

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(October 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	125 7/8	125 3/8	125 7/8	+ 1/8
CBS-A	15	15	15
Crosley Corp.	8 3/4	8 3/4	8 3/4
Gen. Electric	29 1/4	28 3/4	29 1/8	+ 3/8
Philco	10 1/2	10 3/8	10 1/2
RCA Common	3 3/4	3 3/8	3 3/8	- 1/8
RCA First Pfd.	57	57	57	+ 1/8
Stewart-Warner	7 7/8	7 7/8	7 7/8	+ 1/8
Zenith Radio	16 1/2	15 3/4	16 1/8	+ 1/8
OVER THE COUNTER				
Farnsworth Tel. & Rad.			23 3/8	25 3/8
Stromberg-Carlson			6 3/8	7 3/8
WCAO (Baltimore)			19	21
WJR (Detroit)			18	21

WABC Publicity Post Goes To "Dinty" Doyle

(Continued from Page 1)
service of an expert in the field of publicity." Doyle, a member of CBS' publicity department since February, 1942, was radio editor of the San Francisco "Chronicle," the New York "American," the New York "Journal-American" and radio columnist for the syndicated Hearst newspapers. He was head of publicity and promotion for Billy Rose Aquacade at Golden Gate Exposition in San Francisco, executive secretary of Radio Editors of America, member of staff as writer and contact man for Radio Feature Service. After he received his B. A. degree from the University of Maine in 1915, he worked in the Philippines, China and Japan as correspondent. In 1924, he returned to the United States and joined the Oakland "Post-Enquirer."

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** ★

... Radio Homes At New High

(Continued from Page 1)

ing ban situation last week. In Washington, Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, conferred with representatives of two large transcription and recording firms concerning the possibility of a compromise with the American Federation of Musicians, which was not represented at the meeting. In addition to their AFM troubles, the recording firms took the first step in opposing the establishment of government competition in the field by registering a protest against the establishing of government plants and their use of competing and duplicate equipment with independent recorders; at its monthly meeting, the trade group decided to present the complaint to the WPB, the Association of Smaller War Plants Corp., Senate and House committees, New York Senators and Mayor Fiorello LaGuardia.

At a meeting held in Washington on Tuesday, foreign language stations and Foreign Language Radio Wartime Control Committee sat with officials of various government agencies to discuss mutual problems; high praise for the activities of the "language" committee was tendered by Office of Censorship and the OWI for the cooperation of the 144 stations in the country, broadcasting foreign language programs. In an attempt to utilize all available materials used in the manufacture of recordings and transcriptions, the War Production Board transferred the control of reclaimed vinylite to its Plastic and Synthetic Rubber Division, effective November 1; in addition, the WPB amended its order, M-10, requiring all stations to return their used discs

on and after that date. In any event use of new or reclaimed vinylite will have to be authorized by the WPB's director general of operations.

Controversy caused by the refusal of CBS and NBC to sell time to the Co-operative League of the U. S. A., remained in a stalemate during the past week; in letters to FCC Chairman James L. Fly, both networks answered the former's request for information concerning their stand in the matter. U. S. Army was given complete control over Puerto Rican broadcasting facilities, including standard-band, by the Board of War Communications. On the West Coast the OWI established an "idea exchange" and a "contributors' committee" to coordinate the efforts of idea men, scripters, producers, advertising agencies, press agents and others. RCA-NBC filed an answer to Mutual's triple damage action in the Federal District Court in Chicago. FCC hearings, in which the Commission is seeking to prove that it is in the public interest to rescind the license of WBAX, Wilkes Barre, resulted in several heated sessions during which personal charges were aired.

Women continued to make inroads into the ranks of the broadcasting industry, according to a RADIO DAILY survey among recording companies, which revealed considerable aptitude by members of the female sex in the technical phases of recording and transcription manufacture. Ascap entertained network executives at a general membership dinner, marking the first formal occasion in which radio and music industry met on cordial terms at a general membership meeting.

Petrie Heads Winners In H. P. Davis Awards

(Continued from Page 1)
work broadcast yesterday at 3:00 p.m. EWT. The awards, which were established in 1933 by Mrs. H. P. Davis, in memory of her late husband, H. P. Davis, known as "the father of broadcasting," go each year to competing staff announcers of NBC owned, operated and affiliated stations. Judges select winners on the basis of Personality, Diction, Adaptability, Voice Versatility. The national winner receives a gold medal and a cash prize of \$300. Sectional winners receive prizes of inscribed signet rings and certificates.

FTC Cites Ipana

Bristol-Myers Co. and its advertising agencies for Ipana tooth paste, Pedlar & Ryan, Inc. and Young & Rubicam, Inc., have been charged in a complaint issued by the Federal Trade Commission with misrepresentation in the preparation and dissemination of advertising matter. The usual twenty days are allowed the respondents for filing answer.

Seek Old Transmitter For Army Radio School

Washington Bureau, RADIO DAILY
Washington—Use of the former WJSV transmitting station in Alexandria, Va., for a radio school is being sought by the Army. If, as is expected, the Alexandria City Council approves, 130 student soldiers now attending classes here at the Capital Radio Engineering Institute will be transferred to the old WJSV site at Alexandria.

COMING and GOING

HARRY C. KOPF, vice-president in charge of the central division, in New York last week for conferences at the head of the network.

A. N. ARMSTRONG, JR., general manager of WCOP, Boston, who was in town Friday, talks with the New York representatives of the station, has returned to Massachusetts.

GEORGE B. STORER, president of WOL, Toledo; WLOK, Lima, and WHIZ, Zanesville, visiting Friday at the station relations department of NBC.

J. B. PARRISH president and general manager of KOTN, Pine Bluff, in town from Arkansas on station business.

EARL WRIGHTSON, Blue Network manager, is in New Kensington, Pa., today for a business engagement.

PARKS JOHNSON and WARREN HULL are at Carlisle Barracks, Pa., for the broadcast of tonight's "Vox Pop" program from the Army post established on the site of the Carlisle Institute for Indians.

HAROLD C. BURKE, station manager of WJZ, Baltimore, stopping briefly in New York on station and network business.

MILTON L. GREENBAUM, president and commercial manager of WSAM, Saginaw, Mich., on a week-end business trip here.

JOHN J. GILLIN, JR., manager of WJZ, NBC outlet in Omaha, a visitor from Rockefeller Center.

LOUIS PRIMA and his band, having completed a tour of New England, open tomorrow at Hotel Roosevelt in Washington, D. C.

Tele Society Accepts DuMont Laboratory

American Television Society accepted the offer of the DuMont Television station in New York to use the latter's facilities for the purpose of program experimentation, leading to an announcement by D. Waters, president of the society. Kay Reynolds has been named manager of the newly-formed program experimentation committee and will supervise the preparation of a program script. In addition, Fay Baker has been placed in charge of the connection with the new project. Special meeting will be held at Waters' office on Thursday to discuss complete plans for the development of television ideas and techniques at the DuMont facilities.

When you buy time BUY AN AUDIENCE

WTAG WORCESTER

Finance-Campaign Retail Ad Study

(Continued from Page 1)
 Results of radio advertising
 studies has already been
 given by the sales promo-
 tion of the National Re-
 tail Goods Association.
 Strict meetings con-
 sidered thus far have heartily
 approved the plan.
 Analysis and presentation
 developed by Sheldon R.
 of New York, formerly vice-
 president of Gimbel Brothers, Inc.,
 and Thomas Coons has
 been acting as counsel to the com-
 mittee early in July. His invest-
 ment will go into all the factors
 which affect retailing during the
 war and those which
 will be most important in
 the business.

Advertising Value Stressed
 A note of the entire report
 will be the opportunity of-
 fered to sell more goods at
 a reduced advertising cost. Details
 of presentation will be prepared
 under the guidance of the
 committee after the necessary finances
 are secured.
 The Fourth and Fifth District NAB
 have already indicated en-
 thusiastic support. Presentation plans
 will contemplate a slide film
 track and a live talent
 show with a master of cere-
 monies to handle the presentation.
 Also will be prepared for

Sigmund Spaeth
 IN
**WITH
 MUSIC**

hour Transcribed
 Programs Starring Famous
"THE DETECTIVE"

morale—and no one knows
 how to help people have
 more music than Sigmund Spaeth.
 This merchandising campaign
 makes this series with a terrific
 appeal for proof of purchase.

Write for samples and prices
WALTER GORDON, Inc.
 10 BOYLSTON STREET
 BOSTON, MASS.

★ PROMOTION ★

Soldiers Gifts

In collaboration with the Junior Chamber of Commerce, KGO, San Francisco, has taken over this year's "Christmas Joy for a Soldier Boy" campaign, designed to raise Yuletide gifts for soldiers who have no families, are far from home, or who for other reasons will receive little or no attention at the holiday season. Appeals are being made to the public to sponsor gifts. Both the money and gifts, or both, are being received by KGO, but because of military restrictions names of units and addresses are not being furnished to sponsors this year. Arrangements for distribution of gifts are being made by KGO and the Junior Chamber, working with the Fourth Army headquarters. Last year more than 2,500 packages were donated to the cause, gifts ranging from cigarets to elaborate kits.

Debate-And-Question Program

In connection with the political campaign between Hamilton Fish and his Democratic opponent, Ferdinand A. Hoyt, WKIP, Poughkeepsie, N. Y., arranged a special hour and one-half program yesterday. Program, which was arranged by an open-letter advertisement in the local newspaper requesting the two candidates to de-

bate their respective platforms, was donated by the station.

bate their respective platforms, was donated by the station.

Hour and half debate was divided as follows for each of the debaters: 10 minutes each for a summary of their stands; 10 minutes each for rebuttal; and the balance of the time to answer questions phoned into the station by listeners. A non-partisan board of review was set up by the station to receive the phoned-in questions so that the program was kept in line in its political aspects.

Local Program Survey

"News Through A Woman's Eyes" by Kathryn Cravens, on WNEW, received the highest independent station listening audience rating for the month of October, in a Pulse of New York hundred per cent yardstick survey of programs aired between 4:45 and 5 p.m. daily. The program was second in a listing including programs on the local network outlets.

