., EWT. His first four broadcasts will originate at Rio.

P&G Adds Seven Stations To Serial Starting 31st

(Continued from Page 1) the coast: KPO, San Francisco; KGW, Portland, Ore.; KOMO, Seattle; KFI, Los Angeles; KMJ, Fresno and KHQ, Spokane. WSYR, Syracuse, is added to the eastern basic network. Increased coverage starts Aug. 31st.

THOMAS J. VALENTINO, Inc. MAJOR SOUND EFFECT RECORDS OFFERING THE "LAST WORD" IN SOUND EFFECTS SEND FOR CATALOG 1600 BROADWAY NEW YORK, N. Y.

Seven Shows On WNEW Taken For Howard Clothes

(Continued from Page 1) fined to network programs, has contracted for time on seven different programs on the New York station. Contract is effective September 7th for 26 weeks, and was placed by the Redfield Johnstone Agency. Norman Livingstone, account executive for the agency, will assist in producing the WNEW programs which involve more than five hours per week.

Schedule calls for five periods a week on the early morning Hal Moore show, "Start the Day Right"; five periods per week also in the a.m. on the Zeke Manners Hillbilly Gang program; three periods per week of the Make-Believe Ballroom, conducted by Martin Block; five periods per week on WNEW's "Dance Parade" series (in the evening); five periods per week on the all-night "Milkman's Matinee," with Bill Kelso; and two periods per week of John B. Kennedy's nightly 15-minute commentary, plus Kennedy's half-hour interview program, "Knowing the News," broadcast early Sunday evenings.

Promotional Tieups Included

The deal calls for a number of promotional tie-ups, such as casual personal appearances by the artists in the 35 metropolitan retail outlets of the Howard Chain, to plug the sale of War Bonds—plus prominent window displays by the Howard Company in all of the windows of the chain in this area, showing the WNEW mikenem in huge blown-up portraits. Display signs and card giveaways will also be used in the stores, and Howard will devote portions of its newspaper display space to calling attention to the programs.

WHN Will Honor Brazil As United Nations Ally

(Continued from Page 1) ist. Mrs. de Battencourt is to be honored for her contributions to the "good neighbor" policy in helping bring her country and the United States closer. It is expected that she will reveal special information on the recent break between Brazil and Germany.

Rest of the program, emceed by Hy Gardner, will be in keeping with the toast to Brazil, with Connee Boswell and the Ink Spots headlining the entertainment. Barbara Britton, featured player in "Wake Island" also is scheduled, as are Henry Scott and Benny Davis, the latter introducing his new war song, "It's A Long Way Over."

Broadcast, from 10:00 to 10:30 p.m., EWT, goes on the air from the Coral Room of the Hotel Astor with tickets distributed to servicemen through the Father Duffy Mobile Canteen.

Rockefeller Heads for S. A.

Forthcoming good-will trip of Nelson Rockefeller, Coordinator of Inter-American Affairs, will begin in a few days and take him to Brazil, Chile, Peru and Colombia. In Brazil and Chile he will attend Pan-American conferences.

Population Density Sets Size Of Station Staffs

(Continued from Page 1) ning Oct. 12, 1941 as a base period and show personnel increases and advances for the broadcasting industry over a similar period in 1940.

The 1941 statistics indicate that stations in the more densely populated regions have considerably larger staffs than stations of the same class in more thinly settled sections of the country. Case in point is that of the 18 clear channel, unlimited time stations in the northeastern states, with an average of approximately 80 staffers per station averaging \$62.40 weekly, to about 58 employees per station earning \$39.38, the average for the 8 clear channel stations in the southeast. The 133 unlimited time stations in the northeast listed an average of 35 employees per station earning an average of \$50.24, double the number receiving weekly paychecks of \$37.98 from the southeastern stations. (Totals include executives.)

Study also brought out that 25 is the average number of employees per unlimited-time station. This ranges from 71 on clear channel stations and 32 on regional stations to 11 employees as the average for local stations.

It has not been announced yet when a similar study will be made for 1942. However, it is anticipated that such a tabulation will reflect considerable changes due to the war.

WOR Gets Four Renewals; Hale, Gambling, Continue

Signing of four renewals, including two contracts for 52 weeks, were announced this week by WOR, New York. Bond Stores, Inc., men's clothing, has renewed for one year both Arthur Hale's "Confidentially Yours" newscast and "Gambling's Musical Clock" programs for the third and fourth consecutive years respectively. Both programs are aired three times weekly and were placed by Neff-Rogow, agency for the account. Axton-Fisher Tobacco Co., for Twenty Grand cigarettes, has renewed its sponsorship of Frank Singiser's Sunday UP news periods for 13 weeks, through McCann-Erickson, Inc. The Pure Foods Co., for Herb-Ox bouillon cubes, and the O'Cedar Corp., for its furniture polish, have renewed their participations on Martha Deane's program. Former sponsor returns to the air for 52 weeks, while the latter has contracted for 13 weeks. Aubrey, Moore & Wallace is the agency for O'Cedar Corp. and J. M. Mathes, Inc., placed the business for the Pure Food Co.

Postpone Wisconsin Radio Meet

Ashland, Wisc.—Wisconsin League of Broadcasters quarterly meeting scheduled for yesterday and today at Delevan, Wisc., has been postponed for at least two weeks, according to an announcement by James F. Klyer, president of the association. Exact date will be announced, when set, by N. C. Ruddell, secretary of the association.

COMING and GOING

GEORGE JACKSON, manager of WBOI Haute, Ind., and CLARENCE LEICH, manager of WGBF, Evansville, Ind., visiting yesterday in James Gaines, of the NBC station relations department.

RALPH G. MATHESON, general manager of WHDH, Blue affiliate in Boston, spending today and today in town for conference at Rockefeller Center offices of the network.

"HUB" JACKSON, commercial manager of WGAC, Augusta, Ga., who was here last week is now in Chicago.

LESLIE H. PEARD, JR., commercial manager of WBAL, Baltimore, stopping a few days in New York for talks with the local representatives of the station.

ROGER W. CLIFP, general manager of WPHI, Philadelphia, spent yesterday in town.

HERBERT L. PETTEY, director of WTTW, Chicago, on a business trip to Washington, is expected back Friday.

GRANT F. ASHBACKER, president and manager of WKBZ, Muskegon, has returned to his Michigan headquarters after a tour through Minnesota and Wisconsin.

ANDREW HILGARTNER, of WFBR, Boston, is here for a short stay on station and business.

ROBERT FLANIGAN, NBC spot manager in Chicago, has returned from a business trip to Iowa and Nebraska.

FRANK V. BREMER, technical director of WAAT, is back from a holiday of two weeks spent in Canada.

CHARLIE BARNET and the member orchestra left Monday for Atlantic City for a first stop on a personal appearance to which will continue for two weeks.

WEVD NEW YORK'S STATION WITH DISTINCTIVE FEATURES NOW 5000 WATT The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by— 1 The feature boxes of new paper radio program pages 2 The large number of famous advertisers on the station continuously year after year Ask for "Who's Who On WEVD" ... sent on request WEVD 117-119 West 46th St., New York, N. Y.

# Division Holds Own Despite Curtailments

(Continued from Page 1)  
 NBC are operating in New York under the direction of Gilbert S. Brown. Programs are being transmitted by WCBW, CBS outlet, on a regular schedule on Thursdays and from 8 to 10 p.m. EWT. Definite programming pattern has been set as follows: Thursdays, quarter-hour news, followed by a badminton contest for one hour, after which quarters of an hour of film are shown; Fridays' schedule includes a four news review, a 30-minute CBS program and an hour-long show. WNBT, operated by the National Broadcasting Co., following similar lines, restricts its transmission to one day a week, Mondays. This program, under the direction of Tom Kersta, manager of NBC's radio department, consists of two activities programs, one from 4 p.m. and the other from 7:30 to 9 p.m., followed by two hours of transmission.

**Sunday "Television Night"**  
 In an effort to supply New York's television set owners with a more diversified listening schedule. DuMont recently set Sunday evening "Television Night" on W2XWV. A program of professional entertainment starting at 8:30 p.m. and running for an hour, has been set, with a possibility of increasing the schedule to four hours eventually. In addition of DuMont television on a regular basis follows a period of considerable experimentation with a variety of television antennae, the purpose of obtaining one that would be suitable for reception of its own Channel No. 4 as well as channels No. 1 and 2 used by CBS respectively. DuMont engineers have settled on the double-dipole in place of the usual dipole with reflector. The suggested design, with given dimensions, according to DuMont, provides good reception on the three channels.

**Allen DuMont Statement**  
 "Television Night" set for Sunday, Allen B. DuMont, president of the firm issued the following statement: "Our aim in providing the program of Sunday evening is to explore television entertainment possibilities and reactions. We are employing professional talent

# PROMOTION

## MBS Photographic Contest

A national amateur photographic contest for Mutual network radio station employees was announced this week by radio stations WHK and WCLE, Cleveland affiliates of the network. H. K. Carpenter, general manager of the Cleveland stations, has invited all of the 208 MBS stations to participate. Purpose of the contest is to present an interesting photographic cross-section of activities at some of the nation's leading radio stations. The pictures will be placed on display in the reception rooms of the stations at Cleveland in connection with their gala Mutual net celebration September 26 and 27, observing their full-time affiliation with the web. Prizes in the contest will be a \$50 war bond, a camera, and a plaque. Names of the judges will be announced shortly. Winning pictures will be published by a national magazine.

## Britannica Give-away

Each person who submits a question used on the "Information Please" on NBC for Lucky Strike cigarettes will receive a complete set of Britannica Junior, according to E. H. Powell, president of Encyclopaedia Britannica, Inc. Britannica Junior is an authoritative set of reference books written and illustrated for children. For two and a half years Britannica has given sets of its senior encyclopaedias to people who submitted questions that "stumped the experts" on the program, which goes out over the NBC-Red Network at 8:30 p.m., Fridays. An average of two and one-third sets have been won per broadcast. Under the new arrangement a person may win two sets with a single question—Britannica Junior if the question is accepted, and the senior Britannica if it fools the masterminds.

## WEAF Hit Three Times In 2-County Line Break

(Continued from Page 1)  
 10:58:13. Final period of silence began at 11:01:50 and ended at 12:45:20. NBC officials pointed out that disruption in broadcasting was not due to any fault in equipment or manpower, but in the stoppage of power from the company which the station purchases its electricity for normal operations.

## KICA Sale Is Approved; Goes To Landis, KFYO

(Continued from Page 1)  
 New Mexico station, operating on 1,240 kilocycles unlimited time, was reported as \$16,000. License is being assigned to him by Western Broadcasting Inc., president of which is Charles C. Alsup. Alsup, who is KICA manager and owner of 97 per cent of the stock of Western Broadcasters, Inc., petitioned the commission for permission to assign his license so that he could enter government service. The other three per cent of the stock was owned by members of his family.

## Lilienthal On CBS

David E. Lilienthal, chairman of the Tennessee Valley Authority, speaks over Columbia network Friday, Aug. 28, from 4:30-4:45 p.m., EWT. He speaks in connection with the third Conference on Science, Philosophy and Religion, in session in New York City.

and our shows are planned and arranged for the widest variety of studio and film entertainment, so that we may now develop the program end just as our engineers for several years past have developed the technical means.

**Cites Quality of Programs**  
 "As examples of what our program has to offer, we have as a regular feature Sam Cuff, well-known commentator, with his 'Face of the War' comments and maps keeping abreast of the rapidly changing world scene. Doug Allen is another regular feature, with his famous 'Thrills and Chills' series in which he interviews explorers and travelers, and presents the pick of their extraordinary movies. We have the widest array of professional talent to round out our fast-moving variety show. For example, we have just presented Lillian MacLennan, young singer of note and great promise, who thrilled our audience with her superb voice combined with a charming screen personality. Likewise we have just presented 'Jolly Bill' Steinke, well-known cartoonist.

"We invite television set owners in

this area (New York City) to tune in on the DuMont "Television Night" program every Sunday. Reports from our audience, particularly suggestions and criticisms, will greatly aid our studio personnel and engineers."

**Don Lee Active on Coast**  
 On the West Coast Don Lee has continued to be active in television program experimentation, using both live talent and film transmissions as part of its regular schedule. Boxing matches, fashion shows and other special events features have been televised in recent months through W6XAO. New series of "know your neighbor" films was recently inaugurated through the cooperation of the office of the Coordinator of Inter-American Affairs. Dealing with Latin-American countries, the new series comprises about 30 full length films, which are released through the Motion Picture Society, an agency designated for liaison between the motion picture industry and the Coordinator's office. Current activity of Hollywood's personalities in civilian defense work is also televised by the Don Lee television station.



there's a far simpler way

With programs like *It's The Navy*, *Five Star Final*, *Goodwill Hour*, *Americana Quiz* (to mention a few)...with news analysts like Sydney Moseley and Johannes Steel...with regular news periods like New York Times bulletins every hour on the hour...WMCA is now making a powerful impression on New York radio listeners.

Offering advertisers their first opportunity to buy, at very low cost, a New York station scheduling impressive, quality programs.

AMERICA'S LEADING INDEPENDENT STATION

wmca

Western Rep.: Virgil Relter & Co., Chicago



**MONROE COUNTY**  
**WHAMland**  
 18 busy trading centers for 43 counties, at 1/3 the cost of localized coverage.  
 Nat'l Rep. George P. Hollingsbery Co., 50,000 Wats...Clear Channel...Fall Time...NBC Blue and Red Networks  
 ALBANY, N. Y. "THE STROMBERG-CARLSON STATION"

Chicago

By FRANK BURKE

ANOTHER interesting chapter of news from the fighting front and from the production front, "Victory Is Our Business," was broadcast on WGN, last Saturday. The program consisted of real life stories of employees of General Motors, employees on the production lines and employees who have gone into service. There is also an interview each week with some Chicago employe of the company. The program of August 22 told of the exploit of Lieut. Barry Burnside, former employe at Detroit, Mich., who led an air attack on Jap bases.

With the beginning of WBBM's new afternoon series, "Housewives' Protective League," 4-4:30 p.m., CWT, three programs usually aired at this time will be broadcast at a later period. "Fly for the Navy," bi-weekly recruitment series, moves to 4:30-4:45 p.m., CWT, Mondays and Wednesdays. "Facts for Freedom," twice-weekly OPA informational program, shifts to 4:30-4:45 p.m., CWT, Tuesdays and Fridays. "Navy Community Sing," regular Thursday broadcast from Great Lakes, Ill., will also be broadcast a half-hour later, from 4:30-4:45 p.m., CWT.

Sir Walter Monckton, former director general of the British Ministry of Information who has recently made a tour of both Russia and India, will be interviewed by John Holbrook, Thursday morning, August 27, at 11:30 a.m., CWT, on WGN in another of the "We Were There" series of informal and authoritative talks with persons who have worked and lived in the places now in the news.

Coincidental with renewal of its current Sunday half-hour "Jolly Joe" program, the Chicago Sun has contracted for an additional hour-and-a-half, Mondays through Saturdays, to feature its popular comics in six 15-minute daily strips on WBBM, 7:45-8 a.m., CWT. New daily series starts Monday, Sept. 7. The Sunday spot remains the same. "Jolly Joe," a program of simple humor and frolic for Brother and Sis as well as Gramps, Maw, and Pop, has received considerable acclaim as a popular entertainer for the young folk. Antics of Jolly Joe's pet comic "pals" are familiar to thousands of radio listeners and newspaper readers.

Co-incident with the renewal of its current Sunday half-hour, "Jolly Joe" program, the Chicago Sun has contracted for an additional hour-and-a-half, Mondays through Saturdays on WBBM to feature its popular comics in six 15-minute daily strips. Comic sketches will be a part of a general chit-chat show starring Joe Kelly, popular radio emcee.

RAY WINTERS

ANNOUNCER

5 Years With Paramount Newsreel  
2 1/2 Years With Manufacturers Trust Co.

LA 4-1200



Reporter At Large . . . !

• • • "Take It or Leave It" leads the Hooper list in sponsor identification with a rating of 86.7—or 15 points in front of its nearest competitor. Stifling the reports about Phil Baker leaving the show, the sponsor this week handed him a 26-week renewal. . . Orson Welles is being sought as the narrator on the Satevepost show. . . "The O'Neills" making a comeback with Ted Bates agency handling the deal. . . "Frontier Theater," based on short stories by Rex Beach, is a new air series being readied on the coast. . . "Star Spangled Vaude" show being considered for fall sponsorship by a client never before on the air. . . Lunch companions at Toots Shor's: Kay Kyser and Sid Strotz. . . That gorgeous gal being seen around town with Marty Lewis is Barbara Britton, the only femme featured played in Para's "Wake Island." She's in from the coast for the Rivoli premiere and Marty has lined her up for at least seven air shots during the week. . . Betty Hutton and Edmund O'Brien a new twosome. . . Hal Hackett remaining on the coast 'til Sept. 15th. . . Reports coming in from the coast say that Gene Kelly is a terrific click in his first picture for Metro, "For Me and My Gal." Another newcomer to watch is Jack Mehler's discovery, Lucille Norman, former WLW singer whom he spotted on the "Metropolitan Auditions of the Air."



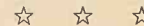
• • • Dwight Cooke, producer of Drew Pearson's Sunday nite newscasts, has been made program director of WRUL, 50,000 watt short-waver, succeeding Douglas Schneider who goes over to the OWI. Cooke also remains with the Pearson show, flying down to Washington for the chore. WRUL, incidentally, had added Persian to its list of foreign language newscasts, bringing the total to 24 languages.



• • • Two years ago, Wynn Murray, the songstress, nursed Hollywood ambitions. But Hollywood must have seemed much further away than the actual 3,000 miles—for Wynn was a chubby lass of some 245 lbs. Being also somewhat of a determined soul, she decided to go on a slow diet. During that two years she shed 125 lbs., bringing her down to a sylph-like 120. But Hollywood is just as far away as ever. Now that she's within range of the cameras, Wynn is tied up to a run-of-the-play contract with "Sons o' Fun"—and that should run at least another year!



• • • Pertinent and Impertinent: Radio never was better than the way it is writing heart-lines in the ether while our boys abroad write headlines in the skies. With the industry all-out selling bonds for bombs for the bums of Berlin & Co., here's a tip to the fourth estate: How about giving more space than just the occasional fillers for the bond campaign. Radio and the press have been ear-and-eye buddies in molding the American mind. But radio has set an example of giving time—that's-money to raise the cash to crush the Axis. We think the papers ought to go beyond the "use-if-room" policy of giving space for bond and stamp sales.



• • • Radiokays: "Sons of Freedom," a stirring five-minute show now appearing on seven stations daily. . . Wm. Gailmor's hard-hitting exclusives on WHN, which rate more than a once-a-week shot. . . Allen Roth's "Schaefer Revue," wherein a choir, orchestra, male singers, swing group, girl trio and a guesstar are all trotted out in a 15-minute stanza. . . H. Allen Smith's scripting on "Basin St." . . CBS' "Suspense" is a kilo-diller. . . And you might say that Arthur Godfrey's soothe-selling makes him a kilo-dollar.



—Remember Pearl Harbor—

Los Angeles

By JAC WILLEN

GEORGE L. MOSKOVICS, of sales promotion for KNX, the Columbia Pacific Network Hollywood by plane for where he will address the Chamber of Commerce on "Place in Advertising Under New Conditions." Moskovic's will be produced at the session by Coombs, manager of KARM. Dick Joy, the KNX-CB announcer-newscaster, has a hunt after years of struggling, at has acquired true fame. He r the conclusion after receiving from a New Yorker who in him that he has named one race horses "Dick Joy." The o in the ointment is the fact that Joy" hasn't won a race this its owner sadly admits.

Passing by the signs for the "Yankee Doodle Dandy," back fond memories for Hal S KFWB's "Facing Facts" (Mon.-Fri., 2 p.m.) It seems than 25 years ago, as a boy Hal toured the country over the van & Considine, Keith & Prot Western Vaudeville Managers time in an act in which he wa as the "Yankee Doodle Boy."

Shirley Dinsdale, 15-year-old triloquist, with her talking "Judy Splinters," will guest transcontinental "Breakfast Sardi's" broadcast on August will also do a repeat on the Coast broadcast. In San Francisco was an outstanding radio successing credited with as much a per cent business increase for nor and Moffett, San Francisco apartment store, during her Christmas and Easter broadcast.

The ALABAMA TRI-O

Better Market  
Alabama's vast spending power extends the length of the state and payrolls are at record figures.

Better Coverage  
It's the whole state of Alabama—and parts of FIVE others—when you use the ALABAMA TRI-O carry your message.

Better Price  
Yes, there's a better rate—better coverage—on the ALABAMA TRI-O. Save a full when you use all three!

WSGN WSFA  
BIRMINGHAM MONTGOMERY

REPRESENTED BY HEADLEY-REED

# War Radio Hopes High, Wakefield Says

(Continued from Page 1)  
 War Association, holding its annual convention here.  
 "It is our hope that just as radio has emerged from the first world war as an industry of great national significance, the coming of peace will find it in even more advanced medium communication." Commissioner Wakefield told the group. "Television, frequency (FM) and facsimile are all appearing as bright possibilities as post-war alternatives, to take up the inevitable employment and production problems with the release of armed forces and the closing of war industries."  
 Describes FCC Transformation  
 Commissioner Wakefield devoted largely to the Commission's wartime activities, especially in the field of telephone regulation, Wakefield described the transformation of the Commission from an agency with a staff of 100 in July, 1940, to one now triple that size with monitoring staff alone as large as the total number of employees two years ago. The Commission for this "policing" section was a small group in the pre-war engineering department which used to be in station observance of frequency assignments, unlicensed amateurs and the like, according to the Commissioner. With one of its major jobs now the checking of subversive activities, the section is today working closely with the Army and Navy.  
 Describes American Communications  
 Wakefield also referred to the work of the Foreign Broadcast Intelligence Service which he said was "receiving, translating, digesting, reporting and analyzing propaganda directed at this country and Latin America from the warring powers, and broadcasts within the Axis powers." He pointed out that while the Commission does no counter-propaganda, such reports are furnished to OWI and to many other government departments for information purposes.  
 Wakefield continued, "At the same time these almost entirely new agencies have been built up, more and more of the Commission's regular work has taken on a close relationship to the war effort, until today a majority of the Commission's some 2,000 devote full time directly connected to the war effort. The others find more and more impact of the war on their work until it has become a serious question of how much of the Commission's regular work not directly connected with the war effort can be carried on."  
 Commissioner praised the work of the American communications companies, saying he did not know of a request made to them by the armed forces which has not been met."  
 Commissioner Wakefield revealed

## PROGRAM REVIEWS

### "PEOPLE ARE FUNNY"

Brown & Williamson Tob. Co.  
 (Wings Cigarettes)  
 NBC-KFI, Friday, 7-7:30 p.m. PWT  
 Russel M. Seeds Co.

STUNTS CARRY BURDEN OF COMEDY PROGRAM, LIVING UP TO SERIES-TITLE.

"People Are Funny," as its name implies, sets out and proves just that! This program, now in its second 13 weeks broadcasting period, and renewed to run until April, 1943, is aired over 65 NBC stations coast-to-coast. It has found a definite listening audience and garnered many plaudits through the novel stunts used weekly and through word of mouth momentum.

Broadcast of August 21 found Irwin Atkins, developed of the psychological stunts, testing a woman's adaptability to a man's job. A young woman was selected from the audience and taken out onto Hollywood Blvd. with a sign firmly affixed upon her back, reading, "Apprentice barber... getting experience!... I'll pay one dollar if you let me shave you with a safety razor." Needless to repeat the many phases of conversation and situations that proved to this young woman how funny people are.

Inside the studio, Joseph Johnson, assistant director of the psychology clinic at the University of Southern California sat in on the broadcast as "judge of the funniest" gags of the evening and as to who would secure the final award of \$100 cash for the best suggestion on "how to get your friends to go home at a reasonable hour." Prizes are awarded to all contestants in cigarettes, a set of silverware and the final cash award. Pro-

grams such as no paid staff, is done by FCC, according to the Commissioner. The "organizational propinquity" of these agencies and the radio section of the WPB is one which not only prevents friction in handling matters dealing with wartime communications, but which also "affirmatively promotes harmony in their decisions and actions."

#### Cites WU-Postal Merger

He described the proposed Western Union-Postal Telegraph merger as an integral part of the plan for an "American-owned and American-controlled communications empire."

The war, according to the Commissioner, has focussed the spotlight on the strategic importance of communications services, both to the armed forces and civilians. Further, he commented, "It is clearly the duty of the regulatory body dealing with communication companies in time of war to adopt such policies as will assist rather than impede their efforts to discharge their service functions, to promote and foster their operation in the public interest, and to exercise its utmost authority to make their activities a coordinated part of a war economy."

Commissioner Wakefield revealed

gram "hits-the-funnybone" and has been clocked for laughs which register as high as 67 good and loud guffaws which proves top entertainment value on any half-hour show. Week by week the program has been proving its point through psychology applied—that people are funny.

John Guedel produces for Russel Seeds agency. Art Baker emcees. Herb Allen does the announcing chores. Irwin Atkins "gags" the show.

### "Giants of Freedom"

In cooperation with Freedom House, and on behalf of the U. S. Treasury Department (though there was no spiel on bonds or taxes), CBS (WABC) is presenting this quarter-hour series which attempts to stimulate patriotic fervor by reviving historical patriots in biographical form. It is not a very new notion, but substantial if accompanied by more sprightly presentation than was demonstrated Monday, 4:30-4:45 p.m., during the rendition of the fourth in the series by Stephen Vincent Benet to honor Daniel Webster. Just enumerating biographical details of Webster in a voice as thin as Benet's wasn't particularly stimulating. Instead of repeating often that Webster was a good neighbor, champion of freedom and unity, etc., the production would have done better had these conclusions been left for listeners to draw at the close of narrations or dramatizations pointing to these qualities. The chronicle and outline method, no matter how well encased in adjectives is too cold for effectiveness for such types of programs. The wordage is great, and the impression meager.

### BBC Announces Opening Of Office In Washington

British Broadcasting Corp. has announced the opening of an office in Washington, D. C. at 1150 Connecticut Ave., N. W. New office, made necessary by the increasing amount of program traffic between the two countries and particularly the number of overseas news broadcasts, will be directed by Lindsay Wellington, North American director of the BBC, who will divide his time between New York and Washington. Resident manager of the Washington office is Annette Ebsen, who for several years held a similar post in the New York office.

that for several weeks after the war started, some Commission members had to spend so much time in their offices that they converted these into sleeping quarters as well. He observed, "The whole tempo of the organization has been stepped up with 'regular' working hours increased to 44 hours a week, but with nobody insisting on the right to work only regular hours."

# Battle Creek Outlet Case Cleared By FCC

(Continued from Page 1)  
 which was operated as WKBP by the Enquirer-News company from 1925 to May, 1940, when the successor corporation was set up.

Newspaper personnel was active in the station management until 1932, when Jayne, then a station salesman, took it over by contract with Miller. New contracts were entered into between Jayne and Miller in 1934 and 1938. Hearing brought out that the agreements between the two were drawn up without advice of counsel. Copies were first obtained by the FCC in 1941 by specific request.