First was "Young Widder Brown" via WEA and NBC. Following is a list of the five highest rated programs in order of their rating: "Young Widder Brown" (WEAF); "News Through A Woman's Eyes" (WNEW); "Swing It and The News" (WJZ); "Food Forum" (WOR); "Symphonic Matinee" (WQXR).

CBS-IBEW Sign Pact For O & O Technicians

(Continued from Page 1)

CBS owned and operated stations. The contract calls for a continuance of a 40-hour, 5 day week with a reduction in the maximum work-day from 12 to 10 hours. It also provides for wage increases varying in amounts up to \$5, per week subject to the approval of the WLB.

The contract covers the CBS standard commercial, international shortwave stations, as well as television and FM and affects 265 employees including apprentices, staffmen, assistant supervisors and supervisors.

Increases Retroactive to Oct. 1

As in the previous contract, the new agreement provides for union membership of all technicians.

The wage increases are retroactive to Oct. 1 and the changes in working conditions will be effective Nov. 1.

The negotiations with CBS were conducted by Lawson Wimberly and Freeman L. Hurd on behalf of IBEW Locals No. 40 (Los Angeles), No. 1212 (New York); No. 1215 (Washington); No. 1216 (Minneapolis); No. 1220 (Chicago); No. 1228 (Boston) and No. 1229 (Charlotte).

CBS stations included in the agreement are: WABC, WEEL, WJSV, WBT, WBBM, WCCO, KNX, WCBX, WCDA, WCRC, W67NY, WCBW and W67C.

use by salesmen contacting individual retailers.

Pledges only are being accepted at this time, with no checks sought until enough pledges are in to assure the successful financing of the plan. A goal of \$125,000 to \$150,000 has been set to be raised in accordance with the following classification schedule:

STATION ALLOCATIONS

Revenue Classification*	Group Classification	Allocation Per Station
Under \$15,000	A	\$25.00
15,000-20,000	B	30.00
20,000-25,000	C	35.00
25,000-30,000	D	40.00
30,000-35,000	E	45.00
35,000-40,000	F	50.00
40,000-45,000	G	55.00
45,000-50,000	H	60.00
50,000-55,000	I	70.00
55,000-60,000	J	80.00
60,000-65,000	K	90.00
65,000-70,000	L	100.00
70,000-80,000	M	125.00
80,000-90,000	N	175.00
90,000-99,000	O	250.00
100,000-200,000	P	500.00
200,000-500,000	Q	600.00
Over 500,000	R	750.00

*—Based on 1941 income, including network billings, but minus frequency and agency discounts, if any.

In addition to Morency, the retail promotion committee includes John M. Outler, Jr., WSB; Dietrich Dirks, KTRI; William C. Gillespie, KTUL; Sherman D. Gregory, WEA; Arthur Hull Hayes, WABC, and Walter Johnson, WTIC.

Sterling Drug Dividend

Sterling Drug, Inc., declared a dividend of 75 cents per share on the common stock, Thursday, payable December 1, 1942 to stockholders of record November 16.

WCKY

DELIVERS MORE TUNED-
 IN HOMES FOR THE
 ADVERTISER'S DOLLAR
 IN METROPOLITAN
 CINCINNATI THAN ANY
 OTHER STATION.

L.B. Wilson
C B S

FIFTY GRAND IN POWER

Los Angeles

By JAC WILLEN

"MY Prayer Was Answered," 39 transcribed quarter-hours, has been taken for Canadian rights by the All-Canada Radio Facilities, Toronto, with the Ralph L. Power Agency of Los Angeles, handling the transaction.

Audiences attending the Nelson Eddy show at KNX-CBS Wednesday afternoons are deriving a lot of amusement from the heckling contest being conducted by Star Eddy and Announcer Dick Joy during the pre-broadcast "warm-up" talk which Joy delivers. Eddy speaks critically of Joy's home town, Putnam, Conn., while Joy goes ditto in connection with Pawtucket, R. I., where the star formerly lived.

Copies of that truckin' tune by Meredith Willson, "My Ten Ton Baby and Me," released by the Office of War Information, are now on the music stands, and will be played plenty in connection with current communiques on tire rationing.

Andrew J. Meagher, in charge of armed guards at the Inglewood plants of the Universal Microphone Co., has been appointed personnel director. The entire patrol force has been sworn into the U. S. Army as auxiliary military police. Expansion of personnel department includes new identification bureau with facilities for photographing, finger printing and even recording the voice of each employee.

Mrs. Don E. Gilman was the first wife of a radio executive to christen one of the California Shipyard's Liberty Ships when she performed this ceremony at the launching of the 10,500-ton Samuel Nelson at Terminal Island, Friday, Oct. 30. Mrs. Gilman is the wife of Don E. Gilman, vice-president in charge of the Blue Network's Western Division.

Jimmy Dorsey is scheduled to go into the Red Skelton feature "I Dood It" at M-G-M shortly.

Ken Murray has waxed a 30-minute program, condensed version of his "Blackouts of 1942," for the War Department's Special Service. Marie Wilson, Gene Austin, Nicholas Bros., Fred Sanborn and Jimmy O'Brien each recorded their top specialty from the show and the transcription, one of a series of six featuring top Broadway names chosen by the War Department, will be sent to all camps overseas for the entertainment of our armed forces.

After weeks of broadcasting from a movie set instead of a radio studio, Lum and Abner are once again back in their more familiar surroundings. They have completed their work in their latest RKO picture, "Two Weeks to Live."

WANTED—AT ONCE

DRAFT - EXEMPT ANNOUNCER,
PERMANENT JOB — STATE ALL.

WRITE:

WMSL

Decatur, Ala.



A Reporter's Report Card . . .!

● ● ● EDGAR BERGEN: Eddie Cantor will introduce his latest "discovery" via his Armistice Day program—15-year-old Shirley Dinsdale and her doll, Judy Splinters. Shirley is said to be a sensational ventriloquist. . . .

JACK PEARL: Two more national wine accounts are interested in air time since you went on for Cresta Blanca. . . . GLENN MILLER: Capt. Abe Lyman will be stationed at Fort Hamilton and will have charge of music at nine forts in the east. . . . FCC: The proposed "eight per cent limit" on commercial spiels has radio in a bit of a dither. "Info, Please," with the shortest commercials on the air, uses three minutes—or ten per cent of the program time. . . . BING CROSBY: What goes on with all those N.Y. agency execs in Hollywood discussing the KMH setup? What's brewing? . . .

HELEN MENKEN: While you were in Hollywood on "Stage Door Canteen" business, did you have a chat or two with the film producers? . . . DARRYL ZANUCK: Your sec'y, Dorothy Brook, is following your example. She's enlisting in the WAVES. . . . BETTY GRABLE: Geo. Raft would like you as the femme lead in his new B'way show, "Hell's Kitchen."

★ ★ ★

● ● ● FRANK BUCK: Hear you've been signed by Universal—

as a romantic leading man, no less. . . . DOC MORTON: Dolores Costello, who prima donna'd on many of the top shows, is back on the local scene after touring three years with the American Civic Opera Co., and looking for a radio spot. . . . MARY ANITA LOOS: Are you going to do a story with Eddie Cantor—or what were you two chatting about the other night? . . . JIMMY SAPHIER: See where you've added Herbert Marshall and Kenny Baker to your list of talent. Nice going. . . . TOM LYNCH: The Radio Executive luncheons—especially the entertainment end—would be much more enjoyable if held in a dining room with more privacy and intimacy. Several complaints from lads who were unable to "catch" much of the proceedings at the last meeting. . . . ALLEN PRESCOTT: Your Monday spot will be occupied by "Open House on the Blue," with Marguerite Benton as the first guest singer. They're not using guest stars on the show—but guests whom they hope will become stars! . . . PHIL BAKER: Vick Knight has decided to keep "Take It Or Leave It" in Hollywood for a spell longer than the original four weeks.

★ ★ ★

● ● ● BETTE DAVIS: Understand you won't make any more radio appearances for a while. Too strenuous. . . . ORSON WELLES: Herb Drake, your former p.a., is now Boswellling movie director King Vidor. . . . FIBBER MCGEE: You'll have to salute your Molly now. She's just been made an honorary major in the U.S. Air Corps on the coast. . . . FRED WARING: Those Priscilla Lane retirement stories are unfounded. . . . CHARLIE MARTIN: Alan Reed is giving up all his radio shows except "Abie's Irish Rose" and the Fred Allen program to replace Jack Smart in "The Pirates". . . . JACK JENNEY: Will Bradley has resumed his real name, Wilbur Schwichtenburger, and is a "side man" with Morton Gould on the Jack Pearl show. . . . OCD: Mayor LaGuardia has named radio's Mary Margaret McBride as Salvage Warden of N.Y. . . . BERNIE PROCKTER: Milton Biow calls you the "Wendell Willkie" of his agency now that you've gone on a "good-will tour" on behalf of Bulova Watches. . . . ABBOTT & COSTELLO: Martin Gosch, your writer-producer, will bow to Cupid Nov. 7th when he weds Helen Hinden, the opera singer. . . . CLIFTON FADIMAN: Joe Kahn, pianist on "Info, Please," has decided to chuck it all and will become a Lt. in the Army Air Corps. . . . JOHNNY JOHNSTONE: Nick Kenny will do a daily news show via WBYN at 1:00 p.m. starting today. Art Ford is doing Special Features on the same station.

★ ★ ★

—Remember Pearl Harbor—

To the Colors

BUCK HINMAN, announcer program director of WCBI, Columbia, Miss., has enlisted in the U. S. Air Corps.

—vvv—

ZEB INGE, salesman at Mobile, left recently for active as a field director with the Army Red Cross. His successor has been named.

—vvv—

GERALD P. FLOOD, former of station relations of the radio of the War Savings Station, has been commissioned a lieutenant in the United States Naval Reserve. He has been assigned to the Naval Station at Quonset Point, R. I.

—vvv—

RICHARD KREIG of the NBC production department, New York, the Army next week.

—vvv—

LEONARD BROWN, program director and farm editor of Kearney, Nebr., has left the station to await a call of the Signal Corps. He is succeeded by Harold Clark, former KGFW tinuity chief and promotion man and Arnold Kloxin, who takes the farm editorship as well as announcing duties.

—vvv—

BROOKS CONNALLY, announcer at WIND, Chicago, has enlisted in the Navy and has reported for duty as a chief petty officer.

—vvv—

KENNETH W. STOWMAN, program director at WCAU, Philadelphia, has been reported to Fort Schuyler, N. Y., for his indoctrination period as a tenant in the U. S. Navy.

—vvv—

JEROME BARRETT of the staff of National Concert & Corp., is now a member of the Army Air Force.

—vvv—

LOUIS G. EMM, announcer at WHIO, Dayton, Ohio, has enlisted in the Air Force Mechanics and has been replaced by John R. M. formerly of WHBC, Canton, Ohio.

—vvv—

BOOTS WOODALL, musician at the WSB, Atlanta, "Barn Dance" has been inducted into the Army Air Corps.

—vvv—

LAWRENCE JONES, tenor of the Fireside Four aired weekly on WSPR, Springfield, has enlisted in the aviation mechanics division of the air corps and has been assigned to Fort Devens, Mass.

—vvv—

ART HOLTER, former guest relations of KPO-NBC in San Francisco, has passed aptitude tests for pilot training and will be transferred to an Army Air Corps school for training.

PORTABLE PLAYBOY

Brand new reproducing unit. Has switch, 78 and 33-1/3 r.p.m. speeds, tonal and speed controls. Simulated cover. Detachable speaker is hinged. Complete machine—\$150. Write Radio Daily, 1501 Broadway, New York.

QUEST-ING

IAN ANDERSON, on the "One Hour," today (WEAF-8 p.m.).

BARA STANWYCK and T TAYLOR, in an adaptation of "My Favorite Wife," on the "Guild Theater," today (CBS, 10 p.m.).

ELEINE CARROLL, on the "Made of America" program, today (WEAF-NBC, 8 p.m.).

LUPINO and BRIAN E, in an adaptation of "A Face," on the "Lux Radio Hour," today (WABC-CBS, 9 p.m.).

MRT TURNER, pianist, on the "Hard Concerts," tomorrow (CBS, 3:30 p.m.).

Five Appointees Peabody Award Comm.

Washington Bureau, RADIO DAILY
 Washington—Five new appointees to the advisory board for the Foster Peabody Radio Awards have been announced by Dr. S. V. Foster, chancellor of the University of Georgia and Ex-Officio member of the board, as follows:

Alph Casey, director, School of Journalism, University of Minnesota; Henry Jackson, literary editor, San Francisco (Cal.) "Chronicle"; Patricia Sawyer Rossell, director, Educational Service, the Quarries, Chicago; Dr. I. Keith Tyler, director of evaluation of school broadcasting, Ohio State University, Columbus; Earl J. Glade, chairman of the compliance committee, Salt Lake City.

Meetings will be made in at least six cities:

That program or series of programs inaugurated and broadcast in 1942 by a regional station which made an outstanding contribution to the welfare of the community the station serves.

That program or series of programs inaugurated and broadcast in 1942 by a local station which made an outstanding contribution to the welfare of the community the station serves.

Outstanding reporting of the news.

Outstanding entertainment in the news.

Outstanding entertainment in the news.

Outstanding educational programs.

Awards under reporting, drama, and other.

Outstanding educational programs.

Awards under reporting, drama, and other.

Outstanding educational programs.

Awards under reporting, drama, and other.

Outstanding educational programs.

Awards under reporting, drama, and other.

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NEW PROGRAMS—IDEAS

KIRO Labor Talent

Members of the local Metal Trades Council are now broadcasting a Sunday afternoon half-hour variety show over KIRO, Seattle, titled, "Your Shipyard Neighbors." George Shaw, supervisor of foremen and instructors training at the Seattle-Tacoma Shipbuilding Corporation, is master of ceremonies. Participating in the first programs were only Seattle-Tacoma workers but ensuing shows will garner talent from all shipyards in and around Seattle. Only talent on the broadcasts not employed at the shipyards are Jules Buffano and members of his dance band, well-known along the Pacific Coast, who provide background and orchestral music.

Aviation Roundtable

New weekly radio program, "The Aviation Roundtable," was aired last Friday night at 8:30 for the first time over WKAT, Miami. Sponsored by the Embry-Riddle School of Aviation, local aviation personalities discuss aeronautical topics and problems that affect Miami and the nation. Appearing on the first program was Arthur Curtis, public relations chief of Pan American; Carl Fronhagen, president of the Greater Miami Airport Association, and John Tower, head of public relations at Intercontinent.

FCC's WBAX Hearing Enters Its Second Week

Washington Bureau, RADIO DAILY
 Washington—The FCC's hearings on the fitness of Attorney Robert J. Doran of Wilkes Barre, Pa., to operate a radio station in that community enters its second week today as one of the broadcast inquiries into issues of civil liberties ever conducted by the commission.

Hundreds of thousands of words more will probably be entered into the already voluminous records, with at least a few more sessions here, after which the hearings are expected to be transferred to Wilkes Barre.

Joseph M. Walsh, Wilkes-Barre newspaper man and chairman of the Wyoming Valley Labor Committee (which last August petitioned the FCC to enter upon the present investigation of Doran's qualifications), testified Friday to the belief that Doran was "sucked in" by Fascists.

"We in the union movement know the manner in which the occupied countries were taken over by Shikellgruber," said Walsh, adding, "We know how people pretending to save a nation from Communism have wound up by finally ushering in Fascism."

music and education may go to either a station or a network program.

December 15 has been set as the closing date for this year's entries. Proper forms may be secured from either the NAB offices in Washington or from Dean John E. Drewry of the Grady School.

WBEN's "Underground" Series

Under-cover activities of the valiant peoples of Nazi-occupied Europe form the basis for an original series broadcast every Friday night at 10:30 o'clock on WBEN, Buffalo. "Underground" melodramas, based on actual cases obtained from embassies-in-exile, are written by Charles Harrell, WBEN drama and public-service director.

"The Sometimes Bomb" broadcast on Oct. 30, was based on shipments to Nazis at Stalingrad of Czech-made bombs filled with sand instead of powder. "Poland's Black Christmas" and the activities of Belgian patriots also will be dramatized in succeeding weeks. The recent success of the WBEN drama based on Russian documentary evidence of Nazi cruelties prompted Director Harrell to write other embassies for material. He gets just the bare facts, and fills in with human-interest scenes of what likely happened. Each week has a guest star, a war worker who has been cited for achievement. The cast includes such actors as Mel Benstock, a native Buffalonian who has had considerable stage and radio experience in New York and Chicago; Leonard Sherer and Frank Stockwell.

Peter Ordway, dean of admissions at Embry-Riddle, acted as moderator. The program is a half-hour in length.

Equipment-Making Jobs Listed For Draft Boards

(Continued from Page 1)

announced over the weekend by Major General Lewis B. Hershey. The list, like one containing 92 occupations in communications, including broadcasting, which was recently submitted to these boards, are to be used as a guide in considering occupational deferment of persons so engaged, but in no way constitutes automatic replacement.

At least six months preparation and training are required for all occupations listed.

CBS 5-Year AMP Renewal

CBS has just signed a five-year license renewal with Associated Music Publishers, Inc.



"How 'bout WFDL Flint, Michigan, ef yore a-huntin' fer spots!"

AGENCIES

ALMA E. MARKS, in charge of program research for N. W. Ayer & Son radio department, has been promoted to assistant talent buyer, according to an announcement by H. L. McClinton, vice-president in charge of radio. She replaces Richard Dunn, resigned to enter the Army and will continue to assist Wallace Magill, producer of the Telephone Hour.

HEBERT S. CHASON, formerly with the sales promotion department of the Columbia Broadcasting System, has been appointed advertising and sales promotion manager of WHN, New York.

BARCLAY TISSUE CORP. has appointed the Grey Advertising Agency, Inc., to handle its advertising.

FRANCIS N. McGEHEE, formerly general sales manager of Outdoor Advertising Co. and prior to that for 18 years with Scripps-Howard newspapers, is now associated with Warwick & Legler in an executive capacity.

ROBERT C. ALBERTS, formerly editor of "The Bulletin-Index," Pittsburgh news magazine, has been named associate director of publicity for Ketchum, MacLeod & Grove, Inc., in the same city.

DR. WALLACE H. WULFECK, former associate director of market research of the Psychological Corp., has joined the Federal Advertising Agency as director of research, replacing Don Parsons, who has been promoted to a vice-presidency in charge of marketing and merchandising.

RUTHRAUFF & RYAN, Chicago, has been named to handle the advertising of the indigestion and laxative products of the Lambert Pharmaceutical Co.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

DO A BIG JOB

... at a low cost, in Hartford. WDRC's rate policy means real savings for you ... it's one low uniform rate for all advertisers, whether national, regional or local. Basic CBS for Connecticut.



MORE'S BLUE NETWORK OUTLET

W C B M

Representatives:
 SALES, INC. - New York - Chicago - San Francisco

OWI Sees Day Serials Unusually Effective

(Continued from Page 1)

tion are proving to be an enormously persuasive and effective way to put over government themes, according to the OWI. The government war themes are handled by presenting daytime serial characters well known through long presentation on the networks. The stories are specially prepared, completed in five days, and distinct from the original broadcast at its customary time.

Improvement Constant

Contributed by the Hummerts (B-S-H) for the first week, "Stella Dallas" on NBC and "Our Gal Sunday" on CBS demonstrated that daytime serials could be effective. First in the series, they contained too much sermonizing, but nevertheless were impressive.

The second week found a vast improvement, with "Portia Faces Life" on NBC and "Big Sisters" on CBS providing emotional listenable material of the best daytime serial calibre.

Last week demonstrated the value of the daytime serial in selling government messages more than anyone had dared predict or had hoped for. "Life Can Be Beautiful" (CBS), with "The Nature of the Enemy" as its theme, devoted its five-part story to an imaginative idea in which the Nazis, victorious, run America. The story showed in sock dramatic terms, how "Life Cannot Be Beautiful" under the heel of the Axis. Written by Don Becker and Carl Bixby it was deftly handled and admirably enacted by Alice Reinhart, Ralph Locke and Stefan Schnabel "Lorenzo Jones," with "Fuel Conservation" as its government messages, had Lorenzo involved in an invention in which he had hoped to eliminate all kinds of fuel.