Commission concluded that the terms of the agreements entered into between Miller and Jayne provided for an improper delegation of the rights and responsibilities of the licensee. FCC went on to remark: "if the terms of these agreements had been observed in practice, we would have little hesitation in determining that the applicant has violated section 310 (B) of the Communications Act of 1934. We are satisfied, however that the contracts of 1932, 1934 and 1938 were not observed in practice and that they were not intended to delegate the licensee's responsibilities to the station manager. Control of the station has always remained in the licensee. It is concluded that the applicant has not transferred to Dan E. Jayne, or to any other person, any of the rights or responsibilities incident to its license."

#### Calls Action Not Willful

Commission also concluded that although failure to report to it the existence and terms of the various management contracts violated broadcast division order No. 2 and section 43.1 of FCC rules and regulations, the infraction was not willful attempt to conceal the facts, but due to ignorance.

It was brought out at the hearings last spring that Jayne now spends about 80 per cent of his time as Battle Creek's civilian defense director.

### Beechnut Renews Lewis For 52 Weeks Over WHN

Two tobacco contracts signed recently by WHN renewed Fulton Lewis Jr. for 52 weeks, and set Pall Mall Cigarette announcements for six weeks. The deal for the commentator's fifteen-minute program, Monday through Friday for Beechnut Cigarettes (P. Lorillard & Co.) will start September 14, as placed by Lennon & Mitchell. For Pall Mall (American Cigar & Cigarette Co.) the business consists of one minute station break announcements thru R & R.

## WANTED

EXPERIENCED ANNOUNCER BY 1000 WATT REGIONAL INDEPENDENT STATION. MAIL AUDITION RECORD TO WPIC, SHARON, PA.

**GUEST-ING**

WATSON DAVIS, science service director of the third conference on Science, Philosophy and Religion, on "Adventures in Science," Saturday (WABC-CBS, 1:30 p.m.).

GERTRUDE DIAMANT, author of "The Days of Ophelia," on "Of Men and Books," Saturday (WABC-CBS, 2:05 p.m.).

LT. BURGESS MEREDITH, assigned to an air force training center in Texas, on Bill Stern's "Sports Newsreel of the Air," Saturday (NBC Red, 10 p.m.).

WILLIAM HAIN, tenor, on "America Loves a Melody," Saturday (WOR-Mutual, 9 p.m.).

ALAN LADD, on "Nobody's Children," Sunday (WOR-Mutual, 3:30 p.m.).

JAMES MELTON, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

BENJAMIN F. ADAMS, director of "Moments of Meditation," on "Wings Over Jordan," Sunday (WABC-CBS, 10:30 p.m.).

JACQUES BARZUN, historian, on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

**Official of AP Radio Service Finishes Book On This War**

Oliver Gramling, assistant general manager of Press Association, Inc., radio subsidiary of the Associated Press, has authorized a book on World War II, which will be published this Fall. Title of the book, "Free Men Are Fighting," is taken from President Roosevelt's dramatic Fourth of July statement which reviewed the war. The book is a running, eye-witness narrative of the war from the time Hitler invaded Poland on September 1, 1939, up to the present. Gramling, who two years ago turned out a best-seller news history called "AP—The Story of News," has written his new book in collaboration with sixty or more AP correspondents around the world.

"Free Men Are Fighting" tells the story of the war through the eyes of newsmen who have been on the scene. It also relates in swift retrospect, and with a light touch, what the war has done to the life and thoughts of a world geared to juke boxes and plenty of automobile tires. To produce the book, Gramling cut through upward of 108,000,000 words of news dispatches to bring the war into sharp focus. An AP veteran himself, Gramling completed the task within five months as an "after-hours" project carried on in addition to his PA executive duties. The publishers of "Free Men Are Fighting" are Farrar & Rinehart, New York. Publication is scheduled for late October.

**USO Survey Shows Air Names Give Much To Armed Forces**

(Continued from Page 1)

is fast-approaching the 5,000,000 mark in attendance figures for its performances at the various army camps. Included in the list of prominent performers are many artists from the ranks of radio as well as other branches of the entertainment world.

**Appeared at 300 Camps**

In its 10-months existence USO-Camp Shows has routed variety musical productions into approximately 300 encampments as the basis for its prearranged program. Last winter, 21 variety shows, two dramatic productions and one concert unit, whose combined casts totaling more than 550 entertainers were paid 40 to 60 per cent of scale, toured the camp circuit. This summer 15 musical revues designed to be presented in outdoor theaters or from mobile camp stages are currently bringing to a close a summer season of stage entertainment to the nation's fighting forces. To date, these basic shows account for 3,900,000 of the service men who have attended USO-Camp Shows' performances.

**Guest Stars Numerous**

To supplement this part of its program, USO-Camp Shows arranges for volunteer, unpaid guest stars from New York and Hollywood to appear in camps either alone or with the traveling units. Camp Shows, through its concert division books the world's leading vocal and instrumental artists into military posts for volunteer programs of serious music, and through its orchestra division, it spots name bands into encampments adjacent to cities where the bands are playing, from time to time booking a band into a volunteer tour to play exclusively for men in camps over a period of several weeks of one-nighters.

Although many of the variety entertainers in the traveling musical revues have been associated with radio in various capacities, the "WLS-NBC National Barn Dance" is the only production unit drawn entirely from the radio field. The cast of thirteen from one of the oldest continuous commercial radio program on the air includes Five Cowgirl Swingsters, Jimmy James, Uncle Tom Corwine and Polly Jenkins and her Plowboys among others. The Barn Dance show opened at Scott Field, Illinois on June 1st, and by the time it reaches Daniel Field, Georgia, on September 1st, it will have played to approximately 54,000 service men at 78 military posts.

**Crosby, Kyser Featured**

In the roster of the guest artists who have made volunteer personal appearances for USO-Camp Shows are many of radio's best known entertainers. Bing Crosby traveling with Rags Ragland and Phil Silvers and the USO-Camp Shows company, "Full Speed Ahead" toured camps in Crosby's home state of Washington, as well as posts in Wyoming and Colorado. Kay Kyser took his entire "College of Musical Knowledge" on

a three-week tour of encampments along the eastern seaboard, arranging for his Wednesday night broadcast to originate from various stops en route.

**Bergen Now on Tour**

Bob Bergen tooted his bazooka through Illinois, Michigan and Massachusetts and gave the men in service an unforgettable in-person introduction to the folks down home in Van Buren, Arkansas. Edgar Bergen on vacation from the air, is taking Charlie McCarthy on an inspection tour of western posts, while Al Jolson who returns to the air in October has covered the south eastern United States, Alaska and Trinidad for USO-Camp Shows and has just arrived in Ireland with a special "fighting front" show to entertain the AEF. Jack Pearl, absent from radio for several seasons, revived his Baron Munchausen fables last March and April for a three-week camp jaunt with the revue, "Follow the Crowd," and Dave Rubinoff, another long-absent name, brought his \$100,000 fiddle to training bases in Virginia, the Carolinas and Georgia.

**Classics Popular**

Burns and Allen, took advantage of their summer lay-off to headline a variety show at posts in the New York area early in August. Camp Shows' concert division after six months of experimentation in the field of serious music, has found that men in camps react with particular enthusiasm to the concert artists whose names and talents have become familiar via the networks. Among the internationally distinguished musical artists who have taken the classics to the camps, the following are closely identified with radio: Jean Dickenson, Nelson Eddy, Edwina Eustis, Stuart Gracey, Felix Knight, Lucille Mann, James Melton, Josephine Antoine, Lanny Ross, Dr. Sigmund Spaeth, Albert Spalding, Alec Templeton, Conrad Thibault, Robert Weede, Francia White, Muriel Dickson and the Ken Christie Chorus. All of these artists have contributed at least one recital to USO-Camp Shows; several have made numerous return engagements, while a few such as Alec Templeton and Lanny Ross have toured for several weeks of camp appearances.

**10 Name Bands Volunteered**

Name bands which have played military posts under the auspices of the orchestra division of USO-Camp Shows are all associated with radio through remotes and hotel pick-ups. To date more than 100 name bands have volunteered sessions of jive or sweet music to army camps and naval stations. Among those most closely connected with radio because of recent or current commercial programs are: Bob Crosby, Benny Goodman, Kay Kyser, Guy Lombardo, Abe Lyman, Vaughn Monroe, Raymond Scott, Tommy Tucker, Paul Whiteman and Xavier Cugat.

As USO-Camp Shows expands its

**AGENCIES**

GEORGE HARRISON PH for the past several years an advertising consultant and previous associated with Dodge Bros. mobile manufacturer, as well as well-known agency, has joined Max as a vice-president.

"SECOND WEAPONS" is the title of a book being distributed in charge by the Association of Advertising Agencies.

N. W. AYER & SON has with as agency controlling the account Kirkman & Son, soap manufacturer.

LEON HENDERSON, OPA Administrator, will deliver an address before the Research Institute of America at the Waldorf-Astoria next day at about 12 noon.

"DIRT GETS BLITZED, BUT YOUR SKIN," is the slogan Procter & Gamble, through the Company, will feature in the Soap copy in Pennsylvania.

**Book Publishing Reps Coordinate Radio P**

For the first time since World War I, the book publishing trade has organized under the heading of Council of Books in Wartime Radio committee of this cooperation is already collecting material from current and forthcoming and is acting as a clearing house for book information and authors' appearances. Part of the work of the committee is to assist radio program directors and script writers in clearing contract rights as well as securing authors for radio appearances and lining up scripts. The committee is composed of the following members: Lee Barker, chairman, Houghton-Mifflin Co.; Raymond Dodd, Mead & Co.; Nelson Hesse & McCaffrey; Norman Henry Holt & Co.; Albert Lev Simon & Schuster; Philip H. Young & Rubicam, advertising agency; and Frank Taylor, Reynal & Cook. Committee can be reached at 347 Fifth Ave.

program during the coming year to keep pace with the growing entertainment needs of our vastly increased army and navy, it is expected that radio personalities in greater numbers will be touring the military front. Although plans for the future are still in a formative stage, subject to the approval of the Army and Navy Departments, arrangements are in progress to bring more radio's stellar personalities from the stage, dramatic and comedy programs directly into the service camps as guest stars. A generation of stars brought up on radio and the has indicated by reactions to programs that it wants to see its favorite talent from the new in-person and in-camp as part of a campaign to "Keep 'em Laughing."



**TO EXECUTIVES:**

**NOW YOU CAN HELP**

*Even More...*

**New Treasury Ruling Permits Purchases  
UP TO \$100,000, in any Calendar Year, of  
Series F and G WAR BONDS!**



The Treasury's decision to increase the limitations on the F and G Bonds resulted from numerous requests by purchasers who asked the opportunity to put more money into the war program.

This is not a new Bond issue and not a new series of War Bonds. Thousands of individuals, corporations, labor unions, and other organizations have this year already purchased \$50,000 of Series F and G Bonds, the old limit. Under the new regulations, however, these Bond holders will be permitted to make additional purchases of \$50,000 in the remaining months of the year. The new limitation on holdings of \$100,000 in any one calendar year in either Series F or G, or in both series combined, is on the cost price, not on the maturity value.

Series F and G Bonds are intended primarily for larger investors and may be registered in the names of fiduciaries, corporations, labor unions and other groups, as well as in the names of individuals.

The Series F Bond is a 12-year appreciation Bond, issued on a discount basis at 74 percent of maturity value. If held to maturity, 12 years from the date of issue, the Bond draws interest equivalent to 2.53 percent a year; computed on the purchase price, compounded semiannually.

The Series G Bond is a 12-year current income Bond issued at par, and draws interest of 2.5 percent a year, paid semiannually by Treasury check.

Don't delay—your "fighting dollars" are needed *now*. Your bank or post office has full details.

Save With . . .



**War Savings Bonds**



# Coast-to-Coast



A SIGNAL honor came to the conductor of one of the oldest sustaining shows in radio just recently when the "Stamp Man," aired on KVOO, Tulsa, Okla., received the Oklahoma Philatelic Society's "Legion of Honor" Medal, awarded the person who made the major contribution to extension of the hobby during 1942. The medal was awarded by L. M. Blakely, president of the Cover Collectors of America, at the national convention held in Tulsa recently. Aired continuously since January, 1929, "Postage Stamp Adventures," which features the "Stamp Man," an anonymous personality, is a 15-minute broadcast combining news of stamps and covers with appropriate background music.

Howard L. Emich has resigned as news editor and assistant sports director of WHBF, Rock Island-Davenport-Moline, to join the radio division of the United Press at Chicago, effective Aug. 31. Emich, who went to WHBF a year ago after ten years of radio and newspaper work in Wisconsin, has collaborated this season with Van Patrick on "Mutual's Baseball Round-up," only daily coast-to-coast program devoted entirely to the national pastime.

The War Department has announced the recent promotion to the rank of First Lieutenant of Second Lieutenant Starr Smith, stationed at the Army Air Forces Advanced Flying School at Turner Field, Albany, Ga. Prior to entering the armed forces, Lt. Smith was a well known radio announcer, special events, and production man. He joined the Army as an enlisted man, and received his commission of Second Lieutenant nine months ago.

Two WLIB, Brooklyn, executives played a major role at the New York Democratic State Convention last week. Vice-president Aaron L. Jacoby placed successfully the name of John J. Bennett, Jr., for Governor before the convention in a 30-minute address that was considered a classic. Jacoby is Chairman of the Brooklyn Democratic Campaign Committee and was formerly Register and Sheriff of Kings County. Chairman of the

WLIB board Irwin Steingut, who is Democratic leader of the New York State Assembly, moved at convention close to make the nomination unanimous. His motion carried. Another WLIB executive, treasurer William Weisman, was a delegate to the convention. WLIB exclusively broadcast the two-day convention, an event that made front page political news throughout the country.

Radio material prepared by Rupe Werling, production manager of WIBG, Philadelphia, will be used by the Treasury Department in its War Bond and Stamps Campaign, according to word Werling received from Vincent F. Callahan, Director of Radio and Press War Savings Staff in Washington.

George F. Putnam, NBC news reporter and master of ceremonies of "The Army Hour" on NBC, has recorded a series of one-minute transcriptions for Vicks Cough Drops. Morse International is the agency. Putnam also announces "The Parker Family" on the Blue Network.

Latest news reports from all over the world are being discussed from two sides of the microphone by Don Pryor, KQW feature announcer and former newspaper editor, and Carroll Hansen, head of the KQW news bureau. This new type of news analysis is broadcast over the San Francisco station from 11:45 a.m. to 12 noon Monday through Friday and is an informal discussion of news of the day conversationally presented.

Lisa Sergio returns from vacation to begin the fourth season of her morning "Column of the Air" on WQXR, New York, on Monday, August 31. She will be heard from 10-10:15 a.m. every Monday through Friday. Miss Sergio, one of the few women commentators to present straight news analysis, has been off the air for the entire month of August. She is sponsored on Mondays, Wednesdays and Fridays by Botany Worsted Mills, and on Tuesdays and Thursday by "Tomorrow Magazine."

The Ohio Conference of the Evangelical Church made up of approximately 35 ministers of the conference sang from the Blue Room studios of WMRN, Marion, Ohio, last Thursday. Conference met in Marion last week.

WPAT, Paterson, N. J., broadcast a one-hour Bond Rally on Monday at which time Bud Abbott and Lou Costello, network comedians, wound up their nationwide tour for the U. S. Treasury Department. Paterson is the home town of Costello. Others at the rally were Johnny Long and his orchestra and Steve Ellis of the station who acted as emcee.

Jane Weston and Sue Gibson of WOWO-WGL, Fort Wayne, are mem-

bers of the Allen County Nutrition Committee which is in the midst of an intensive drive promoting to housewives the benefits of better feeding. Plans include radio broadcasts and a program of exhibits to continue through the fall and winter.

Newcomers to the musical staff of KSAL, Salina, Kans., are Helen Rucker, who plays the string bass and Margaret Tavora, accordionist. Both have played professionally in bands in the mid-west. In addition to the regular KSAL studio shows, they are also playing supper melodies at the Lamer Hotel in Salina, which are aired by the station.

Three new live-talent programs scheduled by Todd Williams, newly-appointed program director of WSPD, Toledo, are "Melody Lane" with Gene Williams singing ballad tunes three times weekly; "Concert Grand," featuring Lola Smith, staff pianist on a twice-weekly schedule; and "Magazine of the Air," which is a general chit-chat broadcast aired by Todd Williams Mondays through Saturdays.

Resulting from the shortage of male announcers, WSAV, Savannah, Ga., has assigned Ruth Christianson to a regular announcing berth, according to Gene Kraemer, newly appointed commercial manager of the outlet. Young lady is new to radio but has had training in voice and the theater.

The adventures of Squint Thompson and Chuck Wagner at "The Little Cross Road Store" returns to the air on KWTO, Springfield, Mo., on September 21. The program, written and produced by George Earle, will be heard each Monday, Wednesday and Friday afternoon at 12:45 over KWTO. "The Little Cross Road Store" was brought back to the air after insistent listener demand. Commencing Monday, October 5, the program will be sponsored by the Campbell Cereal Company. Bill Ring, popular KWTO - KGBX announcer, who started his radio career when KGBX moved to Springfield from St. Joseph ten years ago, left Springfield last Saturday, for Chicago to accept a position as a staff announcer for the National Broadcasting Company there.

The Public Service Company of Oklahoma, after auditioning several shows, has selected a half-hour concert of light transcribed music aired Friday evenings as its offering for listeners over KVOO, Tulsa. R. K. Lane, company president, gives a brief talk about company operations during the broadcast.

Larry Elliott, popular free-lance announcer, has been signed by Universal News to narrate a short subject on the activities of the Canadian Patrol entitled "How Canada Tracks

Down Nazis." Elliott is head Treasury Department program including "The Treasury Star," "You Can't Do Business With Bob Hawk's 'How'm I Doin'?" "Time," "American Melody Hour" and several other programs.

Tip Corning, announcer, has announced his resignation from the staff in order to free-lance. During the past year Corning worked on the Guy Lombardo gate program and also has done announcements on serial and time shows.

KMOX, St. Louis, vacated Fred Kirby of the "Lonesome" daily morning serial is away from program for a week; Robert I. auditor and personnel director visiting the New Jersey shore; Grace McGowan, traffic manager in Denver, Colo., visiting relatives.

Booth for the sale of War Bonds Stamps has been set up by WSAW, Washington, Pa., on the steps of local court house. Station airs a noon program from the booth with Mann, staff announcer, describing activities and presenting guests.

WEBC, Duluth, notes: Jerry, announcer, receiving congratulations on the arrival of a 6-pound son; Betty Hirschboeck Morrow, wife of band off to the war, is back to substitute duty on the continuity list. Station is promoting war bond sale with Saturday noon variety originating on city's busiest intersection—W. C. Bridges, general manager, has provided the new local center with a radio-phonograph combination. Reidar Lund, sportscaster of Duluth Herald and Tribune, is now doing sportscasting. Claris Christopherson, station, formerly on Ohio State faculty, has been named to continuity-announcing staff.

## To the Colors

BILL TREYNOR, WOL continuity director, is scheduled to join Naval Air Corps. He leaves in two weeks. He expects to go to school in December. Also on the front, TED DUNLAP, announcer, WOL, has left to enter the army. He expects to take up duties in the Corps soon.

KENNETH S. PRATT, former executive of Ruthrauff and Ryan has been commissioned a first lieutenant in the Army Air Force and is to be detailed to temporary duty at Miami, Fla.

DICK WORKMAN, vocalist of the WFBL Minute Men, has his physical at Oswego, New York. Workman will be WFBL's replacement man from a staff of 45 persons.

**BIRTHDAYS**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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August 26

Jack Berch      Dr. Lee de Forest  
George Francis Hicks  
Ward Landon      Larry Larsen  
Charles Michelson      Frank Pfaff  
Winifred Wolie



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



20, NO. 42

NEW YORK, N. Y., THURSDAY, AUGUST 27, 1942

TEN CENTS

## See Ban On Service Men

### Canadian AFM Official Ases Murray Support

Montreal—Walter M. Murdoch, Canadian executive officer of the American Federation of Musicians, made public a telegram he sent to the Minister Mackenzie King saying the "hope that the government will insist on strengthening, rather than weakening, the authority of chief executive officer of CBC." The telegram said that the chief in the friendly and cooperative relations between musicians and broadcasting authorities in Canada

(Continued on Page 3)

### To 6-Month Earnings Equal To 32c A Share

Income of Philco Corporation for the second quarter of 1942, after provision for estimated Federal and income and excess profits taxes, amounted to \$166,986 or 12 cents per share on the outstanding 1,372,143 shares of common stock, it was announced by James T. Buckley, president. This compares with net income of \$1,835 or 29 cents per share in the second quarter of last year. Gross profit for the second quarter of 1942

(Continued on Page 2)

### Wide School Training Radio Men For Service

Training of radio operators in the school system before taking them into active Army or Navy service is one of the subjects on the agenda of the National Institute on Education and the war which will meet Friday at American University with key educators and Federal

(Continued on Page 2)

### All At Once

Person, N. J. — Wall Street's "Black Friday" of 1929 has been duplicated as far as Henry Miller, program director of WPAT of this city is concerned. He now has a new one, namely Friday, August 27, when four announcers on his program came to him on the same day with the same story: they were being called for service in the United States Army.

### Blush-out!

Working on a special program, George Allen, WABC program director, was out of his lighted office for a brief interval when New York's Tuesday night blackout occurred. He found an air raid warden's notice calling attention to his violation when he returned to the script, which was "Atlantic Dimout," dealing with dimout precautions, to be presented by Lt. Gen. Hugh A. Drum's Eastern Command tonite at 10:45 p.m.

### CBS Pacific Network Signs Two New Shows

Two new series, one a news program and the other informational, have been signed by the Pacific Coast Network of CBS.

Peter Paul Inc. has scheduled its second campaign, "Bob Garred Reporting," starting Monday, October 5. The news program is to be heard on six CBS West Coast stations Mondays, Wednesdays and Fridays from 5:45 to 5:55 p.m. PWT. Stations to carry the

(Continued on Page 3)

### Labor Representation Sought On CBC Board

Montreal—Direct representation of labor on the commission controlling the Canadian Broadcasting Corporation was urged by the Toronto District Trades and Labor Council, in adopting a recent report of the executive

(Continued on Page 2)

## U. S. Treasury Officials Meet In N. Y. For Blue Bond Drive

### Four NBC Daytime Serials Renewed By B-S-H Agency

Blackett-Sample-Hummert, Inc., advertising agency, has renewed four daytime serial shows on NBC for two of its accounts, the Charles H. Phillips Co. and the R. L. Watkins Co. Former sponsor has signed renewal contracts for "Young Widder Brown," "Lorenzo Jones," and "Stella Dallas," all aired

(Continued on Page 2)

## Government Authorities Are Reported Clamping Down On Uniformed Men On Air Without Permission

### OWI Prepares Foreign Airing for Labor Day

OWI's Foreign Language Division is preparing special series of Labor Day programs, featuring prominent speakers and dedicated to theme, "Free Labor Will Win." Fifteen-minute transcription in Italian, Polish, German and Spanish, are now in preparation, and will be made available for use on September 7 by the

(Continued on Page 6)

### Edwin C. Hill Signed By J & J For CBS News

Edwin C. Hill has signed a 52-week contract with Johnson & Johnson over CBS to start September 29th, replacing Dorothy Kilgallen. Following his same format, "The Human Side of the News," Hill will be heard from 6:15 to 6:30 Tuesday nights.

Off the air since June, Hill has

(Continued on Page 2)

### S. F. Stations' Bond Aid Helps Net Over \$280,000

San Francisco—Five radio stations cooperated in broadcasting a day-long "Victory Day" auction of War Bonds and Stamps in the Italian North Beach

(Continued on Page 2)

Increasingly serious wartime conditions will result in barring of men in the United States armed forces from all types of programs without official sanction in the very near future, it has been indicated by generally reliable sources.

Restrictions to be imposed, it is believed, will strike especially hard at quiz programs and others of a nature in which service men are brought to the microphone without a previous

(Continued on Page 7)

## AFM, AFRA Participate In KSD Army Program

St. Louis—KSD and the St. Louis "Post-Dispatch" are sponsoring a special program as a salute to men of the United States armed forces in foreign service on Saturday through the short-wave stations of General Electric. The program is a special version of "Showboat," the final production of the St. Louis Municipal out-

(Continued on Page 6)

## Cecil Brown To Substitute During Shirer's Vacation

Cecil Brown, foreign correspondent and CBS news analyst, takes the place of William L. Shirer on the latter's regular Sunday news program during Shirer's three-week vacation starting Sunday, August 30.

Brown, who is also heard over CBS

(Continued on Page 2)

### Underground

Radio will be represented in the subway advertising cards of New York City during the month of September. Evelyn Clark, NBC secretary, has been chosen by John Robert Powers, model impresario, as his selection for "Miss Subways." Choice puts the impress of radio, usually carried via the airways, beneath the surface of the street.

Meeting for the network's drive, (Continued on Page 5)



Vol. 20, No. 42 Thurs. Aug. 27, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor  
MARVIN KIRSCH : : : Business Manager

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

## FINANCIAL

(Wednesday, Aug. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	119 3/8	118 5/8	118 3/8	— 1
Gen. Electric	26 1/4	26	26 1/8	— 3/8
Philco	8 1/2	8 1/2	8 1/2	— 1/4
RCA Common	3 3/4	3 1/4	3 1/4	— 1/4
Stewart-Warner	6 5/8	6 1/2	6 1/2	— 1/8
Westinghouse	68 3/4	68 1/2	68 1/2	— 1/2
Zenith Radio	13 3/4	13 3/4	13 3/4	— 1/4

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	1 7/8	2 1/8
Shromberg-Carlson	6	7
WCAO (Baltimore)	16	18
WJR (Detroit)	20	22

### Cecil Brown To Substitute During Shirer's Vacation

(Continued from Page 1)  
Mondays through Fridays from 8:55 to 9:00 p.m. EWT, has covered many of the war fronts. His broadcast after he was rescued from the British warship "Repulse" in the South China Sea was hailed as an epic of radio news reporting.

Shirer's Sunday newscast is heard on CBS from 5:45-6 p.m.

### "The Shadow" Returning For 6th Straight Year

"The Shadow," veteran radio series will return to the air next month for its sixth consecutive year over WOR and the Mutual network. Sponsored by the D. L. & W. Coal Company, the program will be heard Sundays from 5:30-6 p.m., with the premiere set for the latter part of September. The exact date will be announced soon.

Authors of the stories, to be written especially for "The Shadow," will include Jack Hasty, Max Ehrlich and Sid Slon.

#### Stork News

A second child, a girl, was born to Robert D. Swezey, legal counsel and assistant secretary of the Blue Network Monday night.

### Labor Representation Sought On CBC Board

(Continued from Page 1)  
tive committee. The report pointed out that in view of two vacancies existing on the commission the council should make representation to the government and the Trades Congress of Canada asking that a direct representative of labor be appointed to fill one of the posts. Secretary J. W. Buckley declared that the executive felt that such an appointment would be a direct point in the program of the trades union movement for nationalization of public services.