Hawk, Fadiman, Nagel Featured

Both "Lorenzo Jones" and "Life Can Be Beautiful" succeeded in arousing the audience to the theme the OWI wished to get across.

Notable in this series has been the presence of Bob Hawk, Conrad Nagel and Clifton Fadiman as guest emcees for the government. Bernard Zisser, creator of the series supervises for the OWI and Lawrence Menkin is script editor. Time, and talent by arrangement with AFRA is contributed gratis.

Theodore Granik Named Nat'l Counsel For ABC

Theodore Granik, director of Mutual's "American Forum of the Air" and nationally-known attorney, was named spokesman and national general counsel for the American Business Congress, a country-wide organization of "little" businessmen. Granik's appointment was announced Saturday following a meeting of the Executive Committee of the Congress in New York.

Recently Granik was appointed Special Advisor to Donald Nelson, Chairman of the War Production Board.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of October 22-28, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAf of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs heard in New York and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
Praise The Lord And Pass The Ammunition (Famous)		1258	867
White Christmas (Berlin)		1063	1065
Dearly Beloved (Chappell)		1011	637
Serenade In Blue (Bregman-Vocco-Conn)		616	365
Daybreak (Feist)		599	318
Gobs Of Love (Paramount)		598	...
Wonder When My Baby's Coming Home (Crawford)		577	481
Manhattan Serenade (Robbins)		564	685
At Last (Feist)		513	716
Idaho (Mills)		497	376
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		487	858
This Is The Army Mr. Jones (Army)		457	819
I Came Here To Talk For Joe (Shapiro-Bernstein)		413	526
By The Light Of The Silvery Moon (Remick)		408	146
Can't Get Out Of This Mood (Southern)		408	291
I Met Her On Monday (ABC)		404	377
I'm Getting Tired So I Can Sleep (Army)		389	262
I Get The Neck Of The Chicken (Southern)		364	377
When The Lights Go On Again (Campbell-Loft-Porgie)		364	618
Mister Five By Five (Leeds)		356	492
There Will Never Be Another You (Mayfair)		352	477
Be Careful It's My Heart (Berlin)		351	546
My Devotion (Santly-Joy-Select)		336	582
Ev'rything I've Got (Chappell)		332	278
He's My Guy (Leeds)		324	533
Pennsylvania Polka (Shapiro-Bernstein)		314	252
Street Of Dreams (Miller)		305	154
Cow Cow Boogie (Leeds)		290	217
Hip Hip Hooray (Robbins)		279	266
Conchita Lopez (Famous)		266	234
Every Night About This Time (Warock)		258	278
Ten Little Soldiers (Lincoln)		257	...
I Left My Heart At The Stagedoor Canteen (Army)		239	227
There Are Such Things (Dorsey)		234	...
Moonlight Becomes You (Famous)		231	...
Why Don't You Fall In Love With Me (Harms)		227	175
Army Air Corps (Fischer)		223	304
Abraham (Berlin)		207	169
Starlight Sonata (Broadcast Music)		199	...
Just A Letter From Home (Atlas)		189	...
Strictly Instrumental (Cheerio)		189	...
Der Fuehrer's Face (Southern)		183	343
When You're A Long Way From Home (Broadway)		181	216
Kille Kille (Santly-Joy-Select)		176	...
Velvet Moon (Witmark)		173	...
Touch Of Texas (Southern)		171	213
All The Things You Are (Chappell)		165	...
You Better Not Roll Those Blue Blue Eyes (Crawford)		160	171
I'm Old Fashioned (Chappell)		154	...
Autumn Nocturne (Advanced)		145	...

(Continued on Page 7)

WOR Cites Best Biz In Any 60-Day Period

(Continued from Page 1)

who signed for the first time WOR. The campaign was an all station drive to obtain new accounts and all figures in this resume take in renewals which Eugene Thomas, sales manager, indicated taken care of also. While the selling was performed by the regular sales staff, every member of the station participated in the campaign. Station was divided so that each salesman was assigned to a sales department whose personnel worked with the salesman, giving leads, or suggestions which helped in the acquisition of a new account. The DAILY went to press before the campaign could complete a count on the dollars and cents volume of the business. Expected, however, the figure will run well over \$1,000,000.

New Accounts Listed

The following is the list of 20 accounts hauled in during this drive: Conformal Footwear Co., Param Manufacturing Co., Edelbrew Brewery, Burlington Mills Inc., Liebig Breweries Inc., Doubleday-Dickinson Inc., C. A. Briggs Co., Allen V. S. Co., Barclay Tissue Corp., Mar Manufacturing Co., Consolidated Razor Blade Co., San-Nap-Pak Manufacturing Co., Garrett Co., Inc., & Vegetable Promotions Inc., H. Pulp and Paper Co., Newark Co., Co., Jenkins Laboratory, Ex-Lax, Dixie Hotel and New York Club Inc.

Station awarded prizes to its personnel for sundry accomplishments. They were as follows: prize for largest dollars and cents volume in relation to an individual salesperson which was established by quota on the basis of years of experience, to Otis Williams who also won the prize for the largest number of sales—14½ (with one account shared with another salesman) and the prize for the largest sale in October. That was the tract with L. E. Waterman for "Confidentially Yours."

Prize Winners Numerous

Bob Wood won the award for largest single sale in September. Salesmen tied for the greatest number of new advertisers to WOR five brought in three in this category and are, namely, Otis Williams, Neil, Vic Bennett, George Schindell and Malcolm Stuart. Additional awards were bestowed upon personnel outside the immediate sales staff for cooperative effort. They were: MacKenzie Reid, engineer; L. Wagner, artist bureau, and F. Schindell, accounting department. Honorable mention in this group to Jean Shafer, program department, Edythe Meserende, war service publicity, and Charles Oppenheimer. Otis Williams and Wood, tied, also, for the first time evening programs, Williams last Noxzema for "Battle of the Bored and Wood, Beaumont Cold T for "Stan Lomax." Both received radios. The drive wound up with a studio party Friday afternoon.

Formally Leases Short-Wave Facilities

(Continued from Page 1)
 Company officials had been ap-
 to the documents.
 am management is now under
 direction, when not in the
 ands, of the Office of War In-
 an's overseas branch and the
 ator of Inter-American Aff-
 e former is using about two-
 f all the broadcasting time
 latter agency the other third.
 ver, the broadcasting com-
 whose facilities have been
 including NBC, CBS, Crosley,
 Electric Westinghouse, and
 ide—are continuing to oper-
 ervice the stations physically.
 his cooperative venture has
 ork for some months, and
 n gradually brought to full
 little actual disturbance of
 ent shortwave status quo is
 d.

National Construction Planned
 Proposed construction of 22
 al transmitters to supplement
 ntry's woefully inadequate
 ve system is yet to come.
 icials hope these proposed
 nters will be in operation at
 of six months, but some mili-
 ders are far from confident
 y will be because of certain
 s of critical materials. For
 e being, therefore, emphasis
 on making the best possible
 e present facilities.

While, reliable authoritative
 both private and public, are
 oooh-pooohing recently ex-
 "fears" that this Federal move
 the shortwave field is the be-
 of a movement to take over
 ntry's entire communications
 According to one such
 ust published in a Washing-
 epaper, radio officials are "co-
 g 100 per cent with the gov-
 in the hope that complete
 control can be averted."

"The absolutely no grounds for
 statement, in my opinion," as-
 ine radio lawyer who repre-
 broadcasting official in leas-
 otiations with the govern-
 nd added, "If anything, gov-
 officials concerned have
 e importance of renewing
 operations of these stations
 e war. I am convinced the
 ment has taken them over only
 itation proposition, not because
 to, but because it is abso-
 necessary to guarantee that the
 will be used according to a
 war plan now."

Contracts Cancellable
 rary character of the gov-
 move is reflected in the con-
 awn up with the broadcast-
 ese were worked out with
 sition on a reimbursable basis,
 all fees, depreciation and
 ts, but not profit. These con-
 nning through next June 30,
 on to renew for each of the
 ree fiscal years, unless the
 ns earlier, can be cancelled by
 dcasters on six months notice
 re after the expiration of the
 emergency act, which gives the

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK *

SONG TITLE	PUBLISHER	ACI
Star Dust (Mills)		131
Embraceable You (Harms)		129
Tea For Two (Harms)		121
Twelfth Street Rag (Shapiro-Bernstein)		120
Make Believe (T. B. Harms)		109
PATRIOTIC		
Anchors Aweigh (Robbins)		926
Marines' Hymn (E. B. Marks)		652
Caissons Go Rolling Along (Shapiro-Bernstein)		398
Semper Paratus (Sam Fox)		275
Yankee Doodle Boy (Vogel)		221
Over There (Feist)		199

* Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

Charlie McCarthy In Lead In Hooper Oct. 30 Survey

(Continued from Page 1)

Oct. 15 report, is the jump from seventh to third place made by Walter Winchell. As noticeable as is the drop for the Hope show from first to fifth, is the similar trend for Jack Benny, who moved from fourth to eighth, though Benny's actual difference in rating, via percentage is only one-tenth per cent.

The complete list of the Oct. 30 "First 15" with their Hooper Ratings follows:

Charlie McCarthy	30.0
Fibber McGee and Molly	27.9
Walter Winchell	27.3
Aldrich Family	27.2
Bob Hope	27.0
Frank Morgan-Fanny Brice	26.7
Radio Theater	25.2
Jack Benny	24.7
Bing Crosby	21.1
Rudy Vallee	19.2
Eddie Cantor	19.2
Screen Guild Players	18.6
Mr. District Attorney	18.5
Adventures of the Thin Man	17.2
Kate Smith	16.9

The above, except for Bing Crosby, Screen Guild Players, Adventures of the "Thin Man" and Kate Smith were also among the Hooper "First 15" a year ago.

Red Skelton continues to top the list of programs measured by partial rather than full "National" coverage with a rating of 29.9, a gain of 6.2 per cent.

The average evening Rating reaches the mark of 10.5 up 0.6 from the Oct. 15 report. Thirty-six programs showed losses of audience from the previous report, sixty-nine showed gains and five were unchanged.

The evening "Sets-in-Use" index, for the entire week, published in this report stands at 30.4, up 2.1 from the Oct. 15 report.

President the power to take over the country's communications facilities. The contracts can be cancelled by the government on three months notice.

It was also pointed out that the plan for construction of additional transmitters allows broadcasters who will operate them for the government during the war to purchase these new shortwave units for private operation after the war.

Atlantic Coast Network Outlines Program Policy

(Continued from Page 1)

the Atlantic Coast Network. Productions will be all home grown, network going in for its own produced package shows, built from a talent point of view. Formula will be put into effect immediately, in conjunction with the appointment of Ted Steele program director.

Steele told RADIO DAILY, Friday, shortly after his appointment was announced formally, that the network would stand the cost of productions until they were sold, and that if spending a few more dollars meant the difference between mediocrity and excellent production, the network would not pinch pennies. There are no plans for placing talent under network contract. Casting will be among free lancers.

Up until now, Ben Larson, net's Washington representative, had been in charge of programming, but his other duties as owner of WWDC, prevented his devoting enough time to the production. Steele will shuttle between Washington and New York, the network's two main points of program origination.

Steele, himself, will take over an hour and three-quarters afternoon spot, within the next two weeks, using recordings, handling the chatter, and carrying the commercials with the aid of his Novachord. Tentative schedule is 2:45-4:30 p.m., daily.

AP News Signs 2 More

Press Association, Inc., radio subsidiary of The Association Press, has announced the signing the WATN, Watertown, N. Y., and KFWB, Los Angeles, for the special AP radio news wire.

Pepsi-Cola Net \$4,915,000

Net income of \$4,915,000 for the nine months ended Sept. 30 has been announced by the Pepsi-Cola Co. This approximates \$2.59 per share. Profits were not compared with the figures for the corresponding period of 1941.

ABA Launches Drive To Build Membership

(Continued from Page 1)

directors' meeting in Chicago "took no action" toward making the various changes necessary "so that it might represent the entire industry and do it more effectively."

The ABA is open to the networks for membership for network-maintained and operated stations, but not to the networks themselves as members. "This it not a reflection on the networks in any way," states the ABA, "but they have different problems from the individual stations and they are adequately represented in Washington to protect their own interests without the need of any organization."

If "enough" stations signify their interest in the ABA a general meeting will be held as soon as possible to elect directors and set up by-laws. The president and secretary-treasurer will be full-time salaried individuals. As president, the group hopes to secure a man with wide Washington contacts and as secretary-treasurer a man versed in actual broadcast operations.

The present dues schedule is identical with that of the NAB.

Legislators Queried

A post-script to the letter reads as follows:

"PS: One broadcaster, vitally concerned about the standing of the NAB in Washington, is understood to have made an inquiry amongst personal acquaintances as to whether the NAB had proper and adequate Washington relations. Four out of five Senators said no; seven out of nine Congressmen said no; 15 out of 18 radio attorneys said no; 18 out of 21 people connected with various war agencies said no.

"Doesn't this prove that something ought to be done?"

A card was included on which the addressees are asked to indicate their attitude toward such an organization as the ABA, and the likelihood of their becoming members. The letter was signed by the following nine men, who represent 27 stations: Harry Bannister, Ed. Crane, Walter J. Damm, Stanley Hubbard, Eugene Pulliam, John Shepard, 3rd, James D. Shouse, George B. Storer and O. L. Taylor.

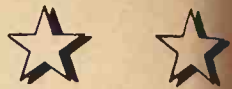
Salary Deduction Drive Readied By Treasury

Washington Bureau, RADIO DAILY

Washington—An intensive campaign, to induce salaried workers to invest 10 per cent of their earnings in War Bonds will get under way Nov. 15, under U. S. Treasury sponsorship. Under the slogan "Top That Ten Per Cent By New Year's," it will run until Jan. 1, with the aid of all advertising media. Expressing personal gratification for the manner in which radio has aided the sale of bonds, Secretary Morgenthau asked that stations urge voluntary 10 per cent plans among the personnel of all stations and asked for all-out support on the projected drive.



Coast-to-Coast



WNEW, New York is contemplating giving a repeat broadcast of its "We Refuse to Die" program, on the basis of interest displayed in fan mail. Transcriptions of the production which was a tribute to the people of Lidice, Czechoslovakia, and which was based on a Paramount Victory Short, will be supplied the OWI, the Coordinator of Inter-American Affairs, and WRUL, for shortwaving. Schools and commercial organizations have requested platters for play backs also.

Joel H. Scheier, former insurance man, has joined the staff of WMFF, Plattsburg, N. Y., as a commercial manager. . . . Another newcomer is Jack Tierney, program manager, who has replaced Earl Sharland, now in the Army Signal Corps. . . . WMFF announcing staff has been augmented by Norman Gero. . . . Jack Nazak, WMFF chief engineer, is using whatever spare time he has teaching radio to students of the Plattsburg State Teachers College and acting as maintenance engineer for the local police department's shortwave station.

Tomorrow marks the first anniversary of Irene Beasley's trailer announcements for Procter & Gamble. Following a four-week test, conducted by Compton Advertising, Inc., agency for the account, an extended campaign was launched with Miss Beasley on the air once a day for Crisco and Ivory Flakes. Both broadcasts are one minute and fifteen second musical spots. Her current schedule consists of two daily Ivory Flakes trailers following "Vic and Sade" on NBC and preceding "Vic and Sade" on CBS; one daily Crisco trailer following "Mary Marlin" and two 30-second broadcasts for Ivory Flakes following the early and repeat "Abie's Irish Rose" programs Saturday nights over NBC.

Agency discounts, monthly billings, fluffs, and football will be all but forgotten Nov. 4, 5, 6 and 7, when Nancy Chambers and Roy Weinedel, woman commentator and sports director respectively of WSLI, Jackson, Miss. tread the boards in the Jackson Little Theater's presentation of "Room Service." Nancy has the ingenue and Roy the character lead. The air at WSLI has been cluttered with cues and curtain calls for four weeks.

Captain Brice Disque, Jr., until recently script editor for the National Broadcasting Company and writer of "Gang Busters" and "March of Time," is now assigned to active duty as a staff officer with the Fifty-second Troop Carrier Wing, Troop Carrier Command, Pope Field, Ft. Bragg, North Carolina. The Troop Carrier Command is that newest branch of the Army Air Forces known as the "Air Commandos." It is their duty to carry parachutists and airborne troops into the field of actual battle by planes and gliders. These "Air Commandos" also evacuate any seriously wounded men to the rear hospital area, thus saving valuable time and in many cases lives.

Cy Newman, director of sports for WPDQ, Jacksonville, started a new feature on his two-hour daily "Sports Special" recently. With a telephone at his elbow in the studio, he invites the listeners to phone during the program and throw all sorts of sports questions of fact at him. Any sports question he is unable to answer within five minutes after the call is received gets the listener a ticket to a local sporting event. The first two days the feature was used, Cy handled over 350 calls and lost just seven tickets. . . . Ann Rudolph, new to radio, has joined the sales staff of WPDQ, Jacksonville, replacing Kay Wear who left to accept an announcing position in the middle west.

Fred L. Van Deventer has taken over the 8 a.m. daily news broadcast over WJR, Detroit. Van Deventer joined the WJR news room staff fresh from six years with the Associated Press. Previously he had worked on newspapers and with Universal Service in the mid-west area. The program is billed "News of the Hour by Van Deventer" and is sponsored jointly by Sweetheart Soap and BC headache remedies. Van Deventer, like many other news men of the air, was born in Indiana. He attended Butler University.

Staff of WBT, Charlotte, N. C., presented A. E. Joscelyn, general manager of the station, who is being transferred to WCCO, Minneapolis, with an engraved wrist watch. Joscelyn is being replaced by A. D. Willard, former manager of WJSV, Washington, D. C. . . . Doing an extra stint these days are WBT engineers, Ed W. Stone and Grant Carey, who are teaching a radio communications class three nights weekly in conjunction with the government's efforts to produce needed radio equipment operators for military work.

Les Brown, and his orchestra, who made their initial Coco-Cola "Spotlight Band" appearance on the Blue Network last week, have been set for two more appearances on the program in the near future. Last week's broadcast marked the first appearance of Brown's new vocal quartet, "The Town Criers." Orchestra is doing remotes from the Meadowbrook where it is now playing.

James Monks, radio, stage and screen actor, has been selected to play the role of "Victor Maidstone" on the CBS serial "Our Gal Sunday, sponsored by Anacin. Monks is doubling between Broadway and the airwaves as he plays one of the leading roles in Maxwell Anderson's current hit "The Eve of St. Mark." Other programs on which he is heard frequently are: "Reader's Digest," "Light of the World," "Manhattan at Midnight," and "Columbia Workshop."

Will Yearout of the production staff of WREN, Lawrence, Kans., has been named promotion manager of the station replacing John Bondeson recently inducted into the army. . . . New announcers on the WREN staff are Ray Helgesen and James Officer. Station has also added engineers Charles York and Orlando Webb.

Through a special arrangement with KSTP, St. Paul, Ty Tyson of WWJ, Detroit, broadcast the recent University of Minneapolis-Minnesota football game. . . . WWJ recently aired its third overseas broadcast, with interviews with J. B. Powell, newspaperman and Bjorn Bjornson, NBC correspondent in Iceland.

Latest group of stations to contract for "Christmas Tree of 1942" programs of Star Radio Programs, Inc., according to Daniel C. Studin, president of the firm, are: WOPI, Bristol; KSO, Des Moines; WRDW, Augusta, Ga.; CJRM, Regina; WGBR, Goldsboro; WTMA, Charleston, S. C.; KFPW, Fort Smith; WEIM, Fitchburg; KDTH, Dubuque; WJW, Akron; WHBY, Appeton, and WDEV, Watertown, Vt. Program is comprised of 25 half-hour scripts, requiring one man for production.