Dewar Ferguson, Seamen's Union, urged that the council set up a special committee with a view to having labor play a greater part in the direction of radio broadcasting and its contact with the public. He declared the suggestion a "timely one."

### Edwin C. Hill Signed By J & J For CBS News

(Continued from Page 1)  
been in Maine on his first vacation in five years. For three and a half years he was heard on CBS five times a week for the American Oil Company and for two years before that, he was on for Lucky Strike. Young & Rubicam handled the account.

### Four NBC Daytime Serials Renewed By B-S-H Agency

(Continued from Page 1)  
on a network of 52 stations. The Watkins firm, in the interests of Dr. Lyons Toothpowder, has renewed "Backstage Wife," which has a list of 59 NBC outlets.

### Monthly Magazine Index Shows 15% Rise For July

Index for General Monthly Magazines for July, 1942, out this Friday in "Printers' Ink," shows a rise of 15.9 per cent over the previous month. The index for July is 63.4 as against 54.7 for June. On the other hand, compared with July, 1941 the index is off 1.2 per cent. The index for Weekly Magazines for July, 1942, out this Friday in "Printers' Ink," shows an increase of 19.6 per cent over June and a gain of 4.1 per cent over the corresponding month of last year. The index for Women's Service Magazines for July, 1942, out this Friday in "Printers' Ink," shows an increase of 13.5 per cent over June. On the other hand, the July index is down 1.9 per cent from the same month of 1941.

#### KDKA Augments News Staff

Pittsburgh — Charles F. Mailey leaves the Akron, Ohio, "Beacon Journal" and joins the KDKA news staff on August 30, to replace Francis Fitzsimmons, who has entered the armed forces. Mailey, a newspaperman, was formerly with the New York "Journal-American," McKeesport (Pa.) "Daily News," and The Pittsburgh "Sun-Telegraph."

### Philco 6-Month Earnings Equal To 32c A Share

(Continued from Page 1)  
totalled \$15,342,393 as compared with \$18,734,284 in the corresponding period a year ago.

For the first six months of 1942, net income amounted to \$449,777, which was equivalent to 32 cents per share. This compares with net income of \$672,107 or 49 cents per share in the first six months of 1941, after income and excess profits taxes had been adjusted to reflect the effective tax rates actually incurred on the entire year's operations. Gross sales in the first six months of 1942 totalled \$32,482,284, as compared with \$35,211,279 in the corresponding period of twelve months ago.

"In the second quarter of 1942, there was complete stoppage of all civilian radio and refrigerator production, and unusual costs attendant upon conversion to war production were sustained," Mr. Buckley stated in announcing the financial results. "Conversion is now largely completed, and orders on hand for Government radio equipment, ordnance material, and storage batteries should assure an increasing rate of operations for some time to come. Final earnings results will, of course, depend to a large extent upon the terms of the revenue measure now before Congress."

### S. F. Stations' Bond Aid Helps Net Over \$280,000

(Continued from Page 1)  
section of the city, with sales totaling more than \$280,000 by closing time. Actor Leo Carrillo headlined the festival, along with opera baritone Charles Fredericks, and radio entertainers Scotty Butterworth and Joaquin Garay. The broadcasters took turns in airing the continuous auction in Washington Square, where pretty Latin lasses vied with jeeps and tanks for attention. KQW and KJBS reported the cheese rolling, KQW aired snatches of the plaza show and auction at night, KYA aired an hour's pickup from the plaza show, and KPO gave the final roundup; with Leo Carrillo taking over as roundup auctioneer.

### Plan Wide School Training Of Radio Men For Service

(Continued from Page 1)  
eral officials in attendance. Radio courses are part of a specific program being planned for the coming year to give every American pupil and teacher from elementary grades to college post-graduate courses some opportunity to contribute to the war effort.

### WOR Inaugurates 'Vaude'

Headlining the premiere program of a new weekly series, "Vaudeville" on WOR, New York to be inaugurated on Saturday at 8:30-9:00 p.m. will be Benay Venuta and James Barton. Series will follow the format of old-time vaudeville and is produced by Roger Bower.

## COMING and GOING

R. E. LEE GLASGOW, station manager WACO, Mutual and Texas State Network in Waco, Texas, is in town for conference of the New York representatives of the station.

JAMES H. CONNOLLY, manager of the department of the Branham Company, his annual vacation.

WILLIAM JOEKEL, of KABC, San Antonio, arrived for a short visit on station and business.

VINCENT CALLAHAN, of the U. S. T. Department, in town for a few days.

HYLA KICZALES, formerly manager of leaving the coast en route to New York.

WILLIAM FAY, general manager of Blue Network affiliate in Rochester, N. Y. He is yesterday at Rockefeller Center.

O. L. "TED" TAYLOR, president of Amarillo, Texas, is in Washington to take of the Broadcasters Victory Council office two weeks.

S. C. VINSONHALER, station and company manager of KGHI, Little Rock, en route Arkansas after a protracted stay in town.

DON SEARL, general manager of KOIL, having completed trips to Cleveland and New York, has now returned to his Nebraska quarters.

CHARLES HOLBROOK, salesman for the network, has joined the vacation contingent passing the holiday in New Hampshire.

WALTER HAASE, program director of Hartford, in New York for two days on business.

MELA UNDERWOOD, fashion editor at New York, is back from a vacation spent in the Prov. Quebec.

ARCH SHAWD, vice-president and manager of WTOL, Blue outlet in Toledo, left for home after having been in New York for a week.

WILLIAM T. LANE, station manager of Syracuse, is here on another of his frequent brief visits.

BEA WAIN leaves today for Hartford, where, starting tomorrow, there will be days of personal appearances at the State Theatre.

LT. JOE THOMPSON, of the radio branch of the War Department, at Camp Edwards, for Mutual's "Pass in Review" program was broadcast last night.

CLAUDE J. CULMER, of SESAC, in town for a few days.

REGGIE MARTIN, station manager of Springfield, has left for his Ohio headquarters.

WAUHILLAU LA HAY, radio editor of the Sun in Colorado for vacation. She drops to look up the boys at local Denver where she was once woman's editor.

MARK CRANDALL, Denver OWI chief, Francisco for huddles with his bosses and again before anyone knew he was gone.

**920 CLUB**

One of  
America's Greatest  
Local Radio Programs

**WORL** 805  
MAS

## Pacific Network Adds Two New Shows

(Continued from Page 1)

Shows are KNX, Los Angeles; Fresno; KOIN, Portland; Sacramento; KQW, San Francisco and KIRO, Seattle. The advertising account is handled by Brisacher, Staff.

Folger & Company has announced the return of its program, "Canadian Home Front," on the CBS West Coast network beginning Friday, September 11. The informational program on behalf of Folgers Coffee is heard Fridays from 5:15 to 5:30 over six CBS West Coast stations. Stations to carry the program are KNX, Los Angeles; KARM, Portland; KROY, KQW, San Francisco; KOPY, Spokane. Raymond R. Company handles the account.

## Men Fraternity Talk On NBC Net Friday

Walter Mullen, NBC vice-president and general manager, will address the convention of Alpha Gamma Fraternity, in Chicago next Friday. His talk, "The Challenge to Fraternity Men," will be broadcast over the Chicago Towers Club, over the NBC network, from 9:45 to 10:00 p.m.

# PROGRAM REVIEWS

### "WOR Summer Theater"

The publicity department of WOR scripted this show, one of a series which has been a family affair all summer, a different department preparing the program each week. All in all, the press boys and girls offered a fair enough account of themselves last Thursday, 9:30-10 p.m. Indeed, much of the material was smooth and finished. There was no reason for the writers to achieve less. It does take ability and talent of a certain degree to maintain a fair batting average digging up daily press stories. The professional performing services of Peter Donald and Eddie Mayehoff, comedians, contributed, sizeably to the all-over effect of the production.

All was united under the title, "Red Barn of Broadway," and was built, primarily, to satirize the cowbarn theater and various phases of broadcasting, including quiz shows, commercials, soap operas, announcers and news commentators. "Take It Or Lump It," which poked quiz shows in the ribs, and the series of vignettes presented by Mayehoff, came off best. They were jolly rather than caustic satires, but none the less pointed for their congeniality. A song joshing the sound effects department needed stronger delivery. The take-off on Gabriel Heatter was a little flat. Roger Bower, producer and director, spoke much too rapidly and indis-

### "Are You A Genius?"

Broadcasters can conceive of, or accept some weird ideas and program concoctions. This is one, and it is nothing more or less than the announcer talking aloud to himself. When radio reaches this point, listeners can rightly ask pointed and embarrassing questions of the industry. The announcer assigned to this steadily, would probably begin questioning his own sanity before long.

It consists of this. The announcer, with no studio audience, poses a question, and then reads the answer, allowing a brief lapse of time between the two phases. Producer, responsible for the program, undoubtedly believes someone is listening and actually participating in the quiz all by his lonesome at home. That is the program. This unadorned, lifeless reading of a general question and answer book aired on WABC, Monday, 5-5:15 p.m.

...tinctly at the start, even for the effect he tried to create. Bob Stanley and the WOR orchestra maintained the musical prestige for the program, while Frank Knight balanced the announcing chores.

Other credits are listed for Eunice Howard, who took the feminine roles, and the writers—Dick Pack, publicity director; Charles Oppenheim, Eleanor "Pat" Hurley and Bob Davis.

## Canadian AFM Official Wires Murray Support

(Continued from Page 1)

during the past five years was the "wise and sympathetic administration of Gladstone Murray, CBC general manager." It added that "Murray's faith in Canada's artistic resources, ridiculed five years ago, has been amply justified in practice."

## "Telephone Hour" Adds Thirty Outlets To Web

Bell Telephone System, Inc., has added thirty stations to its present list of outlets carrying "The Telephone Hour" on NBC on Mondays at 9-9:30 p.m. EWT. With the addition, the series, which has been presenting guest vocalists and instrumentalists for the past two and one-half years, will be aired over 128 NBC stations. N. W. Ayer & Son is the agency for the account.

## Young, Hussey On Screen Guild

Columbia's "Screen Guild Theater" will offer an adaptation of Metro's "Joe Smith, American" Monday night at 9:00 p.m., EWT, starring Robert Young and Ruth Hussey, for the CBS "Victory Theater." Young will reenact his original screen role with Miss Hussey taking the part which a short time ago was created by Marsha Hunt in the film.



# EVERY WOMAN'S HOUR

## WFBR

### BALTIMORE

Here's what J. A. Magnussen, President of Dr. Ellis Sales Company, Inc. say: "It's indeed gratifying to know the results and store contact that have come through your broadcast. I want you to know I am personally pleased with the fine job you're doing on our products!"

Above you've read the comment of another experienced buyer of radio time. When he wanted to sell in Baltimore... he just didn't buy power he didn't need... he

bought time on the station all Baltimore listens to. Learn how Melva Forsyth's up-to-the-minute, fast-moving show can help sell your products.

CALL JOHN BLAIR & CO. . . . NATIONAL REPRESENTATIVES

## Los Angeles

By JAC WILLEN

MAYBE you wondered about it, too—lots of other film fans did. But years ago when Richard Barthelmess was starring in "Weary River" and "Drag," many a fan doubted that Barthelmess himself was doing the singing attributed to him in the pictures. And he wasn't. The behind-the-scenes vocalist whose dubbed in voice gave Barthelmess his reputation as a crooner was Johnny Murray, the same fellow who "Talks It Over" weekday mornings on KFI.

When "Beverly" arrived in Hollywood two months ago to inaugurate her early-morning "First Call With Beverly" series over KNX, she rented a home in the "Valley" some ten miles from the studio. As her tire treads wore thinner she moved into Hollywood just two miles from Columbia Square as a conservation measure, and now, with the new dim-out regulations, she's packed up again and moved. This time into an apartment just 'round the corner from KNX.

Except for a brother's glowing account of the opportunities of America, Bill Hay might now be a resident of India. Hay was preparing to leave his native Scotland to enter Civil Service in India when his brother came home from a trip to America. "Don't go to India—go to America," was the brother's advice. Hay followed the suggestion, and has never returned to his native Scotland.

RKO motion picture script writers will do a series of dramatic presentations to be heard during Erskine Johnson's "Hollywood Spotlight," feature on KECA. Johnson will use the scripts, adapted for radio, on his program each Monday night.

Harry R. Lubcke, Director of the Television Station, W6XAO, of the Don Lee Broadcasting System, is vacationing this week.

Clifford MacDonald, recording engineer at KHJ-Don Lee, was married to Miss Iris Ray Burleson, in Inglewood, this month. Mr. and Mrs. MacDonald will live in Hollywood.

Two veteran comedy writers, Sam Perrin and Jack Douglas, are responsible for the hilarious scripts with which the "Tommy Riggs and Betty Lou" troupe entertains radio listeners over CBS each Tuesday night. Perrin formerly wrote for Burns and Allen and other comedians while Douglas did gags for the Red Skelton shows.

## Wedding Bells

Two former members of the Inter-collegiate Broadcasting System will walk to the altar this week. Jean MacInnis from Vassar, and former program director of the college network, will marry Lawrence Lader, who was production manager of the same institutional broadcasting system. Bride is now with the Office of Radio Research and the groom, who is on leave from the Blue Network, is stationed at Governor's Island in the editorial section of the Recruiting Publicity Bureau.



## A Reporter's Report Card

● ● ● NBC used the old-fashioned method of drawing lots to determine the dates given to Toscanini and Stokowski... The "Herald-Trib" resumes its radio page late in the fall... Frank Fay got so much publicity out of his recent bankruptcy that he lined up ten weeks of theater bookings as a result of it!... Sunday "Times" will come out with a series of by-line stories by Fred Allen... The Roxy starts its new "big name" band policy in Dec... Trans-Radio Press readying a new monthly mag for women tagged "She" with an initial output of 200,000. Said to be sort of a femme "Esquire" and will play up radio very heavily... Jack Benny's air show will open from N. Y., then go to Chicago for three weeks... Starting date on the new Kay Kyser pic will be Sept. 23rd. To date, it has no title, no story, no director and no cast—but it will start on the 23rd!... Dr. Frank Black going to Washington Sunday for the most impressive "Command Performance" yet with Bing Crosby, Dinah Shore, Kay Kyser, Charlotte Greenwood, Jimmy Cagney, Chas. Laughton, Hedy LaMarr, Marian Anderson and Abbott & Costello... Karl Schullinger, Lord & Thomas radio head, going in the army Monday as a Lieut., with Ed Cashman replacing... Dale Evans signed as new vocalist on the Edgar Bergen show... After turning in two sock performances, Norman Tokar falls permanent heir to the "Henry Aldrich" role.

★ ★ ★

● ● ● Critic's Corner: Tisk(et), Tisk(et), but we must take the Blue to Task(et) for presenting Ella Fitzgerald with only a piano and guitar background. Even with the help of a quartet, her tricky arrangements and throaty voice don't get over without a band to back her. Few, if any, singers sound like anything at all without full background... What we can hear of Norman Corwin's series from England reveals his usual ingenuity and the force of his writing and directing skill. But static makes listening difficult and destroys the dramatic and educational effects for which the series has been devised. Why not record them for rebroadcast at a later date? Broadcasts we heard would be timely a few weeks hence... Johnny Long wasn't caught short when he signed Kay Thompson to groom a singing group for him. Not only are the arrangements oh-Kay—but the band now has class with a capital Kay!

★ ★ ★

● ● ● MCA's publicity dep't will continue to function without a head now that Jack Lear has gone with the OWI... Larry Elliott will be the narrator for Universal's short, "How Canada Tracks Down Nazis"... For a long time now, Phil Spitalny has been the envy of other bandmen because the musicians in his all-girl orch weren't subject to the draft. However, there's another side to the picture. To date, Phil has lost three of his gals to soldiers whom they met while touring the army camps... Jimmy Flood, assistant in the media dep't to Miss Stammer, of the Biow agency, going in the Coast Guard today... Marty Melchior, road mgr. of the Andrews Sisters, slated for the army this week... Victor Borge being considered for a long-term by a major film outfit... "Lincoln Highway" deal practically set, needing only the final okay before returning in Oct. for Shinola... Bob Carroll, who's been heard on "America Sings," joins the air force this week... Don't be surprised if there are new leads on "Blondie" when it returns in Sept... Wedding bells being tuned up for Connie Haines and Joel Allen, the aviation exec... Hal Peary had to nix Geo. Kaufman's offer for "Franklin St." because of coast commitments... Russel Seeds agency taking an option on Harry Salter's "Song of Your Life"... Harry Sobol leaving for the coast Sunday for the Ginny Simms show... Mutual made a neat tie-up with the Treasury Dep't with "Superman" plugging War Bonds to his youthful following... Paramount is more than interested in Nadine Connor's vocalizing.

★ ★ ★

—Remember Pearl Harbor—

## Chicago

By FRANK BURKE

"OUR BLOCK," WBBM sust which was cited by NAB at Cleveland convention as the Office of Civilian Defense pro on the air, is being offered for commercial sponsorship. The show ten and produced by OCD off gives a human interest slant a vilian participation in the wa fort. OCD foots the bill on costs.

If name radio and dance orch want to make some eastern ser men stationed in New Mexico h they can send phonograph reco Sergeant Donald A. Mortimer, Air Base Squadron, Albuque N. M. Paul Whiteman, Vaughn roe and Chico Marx have al mailed them platters.

David Lewis, Chicago radio w has prepared an adaptation of Delmar's "Runaway" which wi heard on "Author's Playhouse," Sunday at 10:30 p.m., CWT, NBC. Dr. Roy Shield will con Alan Fishburn directs.

Eighth Street Theater which been the home of the "National Dance" since March 19, 1932, w turned over to the Army Air R Radio School, following the Dance broadcast of Saturday, A 29. Ironically a Navy man— tenant Commander Eddie Peat banjo star of Barn Dance, will b last featured musician from Eighth Street Theater before Army takes over.

Marion and Jim Jordan—"F McGee and Molly"—due in town week on a vacation. They will visit the home folks at Peoria, Ill.

Parker Gibbs, director of "Hymns of All Churches" progr vacationing in Northern Mich Jack Hill is substituting while Pa is away.

Percy Faith, "Carnation Conten conductor and an American-in-making (he's taken out his papers) leaves this week for a v tion in the land of Kit Carson Bu Bill and other famed western c actors. During his absence, Dr. Shield, musical director for I central division, will conduct the nation orchestra on August 31.

Joe Emerson and the "Hymns All Churches" choir, will sing the tion's favorite hymns before 10 persons, Saturday, September when they appear at the fifth an Church and Sunday School Rally Parkersburg, W. Va. Fred Jacky, rector of the choir, will lead a spe 100-voice Parkersburg choir.

John Neher, whose bass voice heard on the NBC "Hymns of Churches" show will be the featu soloist at the Marshall County M isterial Alliance concert at Marsh town, Iowa, on Sunday, August 3

## G.E. Renews "Hour of Charm

General Electric Co. has rene the "Hour of Charm" with P Spitalny and his all-girl orch over a 73-station NBC hook-up Mazda Lamps. BBD&O is the age

**QUEST-ING**

**KYSER**, soon to leave for a the U. S. Army camps in and **WILLIAM S. HOW**, engineer who worked on the **Alaskan Highway**, on the "March program, tonight (NBC Red, p.).

**THE RING**, **LULU BATES**, **GILBERT** and **HAL WILSON** Bill Hardy's "The Good" tomorrow (WJZ-Blue Net, 8:30 p.m.).

**Y HOWE**, author, editor and commentator, on "Information tomorrow (NBC Red, 8:30

**RICHARD BARTHELMESS**, on "The Navy," tomorrow (WOR, 11:30 p.m.).

**EAN CLARK**, chief of the Emergency Division of the Health Service; **DR. RUSSELL**, head of the division of in the Mayo Clinic, Rochester, and **LOUIS WIRTH**, assistant, division of social University of Chicago, dis-Health in Wartime," on the y of Chicago Round Table," d, Saturday 2:30 p.m.).

**TAYLOR**, in an adaptation of "The Eight Ball," on the "Ever Hollywood" program, (WABC-CBS, 12:30 p.m.).

**THE FRANCIS** and **CHESTER** **TOWN**, on "Armstrong's Theater," Saturday (WABC-CBS,

**RON DOWNEY** and **SHIRLEY** on the last Summer season of the "Star Spangled Vaude- anday (NBC Red, 8 p.m.).

**HA ROSANSKA**, pianist, **SEMA KAYE**, soprano, on "City Music Hall on the Air," (WJZ-Blue Network, 12:30

**DR. F. BERRY PLUMMER**, Paul's Church, Hagerstown, Mutual Radio Chapel," Sun-W-R-Mutual, 11:35 a.m.).

**E HUSS**, journalist, on "This Enemy," Sunday (WOR, 10:30 p.m.).

**ES LAUGHTON**, in "Caval- America," Monday (NBC n.).

☆ **PROMOTION** ☆

**State Fair Coverage**

Most elaborate farm audience promotion ever attempted by KSTP, Minneapolis, will be staged during the 1942 Minnesota State Fair, opening Saturday, when the station takes four programs straight to the Fair for airing from one of the biggest agricultural centers. The programs will originate in the mammoth 4-H club building, which will give KSTP a chance to strut its stuff before farm club leaders from all of the state's 37 counties. In addition, many of the youngsters will get a chance to appear on KSTP's shows, thus carrying the station's story back to their home counties. Giveaways will be presented to all the youngsters in attendance. The four programs will include "Al and Hank" at 5:45 a.m., Mondays through Saturdays; "Farm Forum," 6-6:30 a.m. same days; "Sunrise Roundup," 6:30-6:45 a.m. and the "Farm Newstime" show at 6:45 a.m. All are keyed to the farm audience and are regular station features. Station also will take full advantage of its airing of the War Department's "Army Hour" to set up another extensive booth in the War Exhibits building, a new feature which will cover the major part of the mammoth State Fair grandstand ground floor. Station will work with Army and Navy exhibitors in setting up the booth which will plug not only "The Army Hour" but other war-effort programs.

**Treasury Officials Gather For Blue Net Bond Shows**

(Continued from Page 1)

which will present broadcast periods lasting until 4:00 a.m., Sunday, will bring together Callahan; Charles Francis Adams, War Savings Staff Administrator; Charles Gilchrist, and Gerald P. Flood. The group currently plans to be here for several days.

Of the states contributing to this phase of the war effort, California has rated well up in the top brackets. The southern states have shown encouraging responses, and New England is reported to be picking up. Survey shows that some 100 U. S. stations are working all out on the War Bond drive, others still in the process of getting their campaigns started.

Blue Network's broad plans aim at the hope of the highest single day's sale of War Bonds since the start of the drive. Facilities being set up include volunteer phone operators, tabulators and accountants at every station in the chain. Reports will be put on the air at regular intervals in much the same manner as election returns are presented to the public. Bond orders which, through cooperation of Western Union, may be sent to stations directly or, if the listener prefers, may be given by telephone, are to be reported station by station and state by state.

First broadcast, 9:00-11:00 p.m. EWT, is to be entitled "I Pledge

**WCAU's Newspaper Column**

New idea in radio promotion in Philadelphia was advanced last week by WCAU, with the inauguration of a daily radio column, as paid advertising, in *The Philadelphia Inquirer*. Titled "This Is Radio" and assembled by the station's publicity staff, the column maintains the news-room approach. Its items are not devoted exclusively to WCAU and CBS, but draw from the Mutual and the Red and Blue Networks, as well as from rival local studios. In treatment of news, typography and general format it has the style and appearance of regular editorial copy, and already the station has received compliments for its new feature. With no Philadelphia newspaper running a daily column, WCAU believes that the reader interest inspired by its rather indirect promotional scheme will rebound not only to its own advantage, but to that of the entire radio field in general.

**Promoting MBS Boxing**

CHML, Hamilton, Ont., has given birth to a new idea in the way of promotion for Gillette "Cavalcade of Sports" fight broadcasts on MBS. The studio's control department makes a transcription of the last round of every fight. This is aired, together with an appropriate tie-in, to publicize the next scheduled fistic encounter.

**Mueller Macaroni Takes Isabel Hewson Over Blue**

C. F. Mueller Co., in behalf of its macaroni products, will sponsor Isabel Manning Hewson's "Morning Market Basket" on the Blue Network starting Sept. 16th, over 20 stations. This represents Mueller's most ambitious radio venture to date, the largest network they've used since they entered the radio scene in 1930. An even larger network for the program is currently under consideration by Mueller & Duane Jones Co., which handles the account. Miss Hewson will be heard Wednesday, Thursday and Friday from 10 to 10:15 a.m., EWT, for Mueller and will continue Monday and Tuesday as a sustainer. Originally known as the first woman news commentator and "the petticoat on the air," Miss Hewson has been sponsored by several of radio's more important advertisers. The program set a record for mail in 1940 when she received 14,324 letters during a single month.

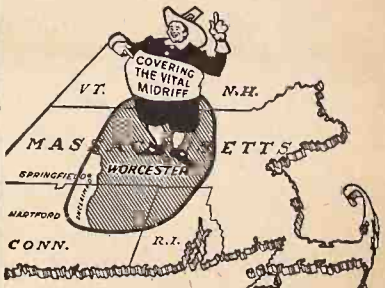
America" and will have pickups not only from New York, Chicago and Hollywood, but from encampments of our armed forces all over the world. "Blue Bond Jamboree" featuring prominent orchestras, will start at 11:15 p.m., EWT, and will continue through the wee hours with prominent persons making reports of progress.

**NEW BUSINESS**

WRC, Washington: A & N Trading Co., (Clothing), thru Kal, Inc., 39 anns., Monday, Wednesday and Friday; Air Circulator Corp. (Electric fans), thru Kaufman Agency, Washington, afternoon anns. for three weeks; C. & P. Telephone Co., thru Kaufman Agency, Washington, four daily slogans Monday through Saturday for four weeks; Capital Transit Co., thru Ryan Agency, Washington, Tuesday, Thursday, Saturday anns., 54 times; Golden Star Valet Service, thru Kaufman Agency, Washington, 100 anns., Monday, Wednesday and Friday; Gunther Brewing Co., thru H. E. Hudgins, Baltimore, five-minute program, Monday through Saturday for 26 weeks; Lever Bros. Co. (Rinso), thru Ruthrauff & Ryan, New York City, 120 anns. Monday through Friday; P. J. Nee Furniture Co., thru H. Martin Agency, Washington, five slogans daily Monday through Saturday for four weeks; Rock Creek Ginger Ale Co., thru Kaufman Agency, Washington, daily anns. for six weeks; W. R. Winslow & Co. (Paints), thru Lewis Agency, Washington, 21 Monday-through-Friday anns. on the "Home Forum" program; Young Men's Shop, thru Martin Agency, Washington, Sunday station breaks for 13 weeks.