Personnel changes and additions at KGFW, Kearney, Nebr.: Howard Clark, former continuity director and promotion manager, has been assigned the duties of program director following the resignation of Leonard Brown, who has joined the Signal Corps. Arnold Kloxin is the station's new farm editor and news announcer; Maurice Wenzinger has been added to the announcing staff on a part-time basis; Harold Hardy has replaced Bob Adamson on the engineering staff of the station.

Charles David, formerly announcer at WLIB, Brooklyn, joined WOV, New York, in a similar capacity. . . . I. J. Fox furs has renewed its contract with WLIB November and will continue to sponsor three 15-minute portions of "Is Romance" plus 42 spot announcements weekly. . . . Waldo Mayo, musical director of WLIB and one boy violin prodigy, has begun a urday afternoon violin recital series. . . . Lillian Black has joined the staff of WLIB as receptionist.

New women's show is being introduced on WINS, New York, this week by Shirley Eder, women's commercial manager. . . . Broadcasts are aired Mondays through Fridays at 11:30-11:45 a.m. First star on the series, which starts this week, is Carol Bruce of the stage and screen.

WDRG, Hartford, is now presenting the CBS "School of the Air of America" each morning with a special health aid announcement from the state board of health. The program is arranged by WDRG educational director, Sterling V. Couch, and is broadcast of health aids directly into the classrooms which are required to listen to the CBS school child feature.

Norman Jay, commentator and newspaper columnist and publisher, returned to WCAU, Philadelphia, to conduct the Tuesday afternoon "A Town" programs, scored so high in his first two broadcasts that he has been assigned a nightly period on the station. His new program will be "Norman Jay—With Plenty to Talk About" beginning Monday through Friday, 11:55 p.m. to 12:05 a.m., in a round-up of news and comment. His second broadcast in the series, that of Tuesday, Nov. 3, will originate in the editorial rooms of the Philadelphia Inquirer, which busy spot he will broadcast to-the-minute returns on local, state and national elections.

Evelyn Marble, formerly commentator with the Robert Nichols Agency, Seattle, has joined the continuity department of KIRO, Seattle, as a dramatic writer.

1 9 4 2

BIRTHDAYS

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

November 2

Tommeye Birch Benton Ferguson
W. Haensch June Lyon
Grantland Rice
Clyde Scott Mary Steele



★ 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.



Talent Agents In Cold

Radio-Set Biz Frozen Canada Gen. Order

Deal—Sale of radio receiving sets will be affected by a drastic order issued Monday, by Canada's War Relocation and Trade Board in which radio establishments and services are frozen at the present status, and the sale of new businesses is forbidden except under permit. Opening of new branches and stocking of new sets as well as removal to larger cities also is prohibited.

Illustration of what is meant, by the War Relocation and Trade Board representative said specifically that a

(Continued on Page 7)
Buy War Savings Bonds and Stamps

Adds Two Sponsors; Renews "Reporter"

Advertisers launched drives Monday and one renewed its sponsorship. E. Fougere & Co., New York, is sponsoring a 50-word participation program five-times weekly in "Ed East Breakfast in Bedlam" in behalf of the dog shampoo through Bermingham, Castleman & Pierce, New York, and Rum & Maple Tobacco, New York, is sponsoring a 100-word participation in the program for its pipe tobacco

(Continued on Page 2)
Buy War Savings Bonds and Stamps

Spot Sales Div. Adds Several Accounts

Drug Company's "Rexall Cent Sale," is being promoted in nine areas by transcriptions of "Parade of Stars" programs, National Spot and Local Sales has announced. Placed by the Met & Finney agency, the series

(Continued on Page 2)

Dat So?

Washington, D. C.—Walter Comp-ton, who, aside from being quiz-master on Mutual's "Double or Nothing," also does the commentary on a news program of his own, entitled "Background for News," was quite surprised, recently, at the number of his female admirers. It seems that 92 per cent of the letters he received, requesting a copy of a certain script, were from women.

United Fruit Air Tips For So. Amer. Sponsors

Boston—Need for studied program production, similar to that given higher-priced programs in this country, plus extra consideration for differences in nationalities and tastes, in the preparation of radio advertising for Central American audiences is stressed in a special communication issued by the United Fruit Co. of this city. Directed at advertisers and agencies contemplating entrance into

(Continued on Page 7)
Buy War Savings Bonds and Stamps

24-Hour Broadcast Sked Inaugurated Over WJR

Detroit — Twenty-four-hour daily broadcasting schedule was inaugurated on Monday by WJR, of this city. In making the announcement of the station's increased time on the air, Leo Fitzpatrick, general manager and vice-president of the outlet, revealed

(Continued on Page 8)

FCC Orders Sudden Recess In WBAX License Hearing

Washington Bureau, RADIO DAILY
Washington—Its request for full-time operation recently denied by the FCC, WNYC has just filed an application with the Commission for special permission to operate until 10 p.m. The request is for a Special Service Authorization to be on the air from

(Continued on Page 2)

ESB Ruling Agency Commissions Not Deductible From \$25,000 Ceiling May Bring Drastic Union Move

Radio Stays On Job With Election News

Networks and independent stations covered yesterday's election as completely as has been rendered presidential elections. NBC went beyond its usual 1 a.m. closing in order to give late and final reports. Mutual's special setup was headed by Fulton Lewis Jr., who came into town to direct the handling of returns. CBS

(Continued on Page 6)
Buy War Savings Bonds and Stamps

New Van Camp Product Sets First Network Buy

Stokely Bros. & Co., Indianapolis, will launch its first network radio campaign for Van Camp's Tenderoni, Nov. 5 when it will begin participating in "Breakfast at Sardi's," over 13 Pacific Coast stations of the Blue Network. Stokely will sponsor a five-

(Continued on Page 2)
Buy War Savings Bonds and Stamps

14th NAB District Meet Changes Site To Denver

Denver—Because of uncertain housing accommodations in Ogden, Utah, the meeting of the Fourteenth District, NAB, will be held at the Albany Hotel in Denver, Nov. 9-10, it was

(Continued on Page 6)

Unless the efforts of persons representing agents, managers and talent are successful in obtaining from the Economic Stabilization Board an interpretation based on the peculiar structure of radio and the entire amusement industry, it is feared that the very existence of the talent agency trade and its subsequent effect upon the

(Continued on Page 7)
Buy War Savings Bonds and Stamps

23 NBC Commercials Shortwaved To Army

Twenty-three high ranking commercial programs are now being carried by NBC shortwaves to United States armed forces stationed abroad. Of this number, all but three are re-broadcast by transcriptions, in order that the entertainment may reach

(Continued on Page 6)
Buy War Savings Bonds and Stamps

Old Gold Expands Time On Intercollegiate Net

P. Lorillard Co., for Old Gold Cigarettes, has bought time on all available member college stations of the Intercollegiate Broadcasting System, according to an announcement made by Louis M. Block, Jr., business

(Continued on Page 2)

"Election Night"

San Francisco—Newsroom of the San Francisco "Examiner" was the scene of an old-time "election night" party yesterday. In collaboration with the newspaper, KPO broadcast election returns from the editorial rooms of the paper, with news staffs of both handling the returns. KPO talent provided special entertainment from newsroom between announcements.



Vol. 21, No. 23 Wed., Nov. 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

(Yesterday being Election Day, and a legal holiday, all New York stock exchanges were closed.)

New Van Camp Product Sets First Network Buy

(Continued from Page 1)

minute participation Thursday and Friday in the program, aired Monday through Saturday from 9:30 to 10 a.m., PWT. Calkins & Holden, New York, handles the account of Stokely Brothers & Co.

Introduced in April, 1942, Van Camp's Tenderoni has been promoted by spot radio in the more than 100 markets to which it has been distributed.

J. R. Sheehan to OWI

Schenectady, N. Y.—John R. Sheehan, program manager of WGEO and WGEA, international shortwave stations operated by the General Electric Co. here, has resigned to join the Office of War Information in Washington, D. C.

WNYC Files Application To Run Until 10 p.m.

(Continued from Page 1)

6 a.m. to 10 p.m., using 1 kilowatt of power on the 830 kilocycle channel. It was filed last Saturday.

After prolonged consideration, the Commission rejected the New York municipal station's request for full-time operation on Oct. 21. Interference with the secondary area of the CBS outlet in Minneapolis, WCCO, was the principal objection developed at the FCC hearing last April to granting WNYC's petition, strongly defended by Mayor Fiorello H. LaGuardia. The denial, from which Commissioners George H. Payne and Paul A. Walker dissented, was for operation until 11 p.m., on a regular licensing basis.

Refusals Numerous

Indicative of the wartime equipment freeze situation are the cancellation of requests for new transmitters and power increases in amendments to construction permits just filed with the Commission. The stations concerned are WCLE, United Broadcasting Co. of Cleveland, Ohio, and WBIG, North Carolina Broadcasting Co. Inc. of Greensboro. Both stations had earlier requested permission to step up their power to 50 kw., WCLE from 500 watts, and WBIG from 5 kilowatts, with new transmitting equipment in new locations.

The amended construction permits for both stations still request frequency changes—and to the same 640 kilocycle channel. WCLE now operates on 610 kilocycles, and WBIG on 1,470 kilocycles. The Mutual outlet in Cleveland, now on the air only during daytime hours, also is requesting extended time.

WIZ Adds Two Sponsors; Esso Renews "Reporter"

(Continued from Page 1)

through Raymond Spector Co., New York. The Rum & Maple promotion is a one-week sampling campaign. "Breakfast in Bedlam" is aired Monday through Friday from 7 to 7:45 a.m., EWT.

Standard Oil of New Jersey has renewed for 13 weeks its sponsorship of the "Esso Reporter" six times nightly seven nights a week on the "Say It With Music" program, aired Monday through Sunday from 1 to 7 a.m., EWT, on WJZ. Esso sponsors from two to five minutes of news, only spoken word on the all-night, all-music show, every hour on the hour with the latest United Press bulletins. Marschalk & Pratt, New York, handles the account.

Old Gold Expands Time On Intercollegiate Net

(Continued from Page 1)

manager of the school network. Old Gold campaign consists of five-minute programs, titled "Old Gold Campus News," on 17 campus radio stations on a five times weekly schedule. List includes the following schools: Alabama, Rhode Island, Connecticut, Brown, Columbia, Cornell, Georgetown, Barnard, Pembroke, Union, Hamilton, Harvard, Knox, Princeton, Wesleyan, Williams and Yale. With the signing of the current contract, the cigarette firm joins other recent buyers of time on Intercollegiate Broadcasting System, including the Reader's Digest, Biltmore Hotel and the New York Telephone Co.

Simultaneously with the announcement of the Old Gold business, Block revealed that in cooperation with the Office of War Information, the Intercollegiate Broadcasting System is now preparing a series of programs directed to college students, which include announcements of government agency and armed forces needs. Under present plans, the series will originate to affiliated college stations from Muzak studios in New York and will be relayed via FM stations W65H in Hartford, W43B in Boston and W39B in Mount Washington. Block also announced that the University of Nebraska had been added to the list of affiliates of the school network.

NBC Spot Sales Div. Adds Several Accounts

(Continued from Page 1)

will be heard Nov. 1, 3, 5 and 7 on stations WEAJ, New York; KPO, San Francisco; WOWO, Fort Wayne; WBZ, Boston; WBZA, Springfield, Mass.; WGY, Schenectady; WTAM, Cleveland; KDKA, Pittsburgh and KYW, Philadelphia.

NBC National Spot and Local Sales division also announced the following additional contracts: One-minute announcements by United States Tobacco Co., for Model smoking tobacco, over KPO, San Francisco; KYW, Philadelphia; WRC, Washington, and WTAM, Cleveland. Arthur Kudner, Inc., is the agency.

One-minute announcements and station breaks by Lehn & Fink Products Corp., for Hinds Honey and Almond Cream, over WGY, Schenectady; WMAQ, Chicago; WRC, Washington; KOA, Denver; KPO, San Francisco, and WOWO, Fort Wayne.

COMING and GOING

J. ROY DABADIE, sales manager of Blue Network outlet in Baton Rouge, La. JOE COWAN, program director of the station in New York planning Saturday's broadcast of the Fordham-LSU game at the Polo Grounds, is on a tour of the station. The station airs all LSU games under the sponsorship of Coca-Cola.

WALTER MURPHY, publicity director of Boston, who spent the latter part of last week in conference at CBS, has returned to his Massachusetts headquarters.

MILO BOULTON left Monday by plane for Chicago, where he will act as master of ceremonies on tonight's premiere of the new Blue Network program, "What Is Your War Job?"

THOMAS E. MARTIN, station manager of WJNY, Watertown, N. Y., vacationing in New York City, is accompanied by MRS. MARTIN.

EARL WRIGHTSON, Blue Network soloist, has a concert engagement this week at Fond du Lac, Wis.

KEN DARBY, of the King's Men Quartet, the Fibber McGee and Molly program, in Hollywood yesterday by plane to participate in the broadcast. He had been at the University of Texas, Texas, as music supervisor of the "Texas A. & M."

FULTON LEWIS, JR., was in New York yesterday to handle the Election Day campaign for Mutual.

Olsen Heads Entertainment At Radio Execs' Conference

A ranking legit producer and comedian, Ole Olsen, of "Sons of the Desert" fame, will head the entertainment at the luncheon meeting of the Radio Executives Club. In addition, program feature three leading sports-writers who will, among other matters, discuss the possibilities of better broadcasts next season. Writers include Tom Meany, and Tom Reilly, "PM," and Lester Bromberg of "World-Telegram."

NOW.

For COMPLETE Coverage

in ALABAMA

it's

The ALABAMA TR

WSGN • BIRMINGHAM

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

WSFA • MONTGOMERY

Deep in the heart of bama's Army Base town, WSFA blankets market whose spending power is still going up

WALA • MOBILE

5,000 watts day and night WALA covers the Coast where war production payrolls are at an all-time high.

REPRESENTED BY HEADLEY-REED CO.

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.

WBYN

NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M.

NEWS AS IT HAPPENS

• 1430 ON YOUR DIAL •

THE PENTHOUSE SERENADE

Latin American Tunes

A SELLING JOB IN PHILADELPHIA

WPEN

5000 WATTS 950 KC

Orders Recess in WBAX Hearings

(Continued from Page 1)
Federal indictment, and who
dated civil liberties.
fifth day of the hearing Satur-
is devoted by FCC Counsel
Cohn to questioning Doran
the activities of the Wilkes-
Citizens Committee, of which
ident of the broadcasting cor-
which hopes to take over
WBAX license from John H.
Jr. was chairman. Introduced
evidence were correspondence,
and other materials from
committee's files tending to show
had prevented minority groups
holding meetings and distribut-
rature and was in bad with
groups in the vicinity.
continued to deny personal
ability for or personal recol-
of most of these activities.
ing his general attitude on the
was the remark, "Everybody
credit for keeping Norman
out of town, but only I got
me."
e adjournment, Doran's at-
George B. Porter made a
appeal, denied by Examiner
n T. Slaughter, that the FCC
nd expunge from the records
riority of the exhibits which
had obtained from Doran's

ey Cohn successfully argued
objection to use of this mate-
been received from the FBI,
Intelligence, or Military In-
e, agencies with which Doran
ntained he was cooperating
various activities against al-
ommunists and "pinks."
ext step is for the Commis-
answer the formal motion
by Porter as attorney for
corporation to move the
to Wilkes-Barre.

Man Clarifies Statement

ington Bureau, RADIO DAILY
ington—Paul D. Spearman, at-
representing Central Broad-
Corporation of Wilkes-Barre
now recessed FCC hearings
fitness of President Robert
n of Northeastern Pennsyl-
roadcasters, Inc. to be one
officials operating WBAX, has
ADIO DAILY to clarify a remark
quoted as uttering during the
of the hearing.
the Washington radio at-
stated, as reported Oct. 28,
the first time I ever heard
thing like this," he was not
ag Commissioner Harrison T.
er, but the suggestion of
stern's attorney George Porter
attorneys of interested par-
arred from the room during
evidence on the allegedly secret
of some of the testimony in

ver, Porter's request was de-
Examiner Slaughter, who
d Spearman and the other
s to remain during the dis-
between counsel for the FCC
an.



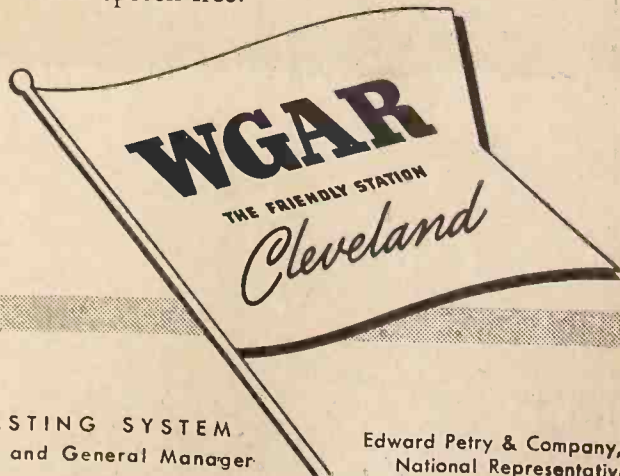
Mr. Cleveland has his say

No man speaks his mind more freely than does patriotic John Q. Cleveland at Saturday forums of the popular City Club. Isn't free speech his birthright? Isn't it his privilege to listen, evaluate, challenge? So it is that no guest is too big, too prominent to escape John Q's searching questions.

Men like Franklin Roosevelt and Leon Henderson and Eamon DeValera . . . like David Lawrence and Hamilton Fish and William Green have faced these barrages. Major Alexander de Seversky soon will have his chance to sell the theory of mass aerial warfare. Dr. Carl Hambro of Norway's parliament will face queries on his people's ability to help throw off the Nazi yoke. Wendell Willkie has been invited

to elaborate on his second-front ideas.

Radio Station WGAR has been broadcasting these City Club sessions for several years . . . has discovered that listeners regard them as the best forum on the air. Even though all questions today must be rephrased by the chairman to conform to wartime precautions, these weekly one-hour broadcasts still remain Cleveland's favorite sounding board of public opinion. They are another of Radio's contributions to the first of the Four Freedoms . . . these radio programs that help keep free speech free.



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

Edward Petry & Company, Inc.
National Representative



Pro

**NBC'S
FALL PARADE OF STARS**
(1942-1943 SEASON)



THE NATIONAL BROADCASTING COMPANY
INCORPORATED IN NEW YORK CITY
NEW YORK, N. Y.

It was just an idea the first of August, 1941. A month later, the first of September, the biggest —Star—Program—Network—Station—Radio—Promotion ever to be conceived was in the works. It was broadcast on every NBC affiliated station throughout the country.

NBC's Fall Parade of Stars

A promotion of such proportions meant no small effort. As soon as the idea was okayed we wired the country with the following promotions, "Parade of Stars coming up!" Our



up their stars from all over the country, unless from army camp tours, Victory Bond e., began to "cut" records—records with mph, appeal and personality of their own ra."

his was going on, running scripts were be- out to go with these records; car and bus board posters, lobby cards, match cases, e collars, announcements, news releases, g mats were being designed and printed— mplete gallery of the stars' pictures was mbled.

ack went the whole works into a hefty -American Express delivered—and 125 ated stations went to work.

• • •

ings began to happen! To date—one er our stations received the promotion...

21 top-flight NBC shows are on records—totaling 2063 "pressings."

125 NBC affiliated stations using these 2063 recordings, the prepared scripts and announcements, are telling in "preview" broadcasts every NBC listener in every town, city and hamlet in the United States that these stars are back for the biggest winter season ever!

125 NBC affiliated stations are plastering the country-side with posters—taking space in buses and cars for more attention—setting up posters in hotel and theatre lobbies—giving out news releases—placing advertisements ranging all the way up to full-page and double-truck rotogravure spreads—distributing match cases—and posting the stars' pictures in every likely nook and cranny!

And this is only the beginning—when the final returns are in, the figures will read like box car numbers!

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

Radio Stays On Job With Election News

(Continued from Page 1)

arranged for sectional returns. The complete circle of six regional reports was given twice, the second one starting after midnight. Blue's arrangements enlisted the cooperation of member stations which assisted in sectional reports. H. V. Kaltenborn handled the early bulletins for NBC.