KPO, San Francisco: A. S. Boyle Co. (Snarol), anns., through J. Walter Thompson; Gallo Pastry Co. (fancy pastries), anns.; National Funding Corp. (Seaboard Finance Co.), anns., through Smith & Bull Adv. Agcy.; Colonial Dames, participation in "Listen to Linkletter," through Glasser-Gaily & Co.; San Francisco Floral Industries, participation in "Listen to Linkletter," through Kelso Norman Organization; Mutual Citrus Products Co. (Pectin), anns., through Charles H. Mayne Co.; Acme Breweries (beer & ale), anns., through Brisacher, Davis & Staff; Sonoma-Marin Milk Co. (dairy products), anns.; Foreman & Clark (men's clothiers), news, through Botsford, Constantine & Gardner; Sommer & Kaufman (shoes), anns., through W. J. Wilkin Adv. Agcy.

When you buy time — **BUY AN AUDIENCE**



**WTAG WORCESTER**

**WAYS A K Ask FOR-JOE CHICAGO NEW YORK. ANTONIO**

## AFM, AFRA Participate In KSD Soldier Show

(Continued from Page 1)

door opera season, through arrangements with the Opera Association and the copyright owners.

Local No. 2 of the American Federation of Musicians, The Actors' Equity Association and the St. Louis Chapter of the American Federation of Radio Artists have given special permission to their members to take part in this broadcast without compensation. And to provide space for so large a broadcast, the facilities of the Municipal Auditorium were placed at KSD's disposal. Richard H. Berger, production manager for the Municipal Opera, is supervising the production, and permission for the broadcast was granted by Edna Ferber, author of "Show Boat," Oscar Hammerstein, II, the librettist, and Jerome Kern, composer of the score.

Norma Terris, Gladys Baxter, Bob Lawrence and John Tyers, principals in the opera production, are singing the leading roles with the support of the entire opera chorus and orchestra who are donating their services. Frank Eschen of KSD is acting as narrator for the show.

### Transcribing Program

So that service men on duty all over the world may hear the program, it is being transcribed and broadcast three times on KGEI, at San Francisco, twice on WGEA, Schenectady, and once on WGEO, also at Schenectady. On Sunday morning, August 30, the program is also being transmitted by WGEO for reception and rebroadcasting on the long waves by stations in Australia.

The St. Louis CWT time schedules for the broadcasts include: Saturday, August 29, KGEI (7.25 megacycles) 3:30 a.m. for reception in Alaska, Hawaii, the South Seas and Australia; 10 a.m. for China, Burma and India; 9 p.m. (15.33 megacycles) for the Panama Canal Zone and South America. On WGEA (15.33 megacycles) 5:30 p.m. for Australia, South America, Newfoundland and Iceland. On WGEO (9.53 megacycles) 5:30 p.m. for Australia, South America, and Switzerland. Sunday on WGEA (15.33 megacycles) 11:30 a.m. for Ireland and England. Sunday on WGEO (9.65 megacycles) 6 a.m. broadcast to Australia for reception and rebroadcasting on Australian stations.

### Beer Sponsor on KOCY

Oklahoma City, Okla.—Progress Beer has contracted with KOCY of this city to sponsor the Dick Dunkel Football Forecast, it was announced by M. H. Bonebrake, manager of the station. Forecast is distributed by Radio Events, Inc.

### Norton A. Mears

Norton A. Mears, vice-president and general purchasing agent of the RCA Manufacturing Co., died recently in Philadelphia, following an illness of several weeks. He was with the firm since 1934.

# WORDS AND MUSIC

By SID WEISS

LANNY ROSS comes forward today with his own answer to the old bromide of where radio is going to find new talent for future programs. Vaudeville—or the lack of it—doesn't affect the situation at all, he believes, since radio is its own testing ground. Radio, Lanny insists, has its own special technique—timing, mike knowledge and personality projection over the air are a special form of showmanship which neither vaudeville, films or the theater can give a performer going on the air. As example No. 1, Lanny points to Herb Shriner, comedy find of the year now appearing on the CBS "Caravan." Herb started his career on a small Indiana station where he learned all the tricks that make radio tick. Then he went on a tour of the service camps with the traveling caravans his current sponsor is sending to service men. When the air show was being readied all it lacked was a comedian. The sponsor didn't hesitate. Shriner's early radio training was its own recommendation. Today, about a month after his network debut, Shriner is in heavy demand for guest appearances. So, concludes Lanny, too much emphasis is being placed on vaude and theater experience. Radio is producing stars of its own.

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OSCAR HAMMERSTEIN 2nd, travelled to St. Louis last week to witness the premiere of Dick Berger's revival of "Show Boat" at the Municipal Opera Auditorium. He returned with a report of an unusual incident. Kenneth Spencer, colored baritone, was slated for the role of "Joe," the part created by Jules Bledsoe. At the last moment he was stricken with laryngitis—and since there wasn't another colored baritone available, they used a white singer in black-face for the role. Singer Joe Tyres made theatrical history by being the first white man to sing that role in "Show Boat."

☆ ☆ ☆

NOTES FROM AN AISLE SEAT: Johnny Long has lost 13 men to Uncle Sam so far. Bill Utting, his guitarist, is the latest... Maurice Granger, former associate ed of "Movie-Radio Guide" now in the Air Corps... Scriptor Milton Robertson signed by Aaron Steiner... Kay Lorraine celebrating her first anniversary on the Blue... Jackie Miles opens at La Martinique Sept. 10th... Comforting thought by Barry Wood: Prices may be zooming—but the price of radio listening remains the same... Add junior romances: Skippy Homeier and little Jeannie Elkins, radio's cutest twosome... Joan Brooks grabbed the first ticket to "Icecapades" due at the Garden Sept. 4th... Tim Marks will do special gag-writing for the Eddie Cantor show when it resumes... Jay Jostyn doing the narration on a series of training films for the aeronautical division of the Navy... Irene Wicker has finished her second book for children, "The Little Hunchback Horse." Putnam will publish... Renee Terry doubling as a vocalist on "Bright Horizon"... Romo Vincent's definition of a Bronx cheer: "A serenade in Boo"... Hotel Astor Roof remaining open beyond the summer season for the first time. Harry James' crew will be followed by Les Brown... Woody Herman going in the Panther Room of the Hotel Sherman in Chi... Irving Strouse takes us to task for saying that Ann Thomas' first straight role in radio was in "Manhattan-at-Midnite." Claims she played a serious role in his production of "Fog Over Flanders" on WINS a year ago.

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THERE'S NARY a show on the air today that isn't helping out in the Bond campaign—but Dave Elman's "Hobby Lobby" is one that is actually dispensing Bonds. Elman conceived the idea of auctioning off hobbyist items to studio audiences following the regular broadcast. To date, he's rolled up the impressive amount of \$225,000 worth of Bonds sold in this manner. Interesting to note is that Lieut. Commander Bulkley's silver collar markings sold for \$16,000 worth of Bonds.

## OWI Prepares For Airing For Labor

(Continued from Page 1)

more than 150 stations share programs in these four languages.

Along with these platters, LeL Radio chief of the OWI Foreign Language Division will send suggestions to the stations on building their live shows on Labor Day theme. A suggestion is that each OWI translation be expanded to a 30-minute presentation by presentation of talks by labor leaders.

In the OWI's own platter Falk announced that speakers deal with these main topics: Atlantic Charter as it affects a standard of living; free labor; Axis slave labor; American stake in the war; and messages working people of the United States.

The following are participating: Italian: Mayor Fiorello LaGuardia of New York; Luigi Antonini, president of the Italian Labor Council of New York; Joseph Salerno, chairman of the Mass. State Industrial Council, CIO; Dr. Giuseppe Barzani of the University of Chicago.

German: Ernest J. Krueger, master of Chicago; Walter Reuther, vice-president of the United Automobile Workers, CIO; William S. Berg, president, United Cement and Gypsum Workers of CIO; AFL; Otto Sattler, New York, general secretary of the Arbeiter-Kranken-und-Sterben-Kasse, New York, fraternal organization.

Polish and Spanish Included: Polish: M. S. Szymczak, Board of Governors, Federal Reserve System, Washington; Leo Kyzycycki, president of the American Slav Congress; vice-president Amalgamated Clothing Workers, CIO; Brigadier-General Joseph E. Barzynski, Chicago Quartermaster Depot. President Morris Binsky of ILGWU, may also speak.

Spanish: Senator Dennis Chavez, New Mexico; Ernesto Galarza, of the Labor Division, Pan-American Union; Maury Maverick, chief, Bureau of Governmental Records; Dr. George I. Sanchez, University of Texas.

OWI radio bureau is also developing plans for some English language Labor Day programs.

### Schrade To CRC

Hollywood, Calif. — Andrew Schrade has been appointed manager of the Hollywood factory and of the Columbia Recording Corporation, according to announcement made by Edward Wallerstein, president of CBS subsidiary. Schrade replaced Paul Crowley, who resigned recently and has many years of experience both the record and transcription business.

### Kern Named Radio Editor

Ayer, Mass. — Sergt. Bruce Kern, former announcer for WTIC, Hartford, Conn., has been named editor of the Fort Devens Daily army camp newspaper.



# Predict Wartime Radio Ban for Members Of Army, Navy

(Continued from Page 1)

men and carefully considered reason for new development of the air waves, indicate, is that despite consciousness of broadcasters and men alike, slips which might and information to our are bound to occur during broadcast.

In addition to this: cases have been where service men have been to listener ridicule because inability to answer swiftly or because of their lack of knowledge about a particular

these are relatively similar, recent general discussion of the Ezra Stone case and others are believed to have suggested the desirability of bringing featured radio performers in military service under one master determination of policy.

However, the Army ruling which took Ezra Stone off the "Henry Aldrich" program was not dictated by a new policy, but was, rather the re-affirmation of an old one, according to a radio branch spokesman. The determining factor in this case was that Stone's old contract with his sponsor had expired after he had entered the Army and the making of a new one, said to be for five years, was involved in his continuance of the program. This the War Department policy would not sanction.

### Army Policy Summarized

Army policy in these matters may be summarized as follows: A radio entertainer entering the Army is permitted to carry out previous commitments to the best of his ability, provided these do not interfere with his military training and provided he receives the permission of his commanding officer. However, after he enters the Army, he is not allowed to make any new contracts (or renewals) for regular series of programs. Occasional appearances on programs which do not interfere with military duties are not precluded. The only time a man in Army uniform does not have to obtain his commanding officer's specific permission to go on the air (excluding, of course, programs originating in army camps) is if he is asked to take part in a quiz program while on leave, and if in doing so he does not discuss military matters or speak in the name of the service.

### Service Regulations Moderate

Naturally, too, there is no official tendency to restrict appearances of men in uniform on broadcasts which definitely tie-in with the war effort and for which they are not paid.

All branches of the service have shown themselves to be reasonable in permitting featured entertainers entering their ranks especially those coming as volunteers, to fulfill previous commercial commitments provided these are within reason and do not conflict with their military duties. In the case of Rudy Vallee, and others who join while still under contract, it is believed there may be definite understandings to that effect.

Such determinations, now being made by the various branches of the services to fit individual cases as they come up, apparently would come under any overall determination of policy which may develop from present plans.

### Neal Named KOMA Newscaster

Tulsa, Okla.—Jim Neal has been advanced to chief newscaster at KOMA, Tulsa, Okla.

### Specific Cases Cited

Examples in point, a soldier, on a broadcast program, was how he liked New York. He said that he liked it very much, for the rain, thus giving away definitely forbidden to discuss the air. Another soldier stated a program that he shouldn't have the studio at all because he was in the Army. On another broadcast a man said that he was enjoying a trip in town and was due to return soon.

Status of service men on their broadcasts—Gene Autry, for instance, has been clarified beyond the already mandatory permission from superior officers is still in effect.

### Many Programs Rehearsed

Confirmation of the ban by the government bureaus comes as yet to come, but it is cited in a show as "We the People" and "Pop" bring service men to the studio only after careful rehearsal. In a series, for example, which featured many broadcasts from Navy posts and war industries both before and after our entry into war, calculates that it will require 250 man-hours of work before a program. Included in this is the sending of questionnaires tentatively scheduled to go out several weeks in advance of the appearance, and conference on public relations and commanders of the posts, all to avoid a spontaneous statement which might stray confidential information to listeners feel that witless on the part of our uniformed men characteristic of the remarks which would be heard from

of orders governing such matters has not yet been publicly announced but is looked for within a few days.

Washington Bureau, RADIO DAILY  
Washington—The various branches of the armed services are understood to be taking steps to develop an overall policy on radio appearances on broadcasts in uniform. Up to now, the Army, Navy and Marine Corps' regulations officers have formulated their own rulings, and while

IF YOU WANT TO KEEP IT A  
SECRET—DO NOT ADVERTISE—  
BUT—IF YOU WANT THE BUYING  
POWER OF RADIOLAND  
TO KNOW ALL ABOUT IT

ADVERTISE  
REGULARLY

in



"A  
TEST  
WILL  
TELL"



# Coast-to-Coast



**L**ARGEST entertainment show in the city's history was presented last week for the employees of the Eastman Kodak Co. on the occasion of the awarding of Army and Navy "E," with WHAM, Rochester broadcasting the formal presentation ceremonies as well as the entertainment. Eddie Cantor was the emcee of the show which featured Olsen & Johnson, Helen Hayes, the Southernaires, Vincent Lopez, Wynn Murray and others. Station also presented local talent. Al Sisson and Homer Bliss of the WHAM staff handled the announcing.

Al Davis, 19-year-old announcer at WNAB, Bridgeport, Conn., heads for the University of Alabama in Tuscaloosa, to enter the freshman class at the end of the month. Davis has done considerable summer stock work and hopes to continue in radio and the theater while attending classes.

Forty stations have already been signed to use the Dick Dunkel Football Forecast, according to an announcement by Joseph Koehler, president of Radio Events, Inc., national reps for the forecast. Initial broadcast using the sports service is scheduled for September 16.

Irene Beasley, heard daily on CBS and NBC as singing saleswoman for Procter & Gamble's Ivory Flakes, did such an outstanding job of selling defense to New Yorkers recently, that she has been asked to do a return engagement. She will sing today, at the Information Center in Pershing Square, where two weeks ago she drew record crowds into the Civilian Defense exhibits.

S. H. Patterson, KSAN manager, San Francisco, has purchased a northern California summer resort to operate as a sideline. Eunice Steele, new KSAN organist, resigned her staff job at KFRC to be heard nightly over KSAN from the Downtown Bowl. Chesley Mills, well-known San Francisco musical authority, has joined KSAN to air a tri-weekly music instruction show for children.

Dinner meeting of program advisory committee of WTTM, Trenton, N. J.,

this past week gave management of station many constructive suggestions. Committee is headed by Robert B. MacDougall, director of education for WTTM. Others on committee are outstanding members of community include: Emma B. Dillon, counselor at law, secretary of New Jersey Bar Association and president of the New Jersey Association of Business and Professional Women's Clubs; Benjamin Kaufman, manager, Trenton office of United States Employment Service and national commander of Jewish War Veterans of United States; Mrs. William S. Borden, Trenton club woman and vice-chairman of legislation of the New Jersey League of Women Voters; and J. Parker Russell, director of music, Trenton Central High School and member Trenton Symphony Orchestra and Trenton Civic Opera Association. Programming in general was discussed and many special features were planned for this coming fall. Committee will meet again at dinner next month and every month thereafter.

Ben Stanley, market reporter for WFBL, Syracuse, died suddenly at Cazenovia, New York, last week. He was stricken with a heart attack shortly after his early morning broadcast from the Central New York Regional Market.

James Monks, network actor who is heard daily on NBC's Sandra Michael's "Against the Storm," has been cast for a variety of roles by the Record Guild. On these recordings for children, Monks portrays witches, giants, wicked kings and practically every other type of villain known to the nursery. Monks is well-known to Broadway and film fans for his roles in the Theater Guild's "Yesterday's Magic" and in the films "How Green Was My Valley" and "Joan of Paris."

Stations WIND and WJJD, Chicago and Gary, Ind., have both gone over the top for the Treasury's "10 per cent Club" in buying war bonds and stamps. Employees of the stations began the payroll allotment plan of purchasing defense bonds and stamps in January. The purchases were increased and by August 9, all 114 employees were turning over 10 per cent of their checks. Special citations are to be awarded the stations. The ceremonies will be broadcast when arrangements are complete.

Two five-minute news periods per day five times weekly and one on Saturdays have been contracted for by Grove's Bromo-Quinine on KOY, Phoenix, starting in October. Jack Reilly, KOY manager, is a patriotic head of a family; son, Jack, Jr., is a corporal in a tank unit of the U. S. Army and wife, Lillian, is in officers' training in the WAACs at Fort Des Moines.

Edmund Dawes, new educational director at WFIL, Philadelphia, has added a new title. Already an A.B. from Swarthmore College and a M.A. from Temple University, he now has been awarded the title of "skipper" by his WFIL co-workers. Jack Schantz, WFIL engineering supervisor, has returned to the station after a three-week absence resulting from a case of blood poisoning. Don Martin, WFIL production manager, will again teach a course in radio acting and announcing beginning October 5 through December 11. Tony Wheeler, WFIL announcer, has been on the sick list of the station personnel.

Local department store is using WKZO, Kalamazoo, Mich., to publicize its college shop. Commercials consist of one-minute interviews with college co-eds. Henry Bosch of the WKZO staff is emceeing the daily five-minute Victory Booth programs in the interest of war bonds. Daily feature is a cooperative stunt of the station and a local department store sponsor.

Marcella Billups, accountant at WCBI, Columbus, Miss., will visit Captain Birney Imes, Jr., owner of the station, on her current vacation. Imes is stationed at Brooks Field, San Antonio, Texas.

In order to bring "They Tell Me" to its listeners at one of the peak listening hours, CHML, Hamilton, Ont., is transcribing and presenting a delayed broadcast of the new daily CBC feature. The well-known commentator on affairs womanly, Claire Wallace, and Hamilton's own Todd Russell are featured in this presentation of personal stories behind the news.

Wells Chapin, engineer at KWK, St. Louis, has been designated by Frank J. Brandle, OCD Communications chief, as chairman and radio aide of the War Emergency Radio Service Committee of Civilian Defense for the St. Louis area. He will be assisted in organization work by an engineering and construction committee headed by John Strahan, an operating committee headed by Henry Eschrich, and a personnel committee headed by Roy Allison.

The Osage Boys have started a new series of broadcasts at 12 noon over KOMA, Oklahoma City. With Andy Schroeder taking over for Elmer Scarborough of the High Flyers, the Osage Boys are what is left of the High Flyers, with Buster Ferguson and Elmer now in the Army, plus the addition of Billy Wright on the fiddle. The same hoe-down and cowboy music will be heard. This program continues under the sponsorship of Polar Bear Coffee.

With the inauguration of a nightly newscast on K Salt Lake City, the Independent and Coke Company, of that barked on the heaviest ad campaign of their history, through the R. T. Harris Ad Agency of Salt Lake City.

Mrs. Bethel Carpenter has the secretarial staff of KOA, to join her husband, an Air tenant in Texas. She will be ceded by Elizabeth Abbott, of the secretarial staff at Omaha long-time KOA advertisers. Louise, soprano heard with Shrednik's string group from Denver, is vacationing. During absence, Mary Kendel is singing the Shrednik group, which a TC shows a week from the NBC studios.

The chamber music program formed by the WQXR, New Quartet from 9-9:55 p.m. on days, will, in September, cycle of Mozart duo-sonatas for violin and piano. Roman Totenberg, violinist and director of the and Jascha Zayde, pianist, will form the sonatas. In addition, quartet will play one major quartet on each program.

With the departure of Bill Evans, an NBC staff job at Chicago, Evans, announcer on KWTO-Springfield, Mo., takes over the writing, producing and emceeing program "It Takes All Kinds," cast each Thursday evening from Red Cross Recreation Hall at General Hospital. The first program under Evans' direction goes air over KWTO this week. Ben in September, KWTO will air the air one-half hour earlier. The O'Reilly broadcasts will be during the month of September 7:00 each Thursday evening.

After five years at KFI-KEO Angeles, Jim Bannon, staff announcer has left for Kansas City, where he will be heard over KMBC. Besides handling a number of programs originating at the two Los Angeles stations, has been heard "Great Gildersleeve," Rudy and other network airings.

## WTAG, WGAR Request Georgia Army Show

Camp Wheeler, Ga. — Worcester, Mass., and WGAR, land, O., have asked for testings of transcribed greetings Camp Wheeler soldiers. The "Hello, Mom" network is preserving 15 stations from New City to the middle west, believe most extensive schedule of ever sustained by any Army in the country.

BIRTHDAYS														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

August 27

- |                |              |
|----------------|--------------|
| Lewis R. Abel  | Eddie House  |
| Harry Neigher  | Mack Parker  |
| Archie Presby  | Roger Pryor  |
| Alfred Stracke | Ken Williams |

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

20, NO. 43

NEW YORK, N. Y., FRIDAY, AUGUST 28, 1942

TEN CENTS

## Asks AFM Senate Probe

### As of Ad Taxes Clarified By ANA

As of radio advertisers, as well as using other media, who are concerned about corporate income returns, has been considerably aided in a statement approved by the office of the Commissioner of Internal Revenue and released yesterday by the Association of National Advertisers, Inc., of New York. Statement based on a conference held with representatives of the advertising group and government officials, in the form of a letter to the Commissioner of Internal Revenue, by Paul B. West, association's president. There has been a great deal of concern.

(Continued on Page 6)

### Ray Corporation Papers Filed; Brothers Directors

New York, N. Y.—Dorsey Brothers Corporation, Inc., has been incorporated here. Papers filed with the Secretary of State, showing 200 shares of stock, valued at \$100,000. Directors are Thomas Dorsey and George Marlow, 1619 Broadway and James F. Dorsey, 1270 Avenue C, New York, with the president.

(Continued on Page 2)

### Radio Labs Expand Drive in Latin American Areas

Radio Laboratories, manufacturers of Seltzer, is expanding both in radio advertising in Latin American countries in cooperation with the office of the Coordinator of American Affairs. Radio campaign consists of transcribed Spanish announcements in all Spanish-speaking areas.

(Continued on Page 2)

### Talented

Detroit, Mich. — Patricia Uline, a feminine lead in the "Green Street" via the Blue Network from Detroit, is breaking the tradition that "radio artists should be heard and not seen." Young Uline is able to accomplish both, it is said. A late entry in the Michigan contest for "Miss America," Uline Hill was named winner to represent the state in the finals.

### Old Friends

Detroit—A 20-year association in radio was celebrated by telephone last week by Leo Fitzpatrick, general manager of WJR of this city and John Patt, general manager of WGAR, Cleveland. Fitz recalled that he handed Patt, then office boy, the baseball scores and told him to put them on the air. Since then, Patt has been associated with Fitzpatrick in various executive capacities and for a number of years has been head of WGAR, sister station of WJR.

### U.S. Youth's War Spirit Shown In Net Series

New series to be presented starting August 31st in cooperation with the Air Training Corps of America, with full approval of the Adjutant General's Office of the U. S. Army, will bring to the youth of this country over Blue Network stations, the adventures of "Hop Harrigan," as characteristic of fighting qualities and spirit.

(Continued on Page 2)

### Vick Signs Thrice Weekly Shopping Series On WABC

Twenty-six week contract for the airing of "The Missus-Goes-A-Shopping" on a three times weekly schedule on WABC, New York, has been signed by the Vick Chemical Co. in the interest of Vaporub and Vatronol. Series, which is currently heard on WABC.

(Continued on Page 2)

## Broad United Nations Drive Projected For U. S. By OWI

### Cashman Made L&T Head For Lucky Strike Airings

West Coast Bureau, RADIO DAILY  
Hollywood—Ed Cashman, who has been producer of the Kay Kyser show for the last two-and-half-years, has been appointed to head of radio for Lord & Thomas on the Lucky Strike account. He will leave for the East to take up his new duties as president.

(Continued on Page 2)

## Resolution By Senator Clark Is Sent To ICC, Body Asked To Commence Investigation By Next Week

### Radio Hitting New High In Plans For Labor Day

Intensity of interest of a nation working to fight for its existence is strongly reflected in broadcasts being developed for Labor Day. Leading the list is the address by President Roosevelt, which will be heard over the combined facilities of CBS, NBC, Blue, MBS, regional networks and independent stations being fed. In the third of three radio addresses by the President within eight days.

(Continued on Page 3)

### Raymond Clapper Now Set On MBS Gen'l Cigar Series

Long-term contract with the General Cigar Co. will bring Raymond Clapper, the newspaper columnist and commentator on international affairs, to the Mutual Broadcasting System for a series of broadcasts.

(Continued on Page 2)

### Shortwavers For Our Allies WNEW Kennedy Guests

Trio of veteran broadcasters, whose voices are better known in foreign countries than in the United States will be guests of John B. Kennedy on WNEW.

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—An immediate Congressional investigation of the current AFM ban against the making of transcriptions and recordings for non-private use became a possibility here yesterday as Senator D. Worth Clark, (D., Idaho) introduced a resolution to that effect in the Senate.

The resolution, brought to the attention of the upper body with a strong denunciation of James C. Pettillo was immediately referred to the Senate Interstate Commerce Committee.

(Continued on Page 7)

## Foreign Tongue Outlets Seek More Gov't Discs

Hope for more government produced and transcribed programs for U. S. stations broadcasting in foreign languages to the domestic population was expressed yesterday by Arthur Simon, general manager of WPEN, Philadelphia and chairman of the Foreign Language Radio War-time Control Committee, following a meeting with the War Relocation Authority.

(Continued on Page 3)

## Blue Network Gets Place On BWC Committee

Washington Bureau, RADIO DAILY  
Washington—Board of War Communications at its meeting yesterday granted representation to the Blue Network on its advisory committee.

(Continued on Page 2)

### Doctor For the Doctor

San Francisco — Worst case of mike fright on record here occurred during Inter-American Forum's recent broadcast salute to Peru on KQW. Dr. J. Edward McClelland, one of the program's guest commentators, fainted dead away while speaking. Others quickly picked up the talk, a medico administered smelling salts, and Dr. McClelland continued with the broadcast.

Beginning Sept. 14, and continuing through the Labor Day week.

(Continued on Page 6)



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**JOHN W. ALICOATE : : : Publisher**

**M. H. SHAPIRO : : : : Editor**

**MARVIN KIRSCH : : : Business Manager**

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**FINANCIAL**

(Thursday, Aug. 27)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	118 3/4	118 1/4	118 3/4	+ 3 3/8
CBS A	12 1/2	12 1/8	12 1/2	+ 1/8
Gen. Electric	26 3/8	26 1/8	26 1/8	+ 5/8
Philco	9 1/4	8 3/4	9	+ 1/2
RCA Common	3 3/8	3 1/4	3 1/4	+ 1/8
Stewart-Warner	6 3/4	6 1/2	6 3/4	+ 1/8
Westinghouse	69 1/4	68 3/4	69 1/4	+ 3/8
Zenith Radio	13 3/4	13 3/4	13 3/4	

**OVER THE COUNTER**

	Bid	Asked
Farnsworth Tel. & Rad.	1 5/8	2
Stromberg-Carlson	5 7/8	6 7/8
WCAO (Baltimore)	16	18
WJR (Detroit)	20	

**Cashman Made L&T Head For Lucky Strike Airings**

(Continued from Page 1)

soon as a successor has been named on the Kay Kyser show. He will take over the duties of Karl Chullinger, who was radio chief for Lord & Thomas in their New York office and who is now being commissioned in the Army Air Corps.

**Galvin Receives 'E' Award**

Chicago—Army-Navy "E" has been awarded to the Galvin Manufacturing Corp. of this city in recognition of its production of radio communication equipment in excess of quota expectations. Official notification to Paul V. Galvin, president of the firm, was made by Undersecretary of War Robert P. Patterson. Peacetime manufacture of the Galvin company is devoted to radio equipment and receiving sets under the trade name of Motorola.

**Rosenthal Joins Rockhill**

Everett Rosenthal has joined Rockhill Radio Inc. as sales manager. Rosenthal, a cousin of Herb Rosenthal, of MCA, has been in the recording business for seven years and is well-known in the trade.

**U.S. Youth's War Spirit Shown In Net Series**

(Continued from Page 1)

ingenuity of youngsters of the nation. The programs will be heard Monday through Friday at 5:15 p.m., EWT, at the time formerly occupied by "Sea Hound." Latter series will be shifted to 5:00 p.m., EWT.

The new programs are tied in with the war effort through its central character who finds danger and excitement in the Pacific when he offers his knowledge of aviation and newly designed plane to the service of the country.

Another Blue Network program with aviation and the encouragement of youth activities in this field as its theme, is "Scramble," being presented in cooperation with the National Aeronautical Association and the Aeronautical Chamber of Commerce of America.

**Raymond Clapper Now Set On MBS Gen'l Cigar Series**

(Continued from Page 1)

beginning Thursday, September 24, to replace Raymond Gram Swing. J. Walter Thompson Co. is the agency handling the account; 85 Mutual affiliates from coast-to-coast will carry Clapper's comments and news analyses at 10 p.m., EWT, every Monday and Thursday. The new series, which will emanate from Washington, marks the beginning of White Owl's fourth year on Mutual.

**Vick Signs Thrice Weekly Shopping Series On WABC**

(Continued from Page 1)

week-days at 8:30-8:45 a.m., will augment its schedule and air for Vicks at 3:15-3:30 p.m. Monday, Wednesday and Friday, beginning on September 14. New contract is an addition to the previously announced "Music of Today" series also sponsored by Vicks for their cough drops beginning October 12. Morse International is the agency for the sponsor.

**GE Appoints Accountant**

Schenectady, N. Y.—J. M. Lang has been appointed accountant of the electronic tube division of the General Electric radio, television and electronics department with headquarters at Schenectady, it has been announced by E. L. Hulse, auditor of the department. Lang formerly was a war projects accountant in the accounting department of the General Electric.

**Zalken Named To KMOX Public**

St. Louis, Mo.—Willie Zalken, freelance press agent, has been named publicity director of KMOX of this city, replacing Cabanne Link, according to an announcement made by Merle Jones, general manager of the outlet. Zalken has handled the St. Louis Municipal Opera and the St. Louis Grand Opera Association publicity in addition to other accounts. Link has resigned from the station to be inducted into the army.

**Shortwavers For Our Allies WNEW Kennedy Guests**

(Continued from Page 1)

on his Sunday "Knowing the News" program on WNEW, New York, at 6:00 p.m. Guests are, Stanislaw Rurat, who broadcasts to Poland; Gunnar Martin, who shortwaves to Norway; and Hans Jacob, who is heard in Germany. The latter recently inaugurated a series on WOV, New York. All three are heard on WRUL, short-wave outlet in Boston. They will be accompanied by Sir Angus Fletcher, WRUL consultant on British programs, when they appear with Kennedy.

**Miles Labs Expand Drive In Latin American Areas**

(Continued from Page 1)

speaking countries in the Western Hemisphere. In addition to the spots, Lum and Abner ET's are being used three times weekly in English in Puerto Rico, Newfoundland and Panama. English programs are directed to American soldiers in the three countries. Campaign which is planned for 12 months was placed by the Export Advertising Agency.

**Dorsey Corporation Papers Filed; Brothers Directors**

(Continued from Page 1)

subscribers including Elliott Bowden, Roslyn Phillips and Julia Weisberg, 70 West 40th Street, New York. Attorneys filing were Wittenberg, Carlington and Farnsworth, 70 West 40th Street, New York.

**Blue Network Gets Place On BWC Committee**

(Continued from Page 1)

on domestic broadcasting. A Blue Network spokesman here was not prepared to say who would be designated to serve.

**Overseas Press Luncheon**

Speakers at the opening luncheon of the 1942-43 season of the Overseas Press Club of America to be held Wednesday, September 2nd at 12:30 p.m. in the new Casino in the Air at the Belmont Plaza Hotel, will be Jan Ciechanowski, Polish ambassador to the United States, and Harold Butler, British Minister to this country and spokesman for the Ministry of Information.

**Kettler Named WMMN Manager**

Fairmount, W. Va.—Stanton "Pete" Kettler has been named manager of WMMN of this city. Kettler takes over the reins from Jay Kelchner who has resigned to assume management of a midwestern station. Kettler was formerly a member of the sales staff of WWVA in Wheeling, W. Va., until becoming manager of WHIZ, Zanesville, Ohio; several years ago. All three stations are members of the Fort Industry group.

**COMING and GOING**

LEO RICKETTS, sales manager of KFBK, mento, Cal., is in town for conference Keith Kiggins, vice-president of the Blue work in charge of stations.

S. B. WARREN, president of KTSW, and Kansas State Network outlet in E. is in New York for a few days on station network business.

B. BRYAN MUSSELMAN, vice-president managing director of WSAW, Allentown, J. W. GULICK, of WORK, York, arrived week from Pennsylvania and visited yesterday at the station relations department of N.

CAMPBELL ARNOUX, general manager WTAR, Norfolk, Va., is on a business trip to Chicago.

WARREN McALLEN, member of the CB license department, is on his annual vacation.

WILLIAM T. LAME, station manager of Syracuse, has returned to his Syracuse quarters following a few days in town.

HARDY C. HARVEY, manager of KNOW tin, Tex., is here for talks with the New representatives of the station.

JACK L. VAN VOLKENBURG, assistant manager of WBBM, Chicago, is in St. Louis on business.

GALE ROBBINS, vocalist on the Ben and Fred Brady shows over CBS in Chicago, screen-tested at the local offices of 20th Century-Fox.

MARCIA NEIL, soloist with Ray Block's orchestra on "Johnny Presents" over NBC, is in Chicago, her home town, for her first vacation in two years.

DAVE MILLER, of "Home Town Boy" WAAT, is vacationing at Roscoe N. Y. C. REESE, of the program department, is on her holiday at Greenwood Lake.



**NEW YORK'S STATION OF DISTINCTIVE FEATURES**

**NOW 5000 WATTS**

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

**1 The feature boxes of newspaper radio program pages.**

**2 The large number of famous advertisers on the station continuously year after year.**

Ask for "Who's Who On WEVD" . . . sent on request.

**WEVD**

117-119 West 46th St., New York, N. Y.

# Foreign Tongue Outlets Get More Gov't Discs

(Continued from Page 1)  
 announcement of the OWI's plans for Labor Day transcriptions in Polish, German and Spanish. The announcement of Labor Day was transcribed in several foreign languages by the OWI. Simon good news and shows the progress which has been since Elmer Davis took over. However, these are only of special event shows. Our foreign language stations are more and more Government produced, transcribed in regular weekly series to do the work of the station in educating millions of people born in Americanism and in them War Bonds to support effort in languages they understand better than English."

# M's Bond School Plan On Assembly Line Basis

Chicago—Aiming toward the success of the Treasury's "V" week plan, started Tuesday, WBBM, Chicago, has turned its "minute man" into assembly-line productions turning out "V-speakers" in the form of war bonds and stamps. The plan was inaugurated early in February. It has been preparing speakers for appearances on stage, platform, radio podiums. "V" week has been proclaimed as an adjunct to the savings staff's recent "10 per cent" drive. Classes are held weekly, Tuesdays and Thursdays, for men and women volunteers. These, chosen by Mrs. James Mitchell and Stephen A. Mitchell of the Treasury Department's speaker bureau, receive special training in radio orations. The school is under direction of Neuwerth, WBBM-CBS producer and member of the faculty of the Institute of Technology. Forthwith the Radio Council, Chicago, Board of Education, Neuwerth is the men's classes which are broadcast Tuesday and Thursday evenings.

# Men's Sponsors Shortwavers

Men's, men's clothing store, has become sponsor Hans Jacob, internationally-known news analyst three times weekly on WOV, New York, beginning September 14. Programs will be broadcast Mondays, Wednesdays and Fridays at 7:00 p.m. to 7:15 p.m. In addition to his nightly WOV airings, he is currently broadcasting daily on WJL, shortwave outlet in Boston to Germany.

**OPER REPORTS ON KNOXVILLE**  
**TEEN WBIR RATES 42.6**  
**7 P.M. WBIR RATES 42.6**  
**KNOXVILLE, TENN., YOUR BEST**  
**BUY IS WBIR NAT'L REP. BURN SMITH**

# WAR-PROGRAM IDEAS

## "Estamos en Guerra"

In a major effort to present the reality of modern war to Latin America, the Columbia Broadcasting System has launched a comprehensive series of dramatic programs called "Estamos en Guerra." Counterparts in Spanish and Portuguese of "This is War," the four-network series heard recently over Columbia's domestic chain, the new programs are being transmitted to the southern countries every Sunday night from New York. All the ingredients of front page news and the human interest stories concerning the present struggle between democratic and totalitarian world forces are dramatically enacted for an audience from Mexico to Argentina's tip.

Voices and sound effects, with suitable music backgrounds, recreate events on the many battlefronts from the Aleutians to North Africa, guerrilla tactics of heroes in occupied nations, doings of United Nations leaders; Axis treachery, its ruthless attacks on civilians and minorities, the landlust of Hitler and his satellites. Dan Russell, Network of the Americas field representative, was relieved of all other duties with CBS so that he may concentrate on direction of the "Estamos en Guerra" casts. The broadcasts wing southward from Columbia's three international transmitters. WCRC and WCDA carry the Spanish version from 9:00 to 9:30 p.m., EWT, while WCBX simultaneously beams the Portuguese real life playlets to Brazil's listeners.

## "Stump the Cadet"

Addition to the Friday night schedule of WLAC, Nashville, is the new patriotic program titled "Stump the Cadet." After securing the privilege from Nashville's new Army Classification Center located just out of Nashville, broadcast lines were installed somewhere on the ground of the camp where regular weekly broadcasts are held. Many interesting and sometimes startling facts are revealed by the Air Corps Cadets who take part. In addition to the interesting information concerning the background of these men, a quiz portion supplies the opportunity for the winning cadet to talk to his people "at home," wherever it may be, via phone. Wayne Howell is quiz master for the show, which is being heard every Friday night at 7 o'clock.

## "Pathfinders of the Sky"

"Pathfinders of the Sky" is the title of a recently inaugurated series of 15-minute programs aired over WOAI, San Antonio. Series is being written and presented by members of the Radio House at the University of Texas at Austin. Broadcasts present a dramatized story of the key men in this war's bomber crews, the aerial

navigator. Dramatize the work of the men in the service who set the course of America's great bombing planes such as the ones which recently flew over Wake Island in an attack on the Japanese forces.

## Women's War Airing

"Don't Listen, Men" is the title of an hour and a half bloc programmed by WSBA, York, Pa., to emphasize women's work in the war effort. Clocking for the morning hours, the program has for its theme "War is a woman's affair." The bloc will include a women's news commentary by Saralee Deane, a shopper's column, Hollywood news, food and diet tips, "Music to Scrub By," health hints and a "Victory Quiz."

## For War Workers

"World News For War Workers" on WSBA of York, Pa., is the central unit of an afternoon broadcast for the benefit of workers on the twilight and night shifts in York's several war plants. Repeats of such outstanding evening programs as the "Treasury Star Parade" and "You Can't Do Business With Hitler" are part of the WSBA service feature.

# Radio Hitting New High In Plans For Labor Day

(Continued from Page 1)  
 days, he is expected to give his views on inflation and the rising cost of living.

Typical of other broadcasts being planned are the speech by Secretary of Labor Frances Perkins, who has spoken over CBS each Labor Day since 1933, when she first took office, and the address by I. M. Ornburn, secretary of the Union Label Trades Department of the AFL who will speak over the Columbia network the same day.

## Time Not Set

Time of the President's address was not officially announced at a late hour yesterday, and it is not yet indicated when the moment will be set. Other two Roosevelt addresses will be heard Monday, August 31, on the occasion of the dedication of the new Navy Medical Center at Bethesda, Md., and the broadcast of Thursday, September 3, at 12:30 p.m., EWT, directed to the youth of the entire world.

## Stork News

Philadelphia—George Lewis, acting technical supervisor of WCAU of this city, has been receiving congratulations on the arrival of a son. Newcomer has been given the name George Paul.

# CINCINNATI'S

# Favorites



# THE L. B. Wilson STATION

Chicago

By FRANK BURKE

"WISHING WELL," daily early morning musical potpourri on WBBM, has been renewed by its sponsor, Carson Pirie Scott & Co., for an extended period. Broadcast features Mary Paxton and Phil Stewart, co-emcees, and distributes gifts to writers of the most interesting letters "wishing" for items on display at the Chicago department store.

"I'm So Lonesome For a Letter," a new tune written by Guy Savage, WGN announcer, and inspired by the famous John T. McCutcheon cartoon, will have its premiere presentation on Friday, September 4. It will be played by Lawrence Welk and his orchestra during the first half of the Aragon-Trianon dance program which will be broadcast on WGN from 9-9:30 p.m., CWT. Jayne Walton, singer with Welk's orchestra, will do the vocals. Savage, who is heard on "Sanders and Savage," "Chicago At Night," and many other programs, has written a number of songs recently that have gained notoriety. Chief of them is "Wait At the Gate For Me, Katy."

WIND is going all out in the sales of War Bonds and Stamps. Station has erected a sales booth at the Gary, Ind., bus terminal for "round-the-clock" service to purchasers. Booth will be manned during daytime by mothers of sons in the armed forces and persons in civic groups. During night hours, WIND staffers will do the selling. Bonds and stamps are also on sale at station's studios at Gary and at WIND's national sales offices in Chicago.

Mrs. Lou Gehrig, Eleanor Twitchell of Chicago's South Side was WBBM's "Victory Matinee" guest on Tuesday. Mrs. Gehrig returned to Chicago for the premiere of "The Pride of the Yankees," film story of her late husband's life.

Jimmy McClain — "Dr. I. Q." and NBC engineer Harold Royston are happy these days. The "Dr. I. Q." show is originating in Milwaukee which is within easy commuting distance for the two Chicagoans.

Harold Jovien, radio editor of "Music and Rhythm," back from a New York trip.

WGN performing a real public service in asking radio listeners to keep their sets turned down so that the fellow next door, who may be a night time war worker, can sleep. Announcement is made several times daily.

Stork News

Bill Kaduson, night news editor at CBS, is the father of a daughter, Marilyn Billie, born Saturday to Mrs. Kaduson at the Lenox Hill Hospital. The baby weighed eight pounds, five ounces at birth.

Traverse City, Mich.—Stork left a little boy at the home of the Drew McClays last week. Youngster weighed eight pounds and is the son of the chief engineer of WTCM of this city.



Radio Is My Beat . . . !

● ● ● In the event that Phil Harris is taken into active service, it is more than likely that Jack Benny will bring back his one-time handleader stooge, Abe Lyman, whom he is said to prefer over all other candidates. . . . Ted Bates agency reported taking over "Bachelor's Children" . . . Ed Wolf's "Matinee Playhouse" will be bought by a face cream outfit for four-station outlet. . . . Conference still going on in Detroit as to whether or not Gen'l Motors will continue with "Cheers from the Camps." Sponsor hasn't yet decided—but will definitely change the time slot and perhaps the network if it does resume. . . . Wednesday was a day Bess Johnson won't soon forget. In the morning she got notice that "The Story of Bess Johnson" would fade on Sept. 25th—and in the afternoon learned that her husband, Peter Fick, was being called into active service with the Navy. He's an ensign. . . . Stanley Joseloff, formerly with Warners, now reported to be taking over the production chores on the Eddie Cantor show. . . . "In Person" Dinah Shore is the new tag for her Friday nite stanzas so that dialers will know it isn't a recorded program. . . . "McAsses 'n' January" auditioned last nite for a ciggie firm. They're the only comics on the air who can be sold under two different names—the other being "Pick 'n' Pat" . . . Orson Welles will work under another producer for one of the few times in his career when he appears on the Blue's "I Pledge America" tomorrow nite—which is being handled by Bill Bacher. Among other features, Bacher will repeat "Mrs. Bixby's Letter," which he did on the CBS Caravan. . . . New government show being readied called "Our Finest Hour." Series will be dramatizations of true incidents of the war. . . . Patsy Flick, who is on Bill Rowland's writing staff for "Follies Girl," will ditto on the Al Jolson air show.



● ● ● Gil Mack reports that they were having a practice blackout in his home town not long ago with all the theoretical incidents. Gil's house was supposed to have been bombed—and Gil himself was supposed to have been caught in the cellar. However, the demolition squad never did show up—and now Gil is wondering whether or not it's okay for him to come up out of the cellar!



● ● ● It's Dr. Frank Black's story about the American soldier in England who was giving some illustrations of the size of this country. "You can board a train in the state of Texas," he said impressively, "and 24 hours later you'll still be in Texas." "Yes," said one of his English listeners sympathetically. "We've got trains like that here, too!"



● ● ● Horace Heidt asked a storekeeper recently if his business was being affected by the war. "I have been in this business since 1908," replied the merchant. "I have been pleasing and displeasing the people ever since. I have been cussed and discussed, boycotted, talked about, lied about, lied to, hung up, held up, stood up, robbed, etc. The only reason I am staying in business now is to see what in tarnation is going to happen next!"



● ● ● Impressions: Fannie Brice's "Snooks"; A Dead End kid with a Park ave. address. . . . Connee Boswell's singing; Heartbeats in melody. . . . Raymond Paige's music: The effervescence of fine wine. . . . Major Bowes: The favorite relative who's a'ways welcome. . . . The off-to-the-races zing in a Bill Stern broadcast. . . . Alec Templeton's angelic introductions to his diabolical musical satires.



—Remember Pearl Harbor—

Los Angeles

By JAC WILLEN

PHIL RAPP returns to the stage this week from New York, where he completed "Needle In The Stack," a musical comedy, which will be produced by the Shuberts and opens New Year's Day at the New York Winter Garden.

Upon his arrival here, Rapp immediately resumes his writing chores on the Maxwell "Coffee Time" series for "Baby Snooks" Brice and F. Morgan who are scheduled to return to the Maxwell show September 1. Mann Holliner takes over the production reins on the show from Cope who has been producing a summer show in the interest of "Toast Toasties." Cope returns to New York.

Glan Heisch, program director, KFI-KECA tendered his resignation this week in order to assume other duties, it is understood, with the Office of War Information.

That Marine uniform that H. Noble, KNX-CBS publicity head, been reducing into turns out to be Captain's Holly, it is expected to enter the Marine Corps soon as a Captain in the Marine Air Corps Intelligence Service.

After a week's interval between "prologue program" and the first of a weekly series, "Curtain, America" returned to the air this week on KFI and the Don Lee net. A new net will be announced September 7 with two \$100 War Bonds will be awarded to the persons who submitted the most suitable title for the series. The hearing the prologue show a couple of weeks ago. "Curtain, America" is signed for 13 weeks and is released by Rocky Mountain stations of the KFI net as well as to the Pacific Coast Don Lee affiliates.

Lum 'n' Abner hit the jackpot with sound-effects on the air the other night. In rapid succession a door tinkled at the opening of a screen door, the phone rang, Lum punched up a ten-cent sale on a cash register and the town's fire-truck clanged outside.

Going to NEW YORK

Stay "Where Radio City Meets Times Square"

Friendly atmosphere—spacious, cheerful rooms make you feel at home away from home!

600 ROOMS, each with radio and bath, from \$2.50.

Reasonable All-expense Tours. Write for details.



HOTEL VICTORIA

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK  
RONALD A. BAKER, Manager

QUEST-ING

ARNEST BOAS, former super-visor of Montefiore Hospital; DR. SATKINSON, author of "Be- Mask of Medicine"; DR. FISHBAIN, editor of the of the American Medical "n," and DR. S. S. GOLD- president of the Associated Service of New York, discus- compulsory Health Insurance Public Interest," on Theodore "American Forum of the day (WOR-Mutual, 8 p.m.).

AN WOODBURY, deputy ator of the National Housing ation; EARL E. RAYMOND, of the National Trailer anufacturers Assn.; WIL- BYRON, Professor of Socio- orthwestern University, and HTH WOOD, executive secre- Chicago Housing Author- ssing "Homes for War on the "Reviewing Stand" Sunday (WOR-Mutual, 11

VETA CULP HOBBY, di- ne Women's Army Auxiliary Phil Spitalny's "Hour of unday (NBC Red, 10 p.m.).

ANDER FRANK H. E. HOP- the Royal Navy, who fought t of Libya, and ROBERTA R, 2-year-old "corporal" of the orce Squadron, on "We, the unday (WABC-CBS, 7:30

PRINGLE, chief of the divi- ublication of the Office of ormination, as intermission of the Columbia Broadcast- yphony" program, Sunday CBS, 3 p.m.).

LEVANT, as piano soloist eat Artists Series of the Hour," Monday (NBC

LESLIE DOVERDALE, a YMCA canteen car dur- zi air raids on London, on Kitchell program, Monday Network, 12 noon).

K. M. HAVOR, First veteran who is now ex- S. Army officer at the Arsenal, and JOSEPH LL, U. S. Marine in the War who is now a deputy

BNX NEW YORK THE MOST INTIMATE AND THE PROGRAM APPROACH AMERICA'S LARGEST MARKET WATTS Directional METROPOLITAN NEW YORK

WHO'S WHO IN RADIO

ROBERT SANFORD

FROM the stage, where he appeared as a dancer, Robert Sanford, new public relations director of WORL, Boston, purchased half interest in a New York dancing school. He taught and coached such dancing and other luminaries as, Paul Draper, Ruby Keeler, Eleanor Powell, Georgie Tapps, Joe Cook, Joan Crawford, Ruby Stevens, now known as Barbara Stanwyck, and many, many others. While engaged in his dance studio



Show business career-man.

work, he was signed by the late Texas Guinan to produce her night club revues. As a result of this, he proceeded to stage night clubs' shows including that of the opening of the famous Hollywood Restaurant which marked the beginning of the "No Cover Charge" policy. Next step in his career was to the Broadway stage where he directed two smash musical comedy hits, "Rain or Shine" and "Fine and Dandy." He went to England and produced "Lucky Girl" one of the continent's great successes. Remaining in Europe, he put on the shows for such famous spots as the "Kit Kat Club" in London and the "Les Ambassadeurs" in Paris.

Upon his return to America, he was engaged to produce a trial show for the then powerful Paramount-Publix Theater chain. After the show's first performance at the Paramount Theater in New York, he remained as one of the staff producers for two years. During that time, Sanford also worked as assistant to Ernst Lubitsch when he filmed the Maurice Chevalier pictures at the old Paramount Studios in Long Island. He gathered further experience in motion pictures when he directed the glittering, glorified dancing ensembles for several Warner Bros. musical extravaganzas. When Paramount shuttered its theaters to stage presentations, Sanford rejected an offer to continue on at their West Coast studios. He had other plans, an idea which turned out to be very lucrative indeed.

During a vacation trip, he had the occasion to view a show aboard one of the old-time Mississippi Show Boats. The idea struck him that something like it could be presented on the Hudson River. He approached the Hudson River Day Line with his thought. His plan however, was to follow a more modern type of show, a musical revue, presented on a modern steamer with dancing by one of the name bands. The idea culminated in New York's "Bobby Sanford's Show Boat on the Hudson." It came at a time when blasé New Yorkers were tiring of the regular run of things on Broadway and Sanford's Show Boat became an instantaneous hit. Government rules, regulations, etc., have kept the boat off the river this season.

At the same time, Bobby, as he is known to the trade, associated himself with Meyer Davis and radio. He produced several shows for the Mutual network, acted as radio talent scout for WHN and appeared in a number of shows over WMCA. He headed the production department for Meyer Davis' vast interests and it was through this affiliation that he gained access to the very prominent homes of society's leading members. Sanford's last Broadway episode terminated recently at Leon & Eddie's in New York, where for three and one-half years he produced their floor shows and that brings us up to date with present set-up in radio. Stanford and George Lasker, head of WORL are no strangers to each other. They were closely connected before some eight years back when they were both with WFAB, New York.

in the Youngstown Court, on Horace Heidt's "Treasure Chest" program, Tuesday (NBC Red, 8:30 p.m.).

DR. JAMES E. WEST, chief scout executive of the Boy Scouts of America, discussing that organization's contribution to the war effort, on "Children Also Are People," Wednesday (WABC-CBS, 4:30 p.m.).

ERICH LEINSDORF, Metropolitan Opera conductor, substituting for Alfred Wallenstein on the "Sinfonietta" program, Thursday (WOR-Mutual, 8 p.m.).

RASHA RADENKOVICH and MIRKO MARKOVICH, who were members of General Mihailovich's Yugoslav guerrilla army, on Dave Elman's "Hobby Lobby," Tuesday, (WABC-CBS, 8:30 p.m.).

C. L. Parsons

Denver—C. L. Parsons, dean of the Rocky Mountain sports authorities and sports director of KOA, of this city, died of a heart attack yesterday at his summer home at West Yellowstone, Montana. He was 50 years of age. At the time of his death Parsons was on vacation. Prior to his association with the denver NBC station he had served for 17 years as sports editor of the Denver "Post." He was a member of Grantland Rice's All-American Advisory Board for the Rocky Mountain region.

As a college undergraduate Parsons was a nine-letter man at Iowa University, participating in all major sports. Following graduation he coached for a time at Colorado College. He is survived by his widow and one son, an officer in the Army.

To the Colors!

FRANK CASTANIE, assistant supervisor of engineering of KMOX, St. Louis, Mo., is the seventh member of the staff to join the armed forces. He has been commissioned a First Lieutenant in the Army Air Corps, stationed at Miami, Fla. Gene Poteet, formerly with the St. Louis police radio department replaces him.

JACK PHIPPS, of the WBT, Charlotte, N. C., music department and staff veteran of almost ten years, is at Officers' Candidate School. He joins four other members of WBT in the armed forces: Flying Cadet JACK WILLIAMS; PFC BILL ACKER; OLIVER SUMMERLIN, control engineer is in the Navy's communication branch; and FRED HAYWOOD, producer, has gone to the Field Artillery Replacement Center, Fort Bragg, N. C.

RALPH EDWIN SPEARS, Jr., former editor and director of the farm hour over WWVA, Wheeling, W. Va., is at the U. S. Naval Training School, having enlisted as an apprentice seaman in April.

VINCENT HARDING, announcer at KWTO-KGBX, Springfield, Mo., will start training as a naval aviation cadet on September 7.

ED JANNEY, sportscaster, and CLIFF MILLER, transmitter engineer of KOY, Phoenix, Arizona, have both been commissioned Second Lieutenants in the United States Army Air Corps, reporting to Miami, Fla.

DAVID STARLING, KFI-KECA, Los Angeles, staffer, is off to Officers' Training School at Fort Benning, Ga.

RALPH STUFFLEBAM, of the KWTO-KGBX, Springfield, Mo., sales force for the past four years, has left to take training as a Red Cross Field Supervisor in Washington, D. C.

Two Engineers Join WKRC

Cincinnati — Hulbert Brown and Richard Adams have joined the engineering staff of WKRC. Brown comes from WFBC, Greenville, S. C., and Adams from WLAP, Lexington, Ky. They replace Max Kimbrel, now at Great Lakes Training School, and Kenneth Cox, who has joined WJSV, Washington, D. C.

920 CLUB One of America's Greatest Local Radio Programs WORL BOSTON, MASS.

# Status Of Radio Advertising Taxes Clarified By Statement From ANA

(Continued from Page 1)

fusion on the part of business management as to the attitude of the United States Treasury Department will take in these war times concerning the deductibility of advertising expense on corporate income tax returns," the statement said. "This is heightened by the fact that many businesses are wholly engaged in war work, others partially so and still others have not yet been converted or obtained war contracts.

## Text of Statement

"The situation was further complicated by the fact that the Canadian Department of National Revenue has decreed that companies supplying war materials in that country may spend no greater amount for advertising than that which was expended in the 'standard period' 1936 to 1939 except when Company profits have increased from 30 per cent upwards when somewhat more advertising is permitted on a sliding scale.

"Early in the summer, Secretary of the Treasury Henry Morgenthau, Jr., in testifying before the Joint Congressional Committee on Taxation made a general statement on the deductibility of advertising expense. It seemed to us, however, that the statement needed clarifying.

"With that in view and with the further aim of acquainting officials in Washington as to the many reasons for advertising and the varying situations faced by advertisers, officers of the ANA arranged a conference with the Treasury and with officials of the Bureau of Internal Revenue under the leadership of Norman D. Cunn, Acting Commissioner.

"The fine spirit of cooperation shown by officials of the Bureau in our conferences with them cannot be commended too highly. They have shown a sympathetic understanding of the problems of business and an unusual willingness to approach the advertiser's problems with an open mind. They are, of course, sworn to uphold the law and will have no patience with any taxpayer who seeks to avoid proper payment of taxes. But, in so doing, they show every desire not to be arbitrary but to be fair and cooperative."

## Revenue Dept. Approval

Portions of statements approved by the Office of the Commissioner of Internal Revenue as contained in the letter of confirmation follow:

"First let me express our thanks at the very pleasant conference in which representatives of the Bureau clarified for us a number of points relative to the matter of the deductibility of advertising expense on corporate income tax returns. This letter will confirm the principal points which we discussed.

"The Treasury Department and the Bureau of Internal Revenue fully appreciate the important part advertising plays in our national economy and there is no intention to restrict reasonable and normal advertising by disallowing it as a deductible expense. This was attested to by Secretary Morgenthau in testifying before the Joint Congressional Committee on Taxation when he said:

"The test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. This is not intended to exclude institutional advertising in reasonable amounts or good-will advertising calculated to influence the buying habits of the public. If such expenditures are extravagant and out of proportion to the size of the company, or to the amount of its advertising budget in the past, or if they are not directed to public patronage which might reasonably be expected in the future, such payments will be disallowed."

## TAXPAYER COOPERATION EXPECTED

"The Internal Revenue Bureau is charged with the responsibility of collecting Federal taxes, among which are the Income Tax and the Excess Profits Tax. It is governed by statute and expects full cooperation from the taxpayer whereby the Government receives its full share of taxes. Thus it is the duty of the Bureau, particularly in view of Excess Profits Tax, to prevent abuses and attempts to avoid the high tax rate. The

Bureau has full power to disallow unreasonable expenses for tax purposes.

"The Bureau recognizes that advertising costs have been forced upward by reason of increased space and time rates, increased cost of printing, engraving, art work and other advertising production costs. In this connection, the Bureau suggests that advertisers keep their cost records as complete as possible.

"The Bureau recognizes that in many cases the rationing of gasoline and tire restrictions have cut down on the number and frequency of calls salesmen can make on dealers and that this has thrown an added burden on advertising since expenditures for direct mail and dealer house organs must be increased to keep necessary contact with wholesalers and dealers. This also affects the cost of installation of displays formerly handled by salesmen.

## SALVAGING A FACTOR

"Many advertisers are using a large part of their appropriations and, indeed, have increased them, for the purpose of salvaging materials necessary for the war effort, such as fats and grease, iron, steel, non-ferrous metals, rubber, etc. The Bureau recognizes that such advertising efforts, if they bear a direct relation to the business carried on by the corporation, are essential to obtain raw materials and are, therefore, a normal business expense. As such they will be deductible if made with a reasonable expectation that the corporation's business will be benefited by an increase in materials essential to its operations. The Bureau further recognizes that such use of advertising is normal under abnormal conditions, conditions which have never before existed.

"Priorities, the cutting off or curtailing of imports, and new research have resulted in some manufacturers' bringing out new products. In other cases substitutes have had to be made. In these cases, the manufacturer must inform the public and the trade through advertising in justice to himself, his dealers and the consumer. The Bureau does not question this and will take into consideration all normal factors incident to launching a new product. Such expenditures which are reasonable in amount, taking into consideration the facts in each case, will be allowed as deductions for Federal income tax purposes.

## ALTERNATE PRODUCTS FEATURED

"In certain instances, manufacturers, in order to keep their dealers in business, have been supplying them with alternate products. For example, a rubber manufacturer, to aid his dealer outlets, has added such items as luggage, tools, sports equipment, furniture, etc., to replace tires no longer available. The Bureau recognizes that such a manufacturer must merchandise these to the dealer and the public through advertising. Expenditures for this purpose which are reasonable in amount taking into consideration the facts in each case will be allowed as deductions for Federal income tax purposes.

"Some manufacturers, because of priorities, must attempt through advertising to change buying habits. Curtailment of the use of metals has meant the elimination of many types of containers, of small size packages, etc. For example, beverage manufacturers, because of the shortage of plate for bottle caps, must try to educate the public to use large instead of small size bottles. The Bureau recognizes that this calls for advertising expenditures. Such expenditures, if reasonable in amount taking into consideration the facts in each case, will be allowed as deductions for Federal income tax purposes.

## ADVERTISING HELPING EMPLOYEES

"Many companies are using advertising and advertising technique to speed the war effort among their own employees. So far this has been directed at one objective—to convince the shop and office worker that he is part of the all-out war effort and hence that carelessness and inefficiency, unnecessary absences and accidents on the production front are detrimental to the war fighting front. To accomplish this job, posters, banners, house organs, local newspaper advertising, direct mail, local window displays, motion pictures, spot radio, and many other advertising devices have been used. Undoubtedly, many companies will call on advertising to do a similar job in furthering the sale of war bonds through the payroll-deduction plan. The Bureau recognizes that the expense incident thereto is a justifiable

one so long as it is reasonable, whether that expense is listed as a production or a selling (advertising) cost.

## PUBLICITY'S POST-WAR ADVANTAGE

"Since the war began, certain new companies have come into being and have invested many thousands of dollars in plant equipment for the production of war material. As long as the war lasts, they will have nothing at all to sell the public. Those companies deem it but good business practice to advertise so that when the war ends and they turn to peace time production, the public will be familiar with their names and hence their plant investment may be protected. The Bureau recognizes that advertising by such companies is a proper deductible expense so long as such expenditures are reasonable. As Secretary Morgenthau has said: 'The test of whether expenditures for advertising are deductible is whether they . . . bear a reasonable relation to the business activities in which the enterprise is engaged . . . If such expenditures are extravagant and out of proportion to the size of the company, or if they are not directed to public patronage which might reasonably be expected in the future, such payments will be disallowed.'

"It is, of course, impossible for the Bureau to lay down a definite rule in advance which will fit all situations. In general and as Secretary Morgenthau has indicated, the Bureau will be rational and fair, recognizing that advertising is a necessary and legitimate expense of doing business as long as it is not carried to an unreasonable extent or becomes an obvious attempt to avoid tax payments. This principle applies whether the company has no government contracts, whether it is selling both to government and to consumers or industry, whether it is wholly converted to war production whether it is a new company selling only to government, or whether it is a new company selling to government and industry.

## FAIRNESS PROMISED

"The Bureau has no desire to be arbitrary but it will, of course, uphold the statutes. Its collectors will, in each individual case, examine the records and act accordingly. If an advertiser feels the decision of the collector is wrong, the burden of proof of that fact rests upon him. He can, of course, appeal the decision if he feels an injustice has been done.

"Under Section 23 (o) of the Code, an individual may make a gift to the government and deduct that gift from his income tax. Section 23 (q), however, referring to corporations, omits this provision. There is, therefore, no provision in the law for allowing as a deductible expense monies or time or space given directly to the government for advertisements signed solely by a government bureau or department. If, on the other hand, advertisements featuring the sale of War Bonds, conservation, nutrition or other government objectives are clearly signed by a corporation, such as 'This space donated by the John Jones Co., manufacturers of Jones' vitamins', the advertisement will be considered as an institutional or good-will advertisement of the manufacturer and hence, deductible provided, of course, that the expenditure is reasonable and not made in an attempt to avoid proper taxation.

## "ADVERTISING" DEFINED

"By 'advertising', the Bureau includes all forms of advertising recognized by the industry of which the individual company is a part, such as newspaper, periodical, business paper, radio, car card, outdoor, display motion pictures, house organs, direct mail, etc.

"In view of the foregoing matter the Bureau feels that applications for rulings in advance on advertising expenditures of specific companies should be necessary only in most unusual circumstances. If an advertiser will follow the rules laid down, he should have no difficulties in determining whether a given advertising expense is justifiable or not.

"The Bureau will consider applications for individual rulings on specific items but the advertisers should realize that no obligation rests upon the Bureau to render such rulings, that the Bureau is busy with an unusual volume of work, and that, in general, it believes such rulings will be unnecessary in the light of information put forth in this letter.

"May we again offer the cooperation of the Association of National Advertisers to the Bureau on all questions on which we may be of help."

# OWI Starts Campaign Helping United Nations

(Continued from Page 1)

through October 26, the project for use by stations of 43 trans one-minute spot announcements, leading radio commentators, give "war effort facts" about the U. S., Chinese, Russian, French, Greeks, and nine other United Nations. Stations are asked to schedule ten of the announcements daily, seven days a week for the six consecutive days of the campaign.

Among the commentators contributing to the series are Ray Gram Swing, William L. Shirer, Kaltenborn, Walter Winchell, G. Heatter, Raymond Clapper, Gunther, John W. Vandercook, I. Thomas, Earl Godwin, and Buck.

## Regular Periods Asked

Stations are asked to feature commentaries in the regular program they have set up for transcribed minute announcements, in special programs, news and special programs and in commercials.

OWI asks stations not to include the talks in the body of special programs, but to ask sponsors to donate a minute before or after broadcast. When so placed, the commentaries should be preceded by the announcement that "sponsors donated one minute of his time an important message."

"I need not stress the importance of acquainting the American public with the true facts about the United Nations," Lewis is writing. "It is obvious that for complete effort by our people every station should be completely informed on the contributions by every member of the United Nations."

Questionnaire on participation attached to his letter.

## Wedding Bells

Philadelphia — Two staff members of WCAU of this city will be married on Saturday, September 1, Gladys Brown, for 15 years a member of the program dept. will marry Edward J. Cole of the U. S. Army. Scott Field, Ill. And Betty Young, the executive offices, will take marriage vows with Lt. J. G. Grove Traver, Jr., at the Naval Station in Newport, R. I.

Kay Daly, of Blue sales service, married last week to Lieut. Joe Emerich, U.S.N.R. After a five-day honeymoon, the bride is back at her desk, with her husband on duty.

Northampton, Mass.—Carlton Ide, on the announcing staff of Boston and Eleanor Ruth Bishop married last week at St. John's Episcopal Church this city.

## Bart Healy In Army

New Haven — Bart Healy, of WELI engineering department, leaving the station for the Army



# Congressional Probe Of AFM Sought By Sen. Clark Thru ICC

(Continued from Page 1)

which is called upon to make...  
 Clark, a member of that...  
 action on his resolution...  
 He went on to say, "I...  
 try to get some action...  
 next week, if we have a...  
 If the resolution is reported...  
 passed by the Senate, we...  
 probably proceed with immedi-  
 ates. We may even have a...  
 study in the committee...  
 work, before Senate acts."...  
 Burton K. Wheeler, chair-  
 of the Interstate Commerce Com-  
 out of Washington, but it...  
 ated that should the resolu-  
 the investigation become law...  
 probably name a sub-com-  
 to conduct it before he re-  
 Washington.

### Won't Affect D of J Suit

Clark said that the pro-  
 investigation "won't interfere"  
 Department of Justice suit...  
 to open in Chicago, Sep-  
 He also indicated that re-  
 the station music question-  
 sored by the FCC, and...  
 pertinent data garnered by...  
 agencies would be called into

ould the Senate, "organized...  
 group has conducted itself...  
 understandable sense during this...  
 I would be the last one to...  
 on its leadership. But an...  
 has raised its head which...  
 to impede unity."

lengthy resolution cites a num-  
 bers for a legislative invest-  
 in the AFM ban, one of them...  
 "it will deprive millions...  
 listeners from hearing musi-  
 cians, jeopardize the national...  
 during a period of great...  
 and imperil the service...  
 of hundreds of radio...  
 the United States."

olution of the Interlochen Fes-  
 tival, and the adverse effect...  
 AFM ban upon small stations...  
 not afford station orchestras...  
 which serve millions of Amer-  
 icans, particularly in the...  
 communities and in the rural...  
 areas noted. Petrillo's pledge...  
 in December to the President...  
 AFM would make every pos-  
 sible contribution to the war effort...  
 unsuccessful appeal made...  
 last by OWI chief Elmer...  
 abide by this pledge are also

### Service of Juke Boxes

roduction also points out that...  
 are "widely patronized...  
 general public, including mem-  
 bers of the armed forces of the United...  
 States. The principal means...  
 of entertainment and recrea-  
 tion for millions of civilian listeners...  
 is the regular musical enter-  
 tainment other than radio, available...  
 in the armed forces in...  
 recreation centers."

roduction claims that the AFM

"virtually controls the freedom of...  
 action of the majority of all musi-  
 cians in the United States." Pointing...  
 out that the AFM-Petrillo ban is "of...  
 such serious nature as to warrant suit...  
 in Federal court" the summation for...  
 an investigation concludes with the...  
 statement, "The free American system...  
 with which the American people are...  
 vitally concerned, and for the pre-  
 servation of which they are now ex-  
 pending their lives, demands the eli-  
 mination of any such abuses and con-  
 trols which are contrary to our na-  
 tional interests."

### Wording of Resolution

The investigation called for is of...  
 "the acts, practices, methods and...  
 omissions to act by persons, part-  
 nerships, associations, corporations and...  
 other entities in interstate and fore-  
 eign commerce and of conditions in...  
 interstate and foreign commerce...  
 which may or do interfere with, or...  
 obstruct the national welfare, the...  
 public morale, or affect the public...  
 good originating from or as a result...  
 of the actions of the American Fed-  
 eration of Musicians and its president...  
 James C. Petrillo, in denying mem-  
 bers of the American Federation of...  
 Musicians the right to perform music...  
 for recordings and transcriptions...  
 destined to be played for reproduc-  
 tion by radio stations and coin-oper-  
 ated phonographs, including among...  
 other things:

"(1) Restraints of trade by foreign...  
 or domestic persons, partnerships...  
 associations, corporations, or other en-  
 tities, whether through monopolies or...  
 otherwise affecting the manufacture...  
 and production of, or playing for...  
 musical records and transcriptions and...  
 the control of music and music pro-  
 duction in the United States."

"(2) Financial arrangements and...  
 demands therefor with respect to...  
 profits, salaries, bonuses or other...  
 honorariums, which may have been...  
 arranged for, accepted or demanded...  
 by individual organizations affecting...  
 the manufacture, production of, or...  
 playing for, musical records and...  
 transcriptions and the control of...  
 music and music production in the...  
 United States."

"Freedom of Expression" Involved...  
 While Senator Arthur Vandenberg...  
 of Michigan called upon the FCC...  
 several weeks ago for an investiga-  
 tion of the cancellation of the Inter-  
 lochen concert, the Clark resolution...  
 is the first demand to be made upon...  
 Capitol Hill for a comprehensive...  
 probe of the effects of the AFM music...  
 ban in the lower House, a bill "to...  
 restore one of the four freedoms, the...  
 freedom of expression" was intro-  
 duced on July 27 by Representative...  
 Clare Hoffman of Michigan. This...  
 resolution calls for legislation to make...  
 illegal any interference with the law-  
 ful production, transmission, trans-  
 portation, dissemination, or move-  
 ment of any music, musical program...  
 or radio broadcast, but no action is...  
 scheduled on it.



**T**HIS is more than a war of mechanical...  
 monsters clashing in the night...  
 more than a war of production.

It is a war for markets—*your* markets!  
 The Axis wants your business—wants to...  
 destroy it for once and all.

With so much at stake, there is no...  
 doubt you will want to do everything...  
 you can to meet this Axis threat. Two...  
 ways are open: Speed production and...  
**BUY BONDS.** The only answer to...  
 enemy tanks and planes is *more* Ameri-  
 can tanks and planes—and your regular...  
 month-by-month purchases of Defense...  
 Bonds will help supply them. Buy now...  
*and keep buying.*

## HOW THE PAY-ROLL SAVINGS PLAN HELPS

When you install the Pay-Roll Savings...  
 Plan (approved by organized labor),...  
 you not only perform a service for your...  
 country but for your *employees*. Simple...  
 to install, the Plan provides for regular...  
 purchases of Defense Bonds through...  
 voluntary pay roll allotments.

Write for details today! Treasury Department,  
 Section R, 709 Twelfth Street, NW., Washington, D. C.



U. S. SAVINGS

# Bonds \* Stamps

This space is a contribution to Victory by

RADIO DAILY



# Coast-to-Coast



**DOSS MULHOLLAND**, announcer at WCAU, Philadelphia, is making regular weekly trips to New York to announce the CBS "Matinee at the Meadowbrook" program on Saturdays. Taylor Grant, WCAU news and sportscaster, has been placed in charge of the sports department of the Philadelphia Stage Door Canteen.

**Frank Bingman**, announcer in his early 20's and hitherto unknown to coast to coast broadcasting, will make his network debut as the announcer on the new "Johnny Presents" series over NBC-WEAF to be heard at 8 p.m., EWT, beginning Tuesday, September 8. Bingman was selected by Vick Knight, producer of the new series, after 27 announcers in Hollywood had auditioned for the post. Bingman's voice will be identified with the "Johnny Presents" series alone. Nelson Case will continue as announcer of the two "Johnny Presents" programs that are remaining in the East: "Crime Doctor" over WABC Sundays and the "Playhouse" over WABC Fridays.

**Jack Welsh**, former sports editor at WSTV, Steubenville, O., has joined the announcing staff of WWVA, Wheeling, W. Va. WWVA unselfishly took a back seat August 20, when Abbott and Costello made an appearance in Wheeling to promote the sale of war bonds and stamps. Not only did WWVA forego a broadcast of the program at the request of the committee in charge, but urged people over the air to attend in person, calling attention to the fact that there would be no broadcast. As a result, a crowd estimated at 20,000 was on hand to see the entertainers.

## BIRTHDAYS

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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### August 28

John Corrigliano Eddie Davis  
A. Dickson Myna Granat  
Marjorie Hannan  
Dr. Ralph L. Power  
Irving Silvers Harriette Widmer

### August 29

Arthur Anderson Mabel Jackson  
John Kane Tim Marks  
Maureen O'Connor  
Julius Seebach  
Theodore C. Streibert  
Stan Widney

### August 30

Oliver S. Gramling  
Paul W. Kesten  
Hester Kyler Fred MacMurray  
Ruby MacQuatters  
Peggy Marshall Russell Pratt  
M. H. Shapiro Amanda Snow  
M. P. Wamboldt

**Elmore Vincent**, comic formerly heard on "Smarty Party" via KPO, San Francisco, as "Bollivar Gassaway," has resigned to free-lance in Hollywood. John Elwood, KPO manager, back at his desk after three-day jaunt to Hollywood to confab with NBC execs. Back from KPO vacations are auditor Al Diederichs, program chief Robert Seal, press chief William Shea, and special events director Don Martin. More than a score of radio people from the San Francisco Bay area attended the annual Bohemian Club Grove encampment at Russian River recently. Carlton Morse, author of "One Man's Family," scripted the "High Jinks," and was aired in its production by Michael Raffetto, who plays "Paul" in the air skit, and by Paul Carson, NBC organist in Hollywood.

Having lost two men to the armed forces recently, Leland Chesley, KWK, St. Louis, news editor, has engaged Virginia Vogel as assistant news editor, the first woman to be employed by the station in that position. Miss Vogel is an English major from Valparaiso University in Valparaiso, Ind., and had experience on the college paper when she attended the university.

Three more staff employees of radio station WMAS, Springfield, Mass., have signed up with the nation's fighting forces thus bringing the total in service up to ten out of a payroll of only 23. Last week, Paul Pelletier, orchestra leader and musical director of WMAS since 1934, joined the Navy. Ralph Robinson, staff engineer since January, 1939, signed up with the radio division of the Army Air Corps, making the second engineer to go. This week, George A. Yarrington, script editor and director of public relations during the past two years, left for the Army.

The latest addition to the CHML, Hamilton, Ont., announcing staff is personable Vern Hill, formerly with the Canadian Marconi Co., of Toronto. Vern stands a mere 6 feet, 5½ inches. Add to this announcer George Bouck who is 6 feet, 4 inches tall, and control operator Eddie Blaney, 6 feet, 3 inches, and CHML has three-fifths of the tallest, if not the best, potential basketball team in the world. The Jack in this giant-killer story is diminutive announcer Tommy Darling, who is all of 5 feet, 2 inches.

Athletic prowess of executives and employees of the WTAG, Worcester, staff was tested last week at station's annual picnic held at Twin Oaks, in Sterling, Mass. An afternoon sports program of softball, archery, horse-shoes, and three-legged races offered competitive fun to over 30 members who attended the outing. Following dinner and dancing, WTAG talent crew staged an entertainment show with a community sing as the grand finale.

**Russell Naughton**, 20, of New Britain, Conn., has joined the staff of W65H, Hartford, FM station, as an announcer. He was a pupil in the radio course at Hillyer Junior College taught by announcer Harvey Olson, of WDRG, Hartford.

New accounts announced by WIND, Chicago, include: American Cigarette & Cigar Co., New York (Pall Mall cigarettes), through Ruthrauff & Ryan, Inc., New York, 42 announcements a week for six weeks; Cook County Distributors, Chicago, through Bennett Ades Adv. Agency, Chicago, 12 announcements weekly until forbid; and Herald-American, Chicago, through Bozell & Jacobs, Inc., Chicago, one five-minute period.

Maltes, a breakfast food, will sponsor George F. Putnam's weekly quarter hour news program on Sundays at 11:30 a.m., EWT, starting September 6. Putnam is heard Sundays and on 13 other newscasts each week over WEAF-NBC from New York. Samuel C. Croot & Co. is agency for Maltes.

KLX, Oakland, is cooperating with the National Drive for Volunteer Nurses' Aides through the Berkeley Chapter of the American Red Cross. Starting this week and every Thursday thereafter, there will be a 15-minute interview, exclusive with KLX, presented as a public service in the interest of the war effort for the entire Bay area. It is conducted by the Berkeley chapter with Mrs. B. W. Black as chairman of the Nurses' Aides.

Dramas in Italian are aired twice weekly by the new KLS Players, during the Italian-American Hour over KLS, Oakland. Tommy Franklin is now producing and airing the "after midnight" disc show on KLS. Time is sold on a participating basis.

**Muriel Pollock**, free-lance organist, is building a library composed of all the ghost stories published during the past decade. Using these scary plots and situations as background, Miss Pollock is composing music that will fill every demand made by radio for special "fright music." No stranger to the horror field of radio, she was the organist on the famous "Lights Out" series a few seasons ago. She is heard currently as the organist on "Stella Dallas," "David Harum" and several other network programs.

Commander R. M. Scott, who acts as narrator on the Sunday morning "Romance of the Highways," sponsored by Pacific Greyhound Lines on KFRC, San Francisco, has bought a tourist camp near Hollywood, but will continue in radio. John B. Hughes, former KFRC news commentator now heard over that station via numerous Mutual relays, is scheduled to do six lectures on current affairs in Los Angeles this fall.

**Herb Newcomb**, formerly of and CBS in New York, and W. Hartford, Conn., has joined announcing staff of WCAU, Philadelphia. Newcomb replaces Waldon, who joined the Army last as WCAU's 19th contribution. armed services. Richard former member of WCAU's news publicity staff, now in the s has been transferred from the fantry to the publicity staff Army War Show.

**Jerry Roberts**, former program director for WMBO, Auburn, N. the new "Sandman" for WAAT sey City. The role of sun dod not a new one for Roberts, as h formed a similar chore for a y WOLF, Syracuse. As his new stint is aired for war-workers other "stay-awake-lates," Robe named the program "Swing Ship

WEVD, New York, will add a chapter to its War Bond Campaign after Labor Day, when it launches a series of talks by noted American in cooperation with the Treasury department, during the "Forward on Sundays at 11 a.m., it was announced by Henry Greenfield, aging director of the station. program is conducted by the "Daily Forward" and reaches a million Jewish listeners in the metropolitan area.

**Rawls Hampton**, who recently ed the announcing staff of W White Plains, N. Y., is now w and presenting several weekly tures on the station. These in "Poets Daydreams," in which H ton is assisted by WFAS' p director Ran Kaler at the "Melody Journeys," telling known anecdotes about inter places against a background of appropriate music; and "Musical ends" a special series for ch tracing fact and fable, fancy action in appropriate melody. H is a veteran broadcaster, joined WAAT, Jersey City in Thereafter he conducted his own ture, "The Wise Man," on NBC several years.

## WJZ's B'lyn Bond Drive Nets \$449,331 in Five Days

From Friday, Aug. 21, when launched its "Brooklyn Bond Drive" through Monday, Aug. 24, res of that borough bought \$449,331 of War Bonds, according to a tion made in the first four days drive. Drive was opened by a nimation by Borough President Cashmore. WJZ stars put on a from the home plate before Dodger-Giant game at Ebbets' last Saturday. The week's act will be climaxed with a two rally, a half-hour portion of will be broadcast on WJZ at 12 from the steps of Borough Hall

## Ask Radio Stir Congress

### Smith's Record Ban In NAB Summary

The first full month in which the proposal by AFM on the makings of a ban on recordings comes to a close, NAB, through its president, Neville Miller, made a statement in which it was said that "a backlog of adverse effects upon the public and upon the industry has piled up."

Sofar as can be ascertained," Miller said in his review of the ban today, "not a single work completed after the recording ban went into effect has been published, and the records as have been accepted are being held back in the hope that the ban will be rescinded. Consequently..."

### Pro Football Series Suggested By Gillette On CBS

The Safety Razor Co. has purchased for \$25,000 the broadcasting rights of the eight-game football series which will pit the Army All-American teams of the National Football League, to be broadcast exclusively over Mutual Broadcasting System between August 30 and September 12, 1943.

### CGI Joins Blue Network Raising Affiliates to 132

Effective January 12, 1943, KGHI, Little Rock, Ark., will become an affiliate of the Blue Network in the Central Group, making a total of 132 outlets. The station will render an increased amount of service to the area prior to January 12. KGHI...

### "Furriner"

Frank Bremer, WAAT technical director, was taken in custody by the Royal Canadian Mounted Police because of his very-early-morning broadcast to the "Swing Shift" program while vacationing in New Brunswick, Canada. Natives deported him as a "suspicious character listening to foreign broadcasts." After identifying himself, Bremer was "freed."

#### Too True

Lawrence, Kans.—Credit WREN for featuring up-to-the-minute stuff on its morning wake-up program. During a recent playing of "It's All Over Now," a bolt of lightning struck the 35,000-volt power line which supplies current to the transmitter. It was "all over now" for some time before WREN could resume its broadcasting schedule.

### Indictments Unlikely Now For SW Trailors

Washington Bureau, RADIO DAILY—Demand of Oscar R. Ewing that American citizens serving as short-wave radio propagandists for the Axis be indicted immediately for treason and given the death penalty, aroused little response from the Justice Department Friday.

A spokesman commenting on the proposal, made over CBS Thursday...

### WLAC's 50 kw Transmitter Dedication On Air Sept. 11

Nashville, Tenn.—September 11 has been the date set for the official dedication of the new 50,000-watt transmitter of WLAC of this city. Station has been testing since August 10 and will inaugurate regular service on its increased power with a dedicatory program at 7:00 p.m. on September 11 at which time transcribed greetings by Cecil B. DeMille, Guy Lombardo...

### NAB Wants Stations To See Legislators Home For Pre-Election Campaigns On Broadcasting Problems

### Gov't Remains Aloof In CBC Controversy

Montreal—Into the large and controversial discussion which has developed over the report of the parliamentary committee on radio broadcasting concerning the CBC, the government is not intervening at the present stage.

The whole question is before the Board of Governors which, after giving...

### BMI Acquires French, Inc.; Adds 500 Tunes in Deal

Catalog of Broadcast Music, Inc., was increased by 500 tunes, including 100 recordings, with the acquisition of French Music, Inc., by the industry-owned music publishing firm, according to an announcement by M. J. French...

### Wm. Paley In Special Trip To London For Air Meets

William S. Paley, president of the Columbia Broadcasting System, arrived in London last Thursday night, according to a statement released in New York. Paley traveled via Pan-Am...

Washington Bureau, RADIO DAILY—Washington—Open appeal to station licensees to lobby among Congressmen now back home for pre-election campaigns was made by NAB over the weekend to its members.

Article in "NAB Reports," states, "while NAB is vigilant in matters of legislation affecting the industry, the best results can be obtained by a continuing interest on the part of local broadcasters and effective contact with their representatives."

### 20 Series Now Signed For Full NBC Net Plan

Fifteen individual advertisers presenting 20 national program series have now signed contracts under NBC's full network plan which was announced recently, and have contracted for the 125-station network, it was announced at the end of the week by Roy C. Witmer, vice-president in charge of sales.

### WNRC Increases Coverage Of Wartime 'Radio Review'

Expanding the scope of its official publication, "Radio Review," Women's National Radio Committee will present it in new form with the September issue, which will bear the new title, "Radio Review and Women's National Radio Committee."

## ★ THE WEEK IN RADIO ★

### ... Propose AFM Investigation

By BOB LITZBERG

QUIET, that had descended upon the AFM recording situation, was broken on Thursday of last week, when Senator D. Worth Clark of Idaho strongly denounced AFM president James C. Petrillo in a resolution asking for an immediate Congressional investigation. Resolution was referred to the Interstate Commerce Committee. Proposed investigation will not interfere with the Department of Justice suit scheduled to open in Chicago on September 16...

Washington was the source of two other news stories of last week: Office of War Information is readying a new U. S. international setup in which a pooling of shortwave frequencies is planned in a cooperative government-industry effort to effect a more efficient program of psychological warfare. Plan calls for the use of present facilities and the outlay of several millions of dollars for more than a score of the most powerful...

### Quick Results

Raleigh — An "Esso Reporter" broadcast on WPTF played an important part in the recapture of four escaped convicts recently. A listener heard a description of the men and the following morning recognized them in a nearby abandoned house. She informed the authorities and the police apprehended the convicts and took them into custody.



THE WEEK IN RADIO

Propose AFM Investigation

(Continued from Page 1)

Vol. 20, No. 44 Mon. Aug. 31, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

FINANCIAL (August 28)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., Gen. Electric, RCA Common, Westinghouse, Zenith Radio.

OVER THE COUNTER

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

BMI Acquires French, Inc.; Adds 500 Tunes in Deal

(Continued from Page 1)

E. Tompkins, BMI vice-president and general manager. New catalogue is composed of "Free French" music, some of which is translated into English...

John F. Royal, NBC Exec, Weds Actress In New York

John F. Royal, vice-president in charge of international broadcasts for NBC, and Leonora Corbett, English actress star of "Blithe Spirit" were wed Saturday in New York by Judge Ferdinand Pecora.

ful new transmitters ever developed. In addition to this international short-wave program, the Treasury Department issued a special ruling indorsing the use of normal goodwill advertising by U. S. firms engaged in export trade and establishing the necessary expenditures for such advertising to be deductible for income tax purposes.

Quiz and audience participation shows in the future will have to forego the use of men in the armed services, it was learned last week, because of the increasingly serious wartime conditions. New ban would take off the air several network features, unless some provision is made, such as exception to the rule when the program is a carefully rehearsed show...

of Internal Revenue from Paul B. West, president of the Association of National Advertisers... New Atlantic Coast Network announced its first comprehensive program schedule to be made available to affiliates of the regional web... Blue Network, in a survey of new business of the chain, looked to favorable Fall business for itself and the entire industry...

Army-Pro Football Series Signed By Gillette On CBS

(Continued from Page 1)

and September 20. Proceeds from the sale of the broadcasting rights will be turned over to the Army Emergency Relief and six of the eight games will be aired on a coast-to-coast network of approximately 150 Mutual outlets.

Descriptions by Jim Britt

Handling the play-by-play descriptions will be Jim Britt, sports director of the Yankee Network, who will be assisted by various sportscasters on the color details depending upon the city in which the games are played.

Wm. Paley In Special Trip To London For Air Meets

(Continued from Page 1)

American Airways clipper ship, and knowledge of the trip was kept secret until his arrival in the British capital. Purpose of his trip was "to confer with British officials and with our own London staff concerning their war experience in broadcasting and to study at first hand the further organizing of our facilities for the full dissemination of information (within proper military limits) about American troops abroad."

Gen'l Malone In War Series

Major General Paul B. Malone, U.S.A., (Retired), will do a special series of four broadcasts on military aspects of the war Monday, August 31, through Thursday, Sept. 3, from 10 to 10:15 p.m., EWT, on the Blue Network, the period formerly occupied by Morgan Beatty as military analyst.

COMING and GOING

JOHN ILMER, president and commercial manager of WCBM, Baltimore, in town Friday visiting at the headquarters of the Blue Network.

HARRY L. STONE, station manager of WWSW, Nashville, has arrived from Georgia for conferences with the New York representative of the Blue Network.

W. B. DOLPH, vice-president and manager of WOL, Mutual outlet in Washington, D. C., paid a call at the network office on Friday.

EUGENE H. KRAMER, former NBC station manager who is now sales manager of WSAV, Savannah, Ga., left for Georgia over the week-end after spending three or four days in New York.

JOHN H. McNEIL, manager of WJZ, Newark, N. J., back today from a vacation in the Great Lakes region.

A. L. CHILTON, president and station manager of KSKY, Dallas, is back in Texas for a business trip north.

WILLIAM A. SCHUDT, CBS eastern field manager of station relations, who is on Friday from a trip to the network at Atlantic City and Waterbury, Conn., for Binghamton, N. Y. and other upstate New York points. He is expected back in town on Thursday.

DICK GEORGE, manager of Bob Allen's station in Miami, Fla., has returned from a business trip to Florida was away about a week.

WILLIAM McBRIDE, general manager of WFTS, Orlando, is up from Florida for visits with station relations executives at CBS.

BEA WAIN returning today from Hartford, Conn., where she has just completed three of personal appearances at the State Theater.

GEORGE JACKSON, sales manager of the Blue Network's Pittsburgh stations, spending a few days at the course of a business trip.

TED HUSING and JIMMY DOLAN back in town today from Saratoga where, on Saturday, completed their series of broadcasts from the upstate race track.

FRED DODGE, production manager of WJZ, Baltimore, who was in town the latter part of last week, dropped in at the headquarters of NBC.

GIL BERRY, manager of spot sales in the Blue Network Chicago office and sales manager of WENR, is back at his desk in the Windy City after a short stay in New York.

LISA SERGIO has returned from her vacation to resume the "Column of the Air" over WJZ.

WILLIAM M. ROBSON, producer-director of RANALD MacDOUGAL, author of the CBS "Twenty-Second Letter," have returned to the West Coast.

JANE BARTON, back from a brief vacation in Honesdale, Pa.

COLIN HAGER, station manager, of WNYC, Schenectady, paid a call late last week at the offices of NBC.

WSJS Goes To 5,000 Watts

WSJS, Winston-Salem, N. C., of NBC's outlet in the southeastern area, has been authorized to increase its power from 250 watts to 5,000 watts, using the present 600 kilocycle frequency. Erection of a new directional antenna, and completion of other technical alterations, are expected to be completed by October.

"UNIVERSAL" ACETATE PROFESSIONAL RECORDS

2 Years Old With Two Cutting Heads Amplifier and Playback Pickup Complete—\$350.00 RAY-DE-O RAY SYSTEM Sioux City, Iowa

# Why Reid's Expiration Didn't Expire



Mr. Harry C. Welch, Advertising Manager of Reid's Ice Cream, discusses ice cream sales with WEAF newscaster, George Putnam.

PEDLAR & RYAN, INC., 250 PARK AVENUE, NEW YORK, N. Y.

1 PUTNAM: This mike is dead, Mr. Welch, so  
2 you can speak freely.  
3 MR. WELCH: Well, when it's turned on and  
4 you're broadcasting for Reid's it  
5 sure does a job for us.  
6 PUTNAM: Great stuff...but how do you  
7 know?  
8 MR. WELCH: Dealer response. And comments  
9 from people in our own organiza-  
10 tion. I can't remember any  
11 radio program that's gotten a  
12 bigger hand.  
13 PUTNAM: But sales...how about sales?  
14 MR. WELCH: Well, you know what we're up  
15 against this year...flavors  
16 reduced, the mileage of our trucks  
17 cut 25% minimum, with no call  
18 backs and no special deliveries  
19 ...and yet, despite all that,  
20 sales have been very satisfac-  
21 tory.  
22 PUTNAM: Say, government regulations  
23 have affected you, haven't they?  
MR. WELCH: Sure they have. And that's one  
reason we're going to go right  
ahead with our three-day-a-week  
news program with you on WEAF.  
We know at a time like this  
advertising supports sales...and  
we've got to keep right on ad-  
vertising to get 'em.

## ← Sales Despite Regulations

That radio can help you main-  
tain your sales volume despite  
drastic regulation growing  
out of war needs is a fact worth  
knowing. Do you have prob-  
lems arising from regulation  
*plus* a sales quota to make  
in the New York market?  
Call WEAF for a program  
suggestion... one that may  
help you meet that situation.  
Make it WEAF because...

50,000 WATTS  
660 KILOCYCLES  
NBC NETWORK

# WEAF



## Los Angeles

By JAC WILLEN

**KEVIN B. SWEENEY**, Blue Network's Hollywood sales promotion manager, left Hollywood August 27, with portfolio, for conferences with mid-West and the East Coast agencies and sponsors. Out of the West will come Sweney's "flap-over presentations" of the many programs listed under "fall availabilities" for consideration of those who have expressed interest in the new Coast shows that have been built since the inception of the new Blue Network. Recordings as well as the presentations are part of the portfolio taken along with Sweney.

Don E. Gilman, vice-president in charge of the Western Division of the Blue Network, entrained for Chicago late last week, and will meet Sweney in Chicago, from where they will proceed to New York, arriving at the St. Regis Hotel, September 7.

Knox Manning, famous West Coast news commentator, announcer and film narrator, with additional credits as an actor, reports for duty next week to Miami, Florida, where he will assume his duties as a Captain in the First Film Unit of the United States Army Air Forces.

Chuck Lewin's "Air Raid Incident" program idea which was first introduced in this column, (August 21) received enthusiastic reception from members of local stations at a luncheon (August 26) with the first release of the show planned for early next week. Ten of the major Los Angeles area stations will cooperate on a staggering arrangement. It will be produced on one station each week, and transcribed for the remaining stations. Present at the luncheon were Chet Huntley of CBS, Manning Ostroff of KFVB, Paul Langfield of KPAS, Bill Forman of KMPC, Jimmy Vanderveer of KFI-KECA and Van Newkirk of KHJ. Lewin made the presentation of the program idea of his origination which promises to bear out our contention that it may turn out to be the best suggestion put into practice for Civilian education on war activities.

Dave Davies of the Earle Ferris offices became the proud papa of a six pound, six ounce son born at the Hollywood Hospital last week.

It will take at least a half dozen CBS spikers to fill Bob Garred's shoes when the Nelson Eddy announcer and CBS news ace goes into the Navy this week. Besides working on the Eddy airshow, the husky, six-foot-two airplane reporter has been handling a score or more of news broadcasts every week. CBS executives decided to divide the shows among several staffers instead of letting one man try to handle them all.

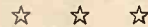
## WANTED

ATTRACTIVE YOUNG WOMAN, EXPERIENCED WOMAN'S PROGRAM AND CONTINUITY. MASSACHUSETTS NETWORK STATION. WIRE INFORMATION AND SALARY EXPECTED TO RADIO DAILY, BOX 565, 1501 BROADWAY, NEW YORK CITY.



### A Reporter's Report Card. . . .!

● ● ● **ED KOBAK**: The entire trade is amazed at the tremendous time sales the Blue has been making in the past three months. Understand you now have another big deal pending. . . . **JACK BENNY**: Your new producer, Bob Welch, is slated for a captaincy in the army. . . . **NELSON ROCKEFELLER**: Within 6 mos., short-wave programs to So. America will be on a 24-hour schedule daily. . . . **FRED ALLEN**: Did a display of temperament on the part of Kenny Baker cool off a prospective sponsor lined up for him? . . . **RUDY VALLEE**: Charlie Barnet intends giving up his band to enlist in the Coast Guard shortly. . . . **BILL TUTTLE**: Is it true that a deal for "This is the Army" fell through recently because the sponsor in question was not an American-controlled firm? . . . **GENERAL MARSHALL**: Leo Lindy says if you need any advice on how to win the war, just go into his restaurant and look over the tablecloths after some of the Lindy armchair generals get through mapping out their campaigns. . . . **ORSON WELLES**: Conrad Nagel will be the narrator on the "Readers' Digest" show just bought by Campbell. . . . **WM. ROWLAND**: Is it true that Donald Flamm is financially interested in your filmusical, "Follies Girl"? . . . **BOB WEITMAN**: We just heard a band booker remark that with the prices the Roxy can pay for name orks, the Paramount and Strand will just have to sit and watch the bands go by.



● ● ● **LOUIS RUPPEL**: That was a nice mention about the CBS Mail Bag in Mrs. Roosevelt's "My Day" col'm the other day. . . . **BOB (Superman) MAXWELL**: I see you've done it again with "Hop Harrigan" which starts on the Blue this afternoon. Also hear you're readying "The Batman" for Mutual. . . . **GLENN MILLER**: When you saluted Camp Hendricks on your show recently, it marked the 202nd army camp you've thus honored. Understand you've also sent some 12,000 records and 100 victrolas to the army camps. . . . **BEN BERNIE**: Your son, Jason, has been transferred from the Signal Corps to the Air Corps. . . . **EARLE FERRIS**: Hurry up and get well. . . . **ANN NICHOLS**: There's talk of a new movie based on "Abie's Irish Rose". . . . **TED STEELE**: When Betty Wragge appeared on your show Saturday nite, it marked her 15th anniversary in radio. . . . **AL MCCOSKER**: Naturally it's no news to you that Mutual is re-decorating its offices—but did you know that the new reception room is being done by H. K. Carpenter's daughter? . . . **JACK HALEY**: You're down for a Sept. 3rd shot on the Vallee show, with Ned Sparks on the following week.



● ● ● **BOB HOPE**: After visiting 206 army camps since the first of the year, Red Skelton returns to work on NBC Sept. 15th. . . . **LEO DUROCHER**: Joe McCarthy, who will stack up against you in another World's Series, will talk about the Yanks on Bill Stern's show Sept. 19th. . . . **XAVIER CUGAT**: "Mr. and Mrs. Cugat" is being offered for radio sponsorship. . . . **BILL JOHNSTONE**: Plan to record "The Shadow" for home consumption fell through because sponsor is afraid of "bootlegging". . . . **SAM GOLDWYN**: What happened to your scheduled appearance on "Vox Pop" tonite? . . . **ANN THOMAS**: You and Eddie O'Shea are down for the leasus on the new Treasury show, "Second Battle of B'klyn". . . . **KAY KYSER**: We saw some Hallowe'en pictures of Ginny Simms and believe us, she's some pumpkins. . . . **TRANS-RADIO PRESS**: Toni Gilbert, the radio ed of your new mag, "She," is an enterprising miss. She wants only scoops that any rag would give its eye teeth for. . . . **JAMES C. PETRILLO**: Decca, for one, reports a sizable decline in net profits since that "edict". . . . **RALPH EDWARDS**: Two movie scouts "caught" your summer stock opening at Mount Holyoke, Mass. . . . **BERNIE SCHUBERT**: Hear your Hollywood trip was highly successful and that Pabst is more than interested in your Louella Parsons-Groucho Marx show.

— Remember Pearl Harbor —

## Chicago

By FRANK BURKE

**A PROWLER** entered the room of Maurice Gorham, director of North American Service for the in a Loop hotel last night and away with \$100. "If the money been in pounds," observed Gorham, "the thief might have had it getting away with it."

Mary Ann Mercer and Ray Jeffers of Seeds agency flew to Benning, Ga., Friday, where Ann will participate in a bond drive. Dale Evans, young movie star, guested on the Fred Brady show CBS here while enroute from Hollywood to New York.

MBC and CBS engineers and announcers off to Des Moines, Iowa, to handle first WAAC graduation broadcasts from Ft. Des Moines, Ia.

Arthur Jacobson, known to us as Henry Hunter, actor of the "Lone Journey" and "Guiding Light" shows, drops the Hunter name for 17 years, to become Arthur Jacobson, full fledged member of the NBC Central Division production department.

Allan Scott, former WGN radio commentator and more recently director of OCD, left today for Naval Training Station at Newport, R. I., to begin training as a lieutenant in the Navy.

A dramatization through songs of American-Canadian friendship will be presented on the "I Hear America Singing" program to be broadcast on WGN from 12-12:30 p.m., CWT, Monday, September 1. The sixty-member Ismalia Shrine Chanters of Buffalo, New York, will be heard on the program. Among the songs the Chanters will sing will be Mendelssohn's "Wings of Song," Malotte's "The Lord's Prayer," "Dedication" by Sigismund Walt's "I Love A Lassie," Signor Romberg's "Stout Hearted Men," Brahms' "Lullaby." Presented in cooperation with the Federal Security Agency, the program originated in various sections of the country.

Rocky Wolf, veteran radio announcer, now a newspaperman at City News bureau.

Sickness and injury has interrupted WBBM's engineering corps: apprentice Eleanor Horn, thrown from a horse, is nursing several tomorrows in her back; Emil Waeltli is with a throat strep infection; Kettlehut is down with the flu; Bob Meyer has had a nervous lapse. WBBM producer Ed Adams has left for the Army Air Corps School at Enid, Oklahoma and Gene Case has taken over his chores. Nicol, of the program department, recently sealed the knot with Bart Arrington of the A.A.P. Training School at Chanute Field.

Have You Met The Voice

of

GILBERT MAC

?

LEX. 2-11

**QUEST-ING**

MARA BRITTON, only feminine of the cast of "Wake Island," THORNE, actress who with the British-American Corps, and MARGUERITE secretary to Stanton Griffis, "The Sexes," tomorrow (9 p.m.).

DONALD B. KEYES, head of chemical engineering University of Illinois, and DR. E. WILSON, president of American Petroleum Company "The Engineer at War," (NBC Red, 6:30 p.m.).

WELLES and JAMES on the "Stage Door Canteen," Thursday (WABC-90 p.m.).

ADMIRAL RANDALL on "This Is the Navy," Fri-Mu (WJZ-Blue Network, 8:30 p.m.).

KENT, Broadway star of "World War days, on Bill Those Good Old Days" Friday (WJZ-Blue Network, 8:30 p.m.).

**Lead Lists Factors Affecting Tax Deductions**

Washington Bureau, RADIO DAILY — Increased need for advertising because of wartime relocations, substitutions, contributions to war relief campaigns, and the introduction of new lines or new products will be factors recognized by the Internal Revenue Bureau as affecting additional deductions for advertising this year, according to Guy West, president of the Association of National Advertisers, Inc. West recently discussed with Guy West, Commissioner of Internal Revenue, the matter of deductibility of advertising expense on corporate tax returns, according to the NAB. Following this discussion, West wrote Commissioner of Internal Revenue, a letter of "confirmation and clarification," in which he itemized some of the increased advertising expenditures which the bureau recognizes as reasonable. Counseling advertisers against appealing to the bureau for individual rulings on specific items, West writes: "Of course, impossible for the bureau to lay down a definite rule in which will fit all situations. As indicated, and as Secretary Morgenthau indicated, the bureau will be impartial and fair, recognizing that advertising is a necessary and legitimate expense of doing business as long as it is not carried to unreasonable extent or becomes an obvious device to avoid tax payments. This bureau applies whether the contract is no government contracts, or is selling both to government and to consumers or industry; or is wholly converted to war

☆ **PROMOTION** ☆

**Building the Blue**

A "Blue Contest," built around programs and personalities of the Blue Network and WEBR, Buffalo, was held recently, as a promotional stunt. On a daily program tag-lines, sayings, etc. of all Blue artists were incorporated into the script as a part of the regular show ("Lotions of love" etc.). Prizes were awarded contestants who caught the greatest number of references to programs and personalities, 76 being the top number. Promotional stunt, insures a listening audience, constantly, for awareness of other programs. Idea will be used monthly at WEBR.

**WHN Success Story**

Institutional promotion piece titled, "Our Biggest Success Story" is being mailed out by WHN, New York to tell the story of the station's first bond sale that netted over \$100,000 on the first broadcast. Opening the first fold of the broadside reveals a reproduction of a telegram from Henry

**KGHI Joins Blue Network Raising Affiliates to 132**

(Continued from Page 1) operates full time with a power of 250 watts on a frequency of 1,230 kilocycles and is owned by the Arkansas Broadcasting Co.

production, whether it is a new company selling to government and industry."

Among reasons recognized by the bureau for higher advertising costs, according to West, are the following:

Increased space and time rates and other advertising production costs, on which advertisers are advised to keep their records "as complete as possible."

Need of counteracting infrequency of salesmen's calls because of tire and gasoline rationing.

Need of increased appropriation for salvaging materials necessary for the war effort.

West writes, "The bureau recognizes that such advertising efforts, if they bear a direct relation to the business carried on by the corporation, are essential to obtain raw materials and are, therefore a normal business expense. As such they will be deductible, if made with a reasonable expectation that the corporation's business will be benefitted by an increase in materials essential to its operations."

The bureau will not question necessity for a manufacturer to deduct costs of informing the public and trade of necessity for turning out substitute product, according to the advertising executive.

West points out however, that bureau collectors, in order to uphold the statutes, "will in each individual case examine the records and act accordingly."

Morgenthau, Jr., Secretary of the Treasury, lauding the station for its splendid work. The inside spread tells the whole story of how the record bond drive was handled, with pictures of Red Barber, who handled the broadcast, telephone operators, office clerks and messenger boys delivering telegraphed pledges which came in from 18 states. On the back flap is a picture of a plaque awarded to WHN by Fort Hancock and a brief description of the station's war program activity. The three-fold piece is attractively offset in blue and black.

**Anniversary Booklet**

In celebration of her anniversary, "Your Neighbor Lady" heard over WNAX, Yankton, has offered to her listeners a new booklet entitled "A Year With Your Neighbor Lady." The booklet contains letters, hints, and recipes that have been sent in during the past year. The booklet, selling for twenty-five cents has been written, compiled and edited by the "Neighbor Lady."

**WLAC's 50 kw Transmitter Dedication On Air Sept. 11**

(Continued from Page 1) bardo, Bill Perry, Jessica Dragonette, Edward G. Robinson, Glenn Miller, Bob Burns, Amos 'n' Andy and other network performers will be broadcast. Station has placed advertisements publicizing the event in newspapers throughout its enlarged coverage areas.

The musical part of the dedicatory broadcast will be highlighted with selections by Herbie Koch, guest organist loaned by WHAS, Louisville, playing at the console of WLAC's new studio pipe organ; Charlie Magy's orchestra, and a number of the station's popular vocalists. To provide an appropriate war-time touch to the program, the broadcast will open with the 130th Infantry Band, United States Army, at Camp Forrest, playing "America," and will close with this organization's rendition of "Star Spangled Banner."

WLAC's growth dates from 1926 when the station came on the air as a 1,000 watt, without network affiliation and sharing time with another local outlet. By 1930 it was broadcasting 18 hours a day, had increased its power to 5,000 watts and was transmitting Columbia programs to its listeners. In 1935 J. T. Ward assumed full ownership of the station and has consistently improved his property. Station is housed in one of the most spacious and efficiently arranged studio headquarters in the south. Covering 12,000 square feet of floor space, the studios and offices occupy the entire top floor of the Third National Bank Bldg., one of Nashville's finest and most modern structures. A highly efficient operating personnel has seen to it that the station's ledger shows a very substantial business increase every year for the past seven years.

**To the Colors!**

JOEL BLAKE, staff announcer at WPAT, Paterson, going to Camp Upton, N. Y. for preliminary army training. He hopes to be assigned to the Signal Corps. — vvv —

BRICE DISQUE, JR., assistant manager, NBC Script Division, has resigned to accept a commission as Captain in the Army Air Force and reports for duty at Miami, Florida September 3rd. — vvv —

GEORGE RYAN, of the announcers' staff of KLX, Oakland, enters the army on September 1st. He was formerly in dramatics with the Mutual Don Lee Network. — vvv —

LOUIS G. BALTIMORE owner of WBRE, Wilkes-Barre, Pa., has been commissioned a Captain in the Army Air Force, reporting to Miami, Florida. His son, David, is a Second Lieutenant in the Army Signal Corps at Camp Murphy, Florida. — vvv —

HUGH FERGUSON, formerly of the WCAU, Philadelphia, announcing staff, is expected to graduate in three weeks from the Marine Corps Officers Training School as a Second Lieutenant. — vvv —

CARL CAMPBELL, veteran KNX-CBS radio engineer, is on a 14-day furlough after induction in the United States Army. — vvv —

ELLIOTT MILLER, WDRC, Hartford, announcer for the past two years, has left to join the Civil Air Patrol. — vvv —

JOSEPH PETRILLO, son of Caesar Petrillo, who is musical director of WBBM, Chicago, has been inducted into the Navy as an aviation cadet.

**Gov't Remains Aloof In CBC's Controversy**

(Continued from Page 1) ing some consideration to it early last week, adjourned. CBC is largely an autonomous body discharging the duties of trustees. They are appointed by the government, but in all affairs of ordinary administration "run their own show." In any large reorganization, however, such as the report of the parliamentary committee suggested, the cabinet undoubtedly would exercise its right of having a say.

In the meantime, the discussion is very active. Many newspapers, the Canadian Legion and other bodies have contributed their views. With them are some other views which are in conflict. What it largely reduces itself to is the question whether Mr. Gladstone Murray is to remain as general manager or be assigned to another position, of which his acceptance would be unlikely.

The governors will consider the matter. If any large change should be contemplated, no doubt the government would have the say, but it is not telling the Board what it should do.

## PROGRAM REVIEWS

**"Tommy Riggs and Betty Lou"**

The Tuesday night installment in this summer series for Swan soap (Lever Brothers) packed merriment into every minute of its half hour stand, 9-9:30 p.m. on CBS. The production probably has never been in better form. It is shortwaved for the benefit of the American overseas forces, and must certainly give the boys a good boost.

Riggs' creation of Betty Lou has materially expanded from its original, more narrow pattern. The conversation is now no longer limited to chatter between Riggs and his squeaky self. Rather the little thin voice now has assumed greater proportions, and talks to everybody, which device permits greater variety and freshness for script material.

On this show the continuity dealt with the servant problem in the form of "Mrs. McIntyre," a jolly character. Tactless criticism on the part of Riggs lost him his cook and housekeeper. He, Betty Lou and Bill Goodwin, announcer who has been well written into the script, check the employment agencies to learn "Mrs. McIntyre" has hired herself out elsewhere. All three then make the house-to-house canvass looking for her. The plan offered unlimited opportunity to bring in engaging characters and keep the fun rolling. Of course, Mrs. M. returned to the Riggs' kitchen eventually. Writers also did a nice job building up for the entry of Wilbur, Betty Lou's love interest. The mental equal of Mortimer Snerd, undoubtedly, Wilbur is used as another means to the humorous end.

The musical phases of the show, including the vocal by Jimmy Cash, and production by Felix Mills' orchestra, were woven into the scheme of things astutely. There was no evidence of the music starts here and the comedy ends there. Similarly, integration which made Goodwin part and parcel of the show, enabled him to handle the "I Swan" commercials in the becoming light, spirited tone, tapering the closing of the show rather than chopping it off.

**"Murder Clinic"**

If all the productions in this series have been of the same general character as was the "Flaming Phantom" which WOR produced, and Mutual aired Tuesday night, 9:30-10 p.m., the whodunits are of fairly modern scene, and earthly, rather than classical or timeless, and supernatural. Lee Wright of the Pocketbook Detectives, selects and helps in the editing of these radio productions.

The show is a fully satisfying thriller which earned its praise primarily in the last half of its 30-minute broadcast. The introduction of Professor Van Dusen, the press interview with the debutante and other preliminaries were given much prominence and time yet they contributed comparatively little to the drama. There was too little action and curiosity-arousing stuff in the first 12 minutes. Once the show

## Twenty National Series Signed For NBC's Full-Network Plan

(Continued from Page 1)

names of sponsors already signed, Witmer said: "Our clients have clearly indicated their enthusiasm with respect to the full network plan, because of the obvious benefits of broader coverage without penalty of any kind.

"By taking 125 stations, a number of these advertisers will effect an immediate saving; some will be increasing their former station line-up to a larger extent with slight increases in expenditures, and others are making substantial budget increases in order to use 125 stations.

**Many Mulling Plan**

"Many more of our clients are seriously considering the plan, and we fully expect that before long, most of our evening advertisers will be using 125 stations.

"NBC stations have also received the plan with great enthusiasm and have signified their whole-hearted desire to promote and publicize these top-ranking NBC programs which some of them will be carrying now for the first time."

The programs, the sponsors and the agencies who will use the new NBC plan are:

"Johnny Presents," Philip Morris

& Co., Biow Co.; "Voice of Firestone," Firestone Tire & Rubber, Sweeney & James Co.; "Fitch Bandwagon," F. W. Fitch Co., L. W. Ramsey Co.; "Fred Waring," Liggett & Myers, Newell-Emmett Co.; "Kay Kyser," American Tobacco Co., Lord & Thomas; "Truth or Consequences," Procter & Gamble, Compton Advertising; "Edgar Bergen-Charlie McCarthy," Standard Brands, J. Walter Thompson; "Abie's Irish Rose," Procter & Gamble, H. W. Kastor & Sons; "Fannie Brice-Frank Morgan," General Foods, Benton & Bowles; "Eddie Cantor," Bristol-Myers Co., Young & Rubicam; "Aldrich Family," General Foods, Young & Rubicam; "Mr. District Attorney," Bristol-Myers Co., Pedlar & Ryan; "Red Skelton," Brown & Williamson, Russel M. Seeds Co.; "Hour of Charm," General Elec. Co., B. B. D. & O.; "Dr. I.Q.," Vick Chemical Co., Grant Advertising; "Bob Hope," Pepsi-Cola Co., Lord & Thomas; "Telephone Hour," Bell Tel. System, N. W. Ayer & Son; "Jack Benny," General Foods, Young & Rubicam; "Tommy Dorsey," Brown & Williamson, Russel M. Seeds Co., and "Upton Close," W. A. Sheaffer Pen Co., Russel M. Seeds Co.

### WNRC Increases Coverage Of Wartime 'Radio Review'

(Continued from Page 1)

In War Time," and will chronicle the activities of American women on the voluntary war front in every region and in every form.

New publication will be issued monthly by the National Information Bureau on Women's War Activities, organized recently under sponsorship of the WNRC and its 24 affiliate national women's organizations, comprising a total membership of some 17,000,000.

**WKRC Food-Show Sked**

Thirteen days of broadcasts beginning Aug. 26 being aired by WKRC from the Annual Pure Food Show and Exhibition at the Cincinnati Zoological Gardens, will include daily broadcasts from the Cincinnati Times-Star's cooking school.

caught on, however, it moved nicely in crescendo to its climaxes and goose-pimples. At the close, additional editing, to cut short the anti-climax and off stage conversations, would tighten up the production considerably. The gabby frame around the mystery show was too wide for the size of the thriller. The loose start and finish caused the show to dangle. A clipping of these expository portions would perk up the production.

Acting was standard throughout, except that the voice of Brenda, the debutante, was shrill from the start, so that its effectiveness at the climax was dissipated. With the advent of escapism in fall programming this series offers definite commercial possibilities.

### Vital U. S. Radio Effort Praised In Mullen Speech

Chicago—In declaring that America must be prepared to meet the enemy's every offensive on the third, or psychological, front, Frank E. Mullen, vice-president and general manager of the National Broadcasting Company, told the Alpha Gamma Rho convention in Chicago, Saturday, that the United States has nearly four times as many radio stations as all the Axis nationals combined and nearly twice as many radio sets.

"The United and neutral nations have 2,210 out of 2,481 radio stations in the world," Mullen said, "and the United and neutral nations have more than 75,000,000 of the 108,000,000 radio sets in the world. The United States alone has 37 per cent of the world's radio stations, 924 out of 2,481 and 56,000,000 radio sets out of the total of 108,000,000."

"When war came, radio's public service became war service for 924 stations, four national networks, and 25,000 employees. Today radio plays a major role in: (1) selling the country that 'this is war'; (2) in telling the nation of the progress of the war; (3) in improving international relations; (4) in mobilizing the nation's youth; (5) in gearing civilian life to a war economy, and (6) in keeping the world informed of U. S. war aims and efforts."

**Agency Changes Name**

Marschalk & Pratt has changed its name to Marschalk & Pratt Co., coincident with a shift from corporation to partnership operations. There will be no change in personnel.

## NEW BUSINESS

WGAR, Cleveland: Rosenb (Clothing), thru Lusic Adver Company, Cleveland, six spots weekly for indefinite; Ohio Bell Telephone Co., three time and three evening spots for six months, direct; Marlin-arms Co. (Marlin Razor Blades) Craven & Hedrick, NYC, six spots weekly for 13 weeks; Bros. (Rinso), thru Ruthrauff & five daytime and five evening weekly for four weeks; I. J. Fox (Furs), thru Foley Adver Cleveland, four daytime and evening spots weekly for an indefinite period; G. E. Conkey Co. (Food), thru Rogers & Smith, Chicago, one daytime and one evening weekly for 52 weeks; Student Corp. (Automobiles), thru R. Williams & Cunyngnam, Chicago, renewal of 10-minute program weekly for five weeks; General (Post Toasties), thru Benton Bowles, Inc., NYC, one half-hour program weekly for eight weeks; C. Ball Co. (Jewelers), thru Ne Service Co., Cleveland, renewal two five-minute evening program weekly for 52 weeks; Greater land War Savings Committee (Bonds), thru Fuller & Smith & Inc., Cleveland, one half-hour program weekly for four weeks.

WOWO-WGL, Fort Wayne: Rupert Furniture Co., 39 15-minute programs, direct; Indiana Bell Telephone Company, 28 one-minute direct; Fort Wayne Food Distributors (Hellmann's Mayonnaise), 15 50-annns, direct; Manhattan Soap Company (Sweetheart Soap), thru Franklin Bruck Advertising Corp., 78 10-minute newscasts; The Trailer Mart (Trailers), three at baseball preview, direct; Gro Laboratories, Inc. (Grove's B Quinine), thru Russel M. Seeds Chicago, 66 five-minute newscasts; Kellogg Co. (All Bran), thru Keck & Eckhardt, Inc., NYC, 79 one-minute ET's; Otis Furniture Co., 65 minute anns, direct; Maloley (Groceries), 60 50-word anns, direct; Greenblatt's, Inc. (Furs), 30 50-annns, direct; Foley & Co. (Remedies), thru Laureson & Salom Chicago, 65 15-minute studio programs; Oelwein Chemical Co. (Stock Minerals), thru Cary-Ainsworth, Inc., Des Moines, one-minute Ringling Bros., Barnum & Bailey (Circus), 15 50-word anns, direct.

WHN, New York: United Institute of Aeronautics, thru Kupsick Advertising Agency, Inc., two-minute Mondays through Fridays, for weeks; Central Winery, thru Weiss Geller, NYC, renewal for seven weeks of "Newsreel of the Air" on Mondays, Wednesdays, Fridays and Saturdays, and on Dick Gilbert's show Mondays through Saturdays; Fox Milburn Co. (Doan's Pills), 60 Street & Finney, Inc., NYC, renewal of contract for anns.



# Arrests Unlikely For SW Traitors

(Continued from Page 1)  
The man who handled prosecution of William Dudley Pelley for his part in the "Lumberjacks" program, pointed out that one similar proposal has come from "outside" sources. Attorney General Biddle is well interested.

There is reason to believe that the government is not as indifferent to the doings of these traitorous individuals as would appear from this. Although rumors that have been going on for some time that they would be tried in absentia seem true, inasmuch as this would be sanctioned by American law, it is pointed out that nothing would be done until the Justice Department prosecution goes before a Federal grand jury to secure sealed indictments after the war, on the basis of the indictments, the whole crew of traitorous Americans could be put on their return to this country. It has been arranged for under the circumstances.

**Anderson an Example**  
John Altenebach, Paul Revere, ex-actor, Otto Koischwitz and others are now working for Goebbels in Germany with Ezra Pound, Bob Hoover and their compatriots in time among those mentioned by the indictments. The monitoring reports of FCC's Broadcast Intelligence Service contain a complete record of their traitorous utterances, and other Axis propaganda. Transcripts often get more than attention from the bureau of short-wave programs for

example when notorious Jane Anderson gave a glowing description of the party she attended directly after Hitler had decided on more rationing for Germany, our short-wave commentators lost sight of the fact that while they were pulling the sheets tighter, Nazi officials were in fashionable Berlin restaurants were eating rich Turkish and drinking champagne with cognac.

**Reported in Rome**  
Immediately after the American broadcast, Jane Anderson, without explanation, turned off her microphones. She is now reported to have turned up in Rome. It seems to be no reason why the voices of the Axis could not be heard against them in other

**Dean To Maxon**  
The National Radio Association, Inc. has announced the appointment of Dean Maxon as radio director. Maxon recently completed a special assignment for the Committee for Inter-American Affairs and will continue in an advisory capacity to that government agency. Maxon was formerly radio director of WJLB and Arthur Kudner,

# WAR-PROGRAM IDEAS

## Employee Salute

KWTO, Springfield, Mo., has one sponsor who intends to see his employees enter the United States Armed Forces with more than a hand shake and good wishes. Starting Tuesday, September 1, the "Lumberjacks" program, heard each Tuesday, Thursday and Saturday at 12:45 p.m., will include a salute time, dedicated to former employees of the Meek Lumber Companies of the Ozarks, program sponsors. During the salute period the former Meek employees will be honored by the presentation on the program of minute biographies, descriptions of their part in the United States war effort, and assurance that their jobs at the Meek Companies await them when they return from war. After the salute, the former employee's favorite tune will be played by the Lumberjacks or sung by Ann and Dora Schaffer or Slim Wilson. The Meek Lumber Companies will notify the families of the men to be saluted so that they may listen to the tributes to their husbands, sons and brothers in the services.



## Scrap Campaign Inaugural

Heralding the opening of San Francisco's gigantic scrap metal drive, KPO of that city presented a "Get In the Scrap" drive over week-end, interviewing leaders for the forthcoming campaign. Presented as a public service feature, the program featured Stephen Casper, chief salvage warden; Mrs. H. W. Thomas, representing S. F. Parent-Teacher groups, the deputy salvage warden; and others. Mrs. Thomas outlined plans for San Francisco women to canvass house-to-house for salvage,

## "Nutrition And Your Health"

A special program on "Nutrition and Your Health" over KSD, St. Louis, is proud of one of the largest honorary faculties for that type of program. For 100 Red Cross nutrition classes being conducted in the St. Louis area, along with the teachers of the course, are regular listeners and offer program ideas. And even this faculty is supplemented by interested dieticians and nutritionists from nearby Illinois and Missouri. Each Thursday for over two months, "Let's Talk It Over," the regular KSD women's feature, has brought Eugenia Shrader, director of the nutrition division of the St. Louis Red Cross, to the microphone to discuss America's aim of keeping healthy, under the title "Nutrition and Your Health." Scheduled at 5-5:15 p.m., CWT, with an eye to the housewives' week-end shopping, the program is carried out informally, and features ideas contributed by nutrition students along with the nutritionists and dieticians of Missouri and Illinois who serve as unofficial advisers.

Although informal, this first of its kind program in the St. Louis area, follows the general outline of the standard Red Cross nutrition course, and inquiries of listeners on nutrition problems are answered on the air or through personal letter by Mrs. Shrader and Miss Cave. Spot announcements over KSD heralded the program during its first weeks on the air. And the Red Cross has given two-way aid by featuring announcements of the program before their nutrition classes, and running notices in the St. Louis chapter paper and in the Missouri dieticians journal.

with 5,600 volunteer wardens taking very active part in the campaign.

## Month's Record Ban Hit In NAB Summary

(Continued from Page 1)  
ly, the composer has already directly felt the first impacts of the ban.

"As for the union musicians, those of them who looked to the making of recordings for all or a part of their compensation have during August been deprived of this source of income.

"Fortunately for the public, all recording companies had manufactured quantities of records during the 60-day period between issuance of Mr. Petrillo's order and its effective date. Nevertheless, the publication of music is no longer keeping abreast of the inspiration of the composer. Music publishers are of necessity drawing upon works for which they had previously contracted and most of which were recorded before August 1. These publishers are today unable to accept and properly to exploit fresh works, even those which are of a patriotic nature.

"The detrimental effect upon the art of music and upon radio will be increasingly evident. Moreover, if

## Morby S. F. Radio Head For Radio Sales, Inc.

San Francisco—O. G. Morby, former radio space buyer for McCann-Erickson, Inc., has replaced Frank Oxarart as San Francisco manager for Radio Sales, Inc. Oxarart, after only eight weeks as San Francisco manager for Radio Sales, Inc., was called to Hollywood by CBS executives to become network and local sales representative there for CBS. Morby, during the eight years of his association with the McCann-Erickson San Francisco office had supervision over several of their more important accounts.

Mr. Petrillo persists in his avowed determination to prevent union musicians from making phonograph records and other recordings, whether for popular, patriotic or classical music, the absence of freshly recorded music will impair the ability of radio stations to serve their communities. It will also impair the tremendous investment which the American public has in home phonographs."

# Tell Congress Troubles NAB Asks of Stations

(Continued from Page 1)

with their Representatives and Senators."

Suggestion is made that stations emphasize their contribution to the war effort to the Congressmen because, according to NAB, "few of them have any conception of the magnitude of the contributions made."

In another article, NAB again cautions broadcasters against dramatized political broadcasts, pointing out that these "often resort to what may be termed," dramatic license.

Stating that dramatic techniques do not always conform to facts NAB asserts that broadcasters making their facilities available to political candidates "are instrumentalities for the dissemination of accurate information and facts as an aid to the voters in determining policy and selecting public officials."

Every precaution should be taken to see that this obligation is fully and honestly discharged.

## Red Heroine Slips Into U.S. As CBS Dramatizes Exploits

Washington Bureau, RADIO DAILY  
Washington—Radio's long arm of coincidence struck at the CBS last week. This is what happened.

On Wednesday night the CBS Victory program, "Twenty-Second Letter," dramatized an incident in the sensational sniping career of Ludmilla Pavlichenko, young Russian heroine of the battles of Odessa and Sevastopol. Script presented her on her last birthday picking off her 301st Nazi soldier. (Her present score is 309).

There was no mention of the fact smiling young Ludmilla had just arrived in New York after a three-week's trip by bomber and clipper via Iran. The International Student Assembly had listed a "Lydia" Pavlichenko as one of the three Soviet delegates to their conference opening here on Wednesday, but few Americans were aware that she was the famous heroine of Sevastopol until she arrived in Washington Thursday morning with medals and decorations on her Red Army uniform.

Thus, 24 hours after the dramatization of her career on "Twenty-Second Letter," young Ludmilla was sleeping at the White House, and Friday evening, less than 48 hours later, she was making a personal appearance before the same network in "Report To the Nation." Blue Network presented Ludmilla in person Thursday from WMAL.

## McKesson & Robbins On WCKY

Cincinnati, O. — McKesson & Robbins, Inc., has signed with WCKY for a 15-minute six-days-a-week news program, which will be handled by Rex Davis, chief newscaster of the station. The new contract brings Davis' total weekly newscasts to 5½ hours.

# ★ ★ Coast-to-Coast ★ ★

**L**OUIS PRADO, who short-waves "Screen Star News" to Brazil over NBC's WRCA-WNBI every Tuesday 7:00 to 7:15 p.m., has joined hands in the preparation of his program with Bill Berns, Hollywood reporter of WNEW, New York. Berns, broadcasting daily over WNEW, 12:35 to 12:45 noon, turns his scripts over to Prado, who translates excerpts into Portuguese for the short-wave broadcasts.

E. H. "Elmer" Curtis, news reporter of WIBW, Topeka, Kans., broadcast his 2,016th "Lee Noon News" last week. This series, sponsored by the H. D. Lee Mercantile Co. of Salina, Kansas, and Kansas City, Missouri, is heard Mondays through Saturdays at noon each week.

Notes from WJNO, West Palm Beach: Program Director Vernon Crawford and Irene Fowler, secretary have resigned to return to their home in Philadelphia; announcer Warren Sinot has completed his summer announcing schedule at WJNO and expects to leave in several weeks for Gainesville, Fla., where he will enter the University of Florida; Ken Nordine has joined the announcing staff of WJNO, coming to West Palm Beach from WBCM in Bay City, Mich. Chicago is his home town and he spent his college days at the University of Chicago and Northwestern University. Ken began his radio career at WBBM.

Adding another to its series of War-Broadcast-Service, WFAS, White Plains, has established the policy of broadcasting a dim-out reminder on the station break next preceding the nightly effective time. Since most Westchester communities fall within the dim-out zone established by the Army, WFAS feel this service coming as a timely "attention-getter" helps prevent unwitting dim-out violations.

Bernard Gaylor, free-lance radio actor, has joined the announcing staff of WPAT, Paterson, N. J.

Herb Herzenberg, who conducts traffic safety programs on KQW, San Jose, and "The Other Fellow" quiz has been recommended for a captaincy in the Army. Gladys

Seymour has been added to the KQW staff to air a weekly "Meet the Books" quizzer on recent volumes. KQW press agent, Marie Houlihan, spent her vacation in her home town of Seattle.

John W. Christensen, transmitter operator for KSL, Salt Lake City, has left for immediate duty with the research staff of national defense at Harvard University. Christensen is the seventh member of KSL's technical staff to report for similar assignment in the nation's war effort. Victor V. Bell, program-idea man for KSL, has been appointed Wing Public Relations Director of the Civilian Air Patrol for the entire state of Utah. Vic had previously been serving for some time on the publicity staff of the patrol.

Home economist at WSBA, York, will be Mary Nell Kling. Graduate of Cowan College in Murpheyboro, N. C., she has had special training courses at Harvard and studied interior decorating at La Salle. Herman Stebbins, WSBA farm editor, is a former teacher of vocational agriculture at Georgetown, Ohio. Now engaged in farm management in York, Stebbins was graduated from the University of Ohio with a B.S. degree in agriculture. Max Robinson, latest addition to the announcing staff of WSBA, was formerly at WHO, Des Moines.

Warren Sweeney has been renewed for 39 weeks as host of Pet Milk's "Saturday Night Serenade" 9:45 p.m., Saturdays on CBS. New contract extends to summer of 1943 for show, which has been moving up steadily in listening surveys. Sweeney also announces Edward R. Murrow "This Is London" for International Silver Sundays on Columbia.

KXEL, Waterloo, Iowa, has harvested a barrel full of promotion ideas to pull in the autumn mail. The ideas were the fruit of a contest open to station employes. The winner is KXEL's farm editor, Andy Woolfries, whose voice has been well known to Iowa listeners for twenty years. Woolfries won ten silver dollars, and he'll have the opportunity to put his promotion campaign into operation this fall. Woolfries will be out to get direct audience response by mail throughout the state of Iowa, via KXEL, the "Voice of Agriculture." Details of the prize-winning promotion ideas are yet to be announced.

Major George Fielding Eliot, war analyst and commentator, Cecil Brown, foreign correspondent and CBS commentator, and Dr. William Agar, educational director of Freedom House, will be featured on a special program tomorrow on WEVD, New York, marking the third anniversary of the war and broadcast from Freedom House in New York.

WTTM, Trenton, N. J., has inaugurated new series of programs from Fort Dix each Friday at 6 p.m. Marie Maxwell, War Department hostess at Fort Dix, speaks to soldiers and parents and friends of soldiers. Program is slanted to show just what the Army hostess does and to show parents consideration and care given to the problems of the soldiers. Dick Kulp and Bruce Carter have been added to the control room staff of WTTM, Trenton, N. J.

In honor of the 62nd birthday of Queen Wilhelmina of Holland, on Monday, August 31st, WRUL, Boston shortwave outlet of the World Wide Broadcasting Foundation, is marking the day with a special broadcast, beamed to both Holland and the Dutch East Indies. Mayor F. H. LaGuardia will speak in English and Hendrik Willem Van Loon in Dutch. Program goes on at 3:30 EWT and can be tuned on American shortwave sets at 15.35 mg. and 6.04 mg.

Although one of the busiest men in radio today, Johannes Steel, news analyst on WMCA, New York, has recently completed "Men of War," a half-a-million word inside story of the war to be published in September. Steel, in addition to his daily quarter-hour commentaries and regular participation on the weekly "Quizzing the War" broadcasts, has also booked 75 lecture appearances for the 1942-43 season.

Golden Gate Quartet, which was making a personal appearance at a local church last week, was aired via WHIO, Dayton, Ohio. Musical group is aired via CBS and was heard on WHIO exclusively when they were in Dayton.

WIBC, Indianapolis, recently auctioned seven baseballs autographed by members of the local team in the American Baseball Association for a total of \$38,050 in War Bond purchases. Auction was staged at the local ball park and auctioneer was Bert Wilson, WIBC sports announcer. Sale was broadcast by the station.

With "H. M. S. Pinafore" premiere attraction, WHN, New York announces "The Gilbert and Sullivan Theater," to be aired on Monday starting today, in a series of half-hour recordings, from 9:00 to 9:30. In order that the full riches of Gilbert and Sullivan be maintained a unique presentation for the series has been evolved, each of the operas divided into two, half-hour episodes to be broadcast on successive Mondays. To knit the episodes together, special continuities of stories of each broadcast will be in narrative fashion, the continuity to be styled in the Gilbert and Sullivan manner.

Everett Claiborne, Stanford graduate and world-wide traveler has added to the staff of KLX, Oakland to broadcast Associated Press features.

Newspaper and advertising executives of San Francisco and the Area were guests of A. E. Nelson Company at an informal buffet week, the event being in the nature of a preview of the offices of the company. Al Nelson and members of his staff were present as hosts. George Mardikian of Omar's, Yam, served the luncheon. The organization plans to offer special service in the fields of advertising, promotion, public relations and related activities. Official opening scheduled for Wednesday.

WBNX, New York, has scheduled half-hours weekly to Pentecostal Faith Church for series of radio revivals, "You Cried for Me Cried of the Air," emanating from the church in Harlem at 11:30 p.m., Sunday, Thursday. Bishop Rose A. Horner presides, with 60-voice choir.

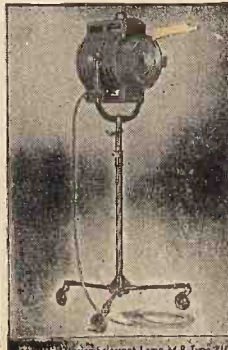
Martin Graham has been added to the news staff at KGO, San Francisco. No replacement will be made until the next few weeks for the position of KGO press chief, vacated by J. Felix, who has joined the Office of Emergency Management staff in Frisco. Jean Hersholt and L. Melchior both appeared over the new war show, "Over the Top," special broadcast tribute to the "conquered" nations of Europe.

**BIRTHDAYS**

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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August 31

Winfred Cecil	Signey Ellstrom
Arthur Godfrey	Dickie Holland
Peggy Horton	Jean MacGregor
Walter Paterson	Jack Ward



## ★ TELEVISION ★

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