CBS stayed on the air until 3 a.m., with commentaries furnished by Ernest K. Lindley, head of the "News-week" Washington bureau, and John Daly, CBS news analyst.

The networks and independent stations avoided the Times Square color broadcasts, and with the exception of WHN, the local indies even cut out the remotes from the headquarters of the major parties. Both WQXR and WNEW put to use their affiliation with "Time" magazine and the New York "Daily News" respectively, the resources of the publications supplying the broadcast data. WMCA and WHN used their own staffs to supplement their wire services. WINS closed at 6:30 p.m., in keeping with the new FCC stipulations.

Throughout the country virtually every local and key station remained on the job with news bulletins.

Edgar Kobak Returns

Edgar Kobak, executive vice-president of the Blue Network, returned Monday from a tour of Rochester and Buffalo, N. Y., Cincinnati, O., Nashville, Tenn., and Atlanta, Ga., where he visited managers of Blue affiliates and talked with advertiser prospects and their agencies. While in Nashville, Kobak also seized the opportunity to look in on the NAB district meeting and to visit his son, Edgar H. Kobak, an aviation cadet.

RADIO ARTIST?

Call

LExington 2-1100

FIRST AND FOREMOST

TUNE-DEX

The music publishing industry's only living, permanent, reference index.

WILL KEEP YOU POSTED

Advance releases, and old favorites at low cost!

TUNE-DEX cards detail complete info: prices, arrangements, performance license, copyright info, publishers, etc., with chorded lead sheet & lyric of chorus

FREE SAMPLES

and info on request.

TUNE-DEX, Inc., Dept. R, 1619 B'way, N. Y. C.



Notes From a Ringside Seat . . .!

● ● ● Bing Crosby and Dinah Shore will combine their million-dollar voices for the "Treasury Star Parade" show over WNEW tonight. . . Westinghouse auditioning for an institutional show. . . New show bowing in on the Blue Thursday night will be tagged "Bombs Away" and will emanate from Santa Ana with an all-army cast. Show will dramatize behind-the-scenes stuff. . . Duke Ellington 'phoned in from Idaho to squelch reports about his going in the army. Says they probably refer to his son, Mercer, who will be inducted any day now. . . It's Captain Harry Salter now! The "Hobby Lobby" musical director packed up his baton Sunday and left for Ft. Meade, Maryland, with a brand new commission and a roving assignment with the army. . . Lowell Thomas will be the new narrator on Mutual's "Victory Is Our Business" . . . Sir Stork headed for two Horace Heidlers—Warren Covington and Geo. Jackson. . . Gil Lamb, who left B'way for Hollywood and wound up as a regular on the Rudy Vallee show, is now getting offers to return to the Great Dim Way. . . Milo Boulton, emcee of "We, the People," doubling with "What's Your War Job" which starts on the Blue today. . . Latest addition to the Lionel Barrymore show is Academy Award winner Sidney Blackmer. . . Henry (Hot Lips) Levine, who used to play plenty of trumpet on "Basin St.," now with the Army Band in Washington.

★ ★ ★

● ● ● CRITIC'S CORNER: Jerry Lester's fast quips, wacky imitations and zippy delivery made for welcome listening on the Kate Smith hour Friday night. . . Joan Davis is a highlight on the Rudy Vallee show—but the cast has taken to mugging for the studio audience, a practice that always creates a let-down for the radio listener. . . Smartest commercials we've heard in a long time are those on the Jack Pearl show—with Frank Gallop doing a bang-up job on the announcing end. . . Wonder why Fred Allen doesn't publish those "Falstaff Openshaw" verses in book form? They'd be a wow! . . . When is some sponsor going to rate an E-for-Efficiency by starring Irene Beasley? She can sell anything from soap flakes and civilian defense to blues, ballads or boogie. . . Nation-wide listeners are being deprived of relaxing musical pleasure with Al Roth's Schaefer Revue ork and Diane Courtney confined to local N.Y. stations. They broadcast for rival beer firms. . . We like the music on the Nelson Eddy show—but think Nelson should stick to his musical notes and let the program notes fall to the announcer. . . Carl Sandburg had much to add to the sparkle of "Info, Please" last week. The historian also shines when it comes to American folk tunes. . . No other show can match the impressive tag line: "The March of Time"!

★ ★ ★

● ● ● Cheers for the glorious singing voice of Josephine Houston haven't been all in vain, at any rate. The Blue has given Josephine and Wilbur Evans an additional Saturday night spot with big plans in the making. . . Roger White going to Washington shortly to arrange for a cut-in broadcast for "Stage Door Canteen" from the Washington canteen scheduled for Nov. 12th. . . 20th Century-Fox after Geo. F. Putnam again. Meanwhile, his newest sponsor, Bond Clothes, is making the most of their handsome news reporter by featuring his picture in their stores and calling on him for occasional personal appearances. . . That one-cuppa-coffee-to-a-customer rule has its headaches, by golly. The other day, in a Washington restaurant, Ron Ferguson was being too polite to a lady who brushed his elbow, which resulted in spilling the coffee in his lap. To make it worse, the shop refused to give him another java! . . . Fred Brady's option picked up by Metro. A package air deal is also in the works for him.

★ ★ ★

—Remember Pearl Harbor—

23 NBC Commercial Shortwaved To A

(Continued from Page 1)

camps and posts at times more convenient for listeners.

The transcribed shows and sponsors:

Bill's Stern's Sports Newsreel (Colgate-Peet)

Bandwagon (F. W. Fitch Co.)

Fibber McGee and Molly (S. C. Johnson Co.)

National Barn Dance (Miles Laboratories)

Truth or Consequences (Procter & Co.)

Music Hall (Kraft Cheese Co.)

Johnnie Presents (Philip Morris, Ltd.)

Steelmakers (Wheeling Steel Corp.)

Grace Fields (Pall Mall) 5 times a week

Information Please (American Tobacco)

Voice of Firestone (Firestone Rubber)

Dr. I. Q. (Vick Chemical Co.)

Horace Heidt's Treasure Chest (Lo Co.)

Famous Jury Trials (Williamson Cigarettes)

Kay Kyser (American Tobacco Co.)

Inner Sanctum Mysteries (Carter Products)

Can You Top This? (Colgate-Palmolive)

Tommy Riggs (Swan Soap)

Meet Your Navy (Hall Brothers)

Abbott and Costello (R. J. Reynolds Tobacco)

The three "live" programs

shortwaved regularly are:

Three-Ring Round-Up (P. Ballantine)

Eso Reporter (Standard Oil Co., of Ohio)

Sports Roundup (R. J. Reynolds Tobacco)

14th NAB District Meeting Changes Site To D

(Continued from Page 1)

announced by Ed Yocum, Billings, Montana, the district general director.

Monday's program will be broadcast to the eight government stations which are co-operating in the program. Tuesday's sessions will be voted to sales and station management.

Reservations for the meeting to be sent Gene O'Fallon, Denver. O'Fallon emphatically stated that station representatives not arrive in Denver before the day preceding the first session. The hotels would find difficulty accommodating them. The Hotel, in which the meeting was held, will not have available until the first day of the meeting.

A \$164.00 Question

"How can you replace shows that have been dropped because talent has left our Armed Forces?"

The Answer

Get some of Kasper-Gordon's transcribed syndicated shows and stop worrying. They get RESULTS at a COST!

Write for information. Just state what type of business, and we'll make recommendations.

KASPER-GORDON,

140 BOYLSTON STREET
BOSTON, MASS.

Fruit Air Tips Amer. Sponsors

(Continued from Page 1)

al American market, the re-
s that careless handling of
hese markets will result in
important organ of good-
a creator of ill-will.

sters in Central America
rthed regional peculiarities
st be taken into account,
ave learned that broadcast-
tral America cannot simply
overall technique. Although
n language, for instance, of
El Salvador, Honduras,
Costo Rico and Panama
in each of these countries,
d idioms differ. This is true
e world wherever Spanish
Because of the idioms par-
ome of which are unknown
countries, and others of
opposite meanings in the
tries, this language varia-
tremely important for the
r to consider. For this
has always been found best
talents of the local an-
wherever possible.

Economic Factor

the point of language, there
economic reason for using
les and personnel of the
casting stations. By doing
North American agency or
xpends part of the cost
ogram within the country
roadcast is to be made.
n Central American broad-
w a trend to shorter "com-
less frequently used.
hest form of goodwill ad-
particularly where no spec-
ple is to be endorsed, it
name the sponsor at the
and end of the program
lude a courteous reference
le and the government of
y where it takes place.
erling the kind of program
ented, it should be remem-
good music is always ac-

blem of monitoring the
to make certain that they
requirements set up in the
should be handled by the
Failure to do so indi-
of interest on the part of
On the other hand, con-
soring will get a favorable
om the personnel of the

Commissions Not Deductible Puts Agents-Talent On Spot

(Continued from Page 1)

morale and the war effort will
be seriously impaired. The
preliminary interpretation giv-
ing rise to this condition was
handed down by John L. Sulli-
van, Assistant Secretary of the
Treasury, late last week, who
placed performing talent under the
\$25,000 ceiling, also held that com-
missions could not be deducted in
the computation thereof. Application
of such an interpretation would prac-
tically drive agents and managers out
of business, because unions would
consider prohibiting the payment of
commissions under such conditions.

First positive and constructive ef-
forts on the part of the radio trade
have been exerted by AFRA, which
in a letter sent to members over the
week-end, warned them against sign-
ing "any modifications to existing
agreements at the request of your
employers without consulting Na-
tional AFRA, and to enter into no
new agreements without such con-
sultation." Parts of the letter, em-
phasizing the various executives'
views, are quoted at the end of this
article.

That one phase of the amusement
industry—pictures—was singled out
for such adverse exemplification was
attributed to the legal representatives
of motion picture companies.

Washington Trek Criticized

Radio spokesmen were vehement in
condemning the probably well-mean-
ing but ill-advised manner in which
the legal reps brought the industry
to the attention of the freeze author-
ities. Trade opinion held that this
obvious rush to Washington on the
part of the pix reps prevented the
presentation of a complete and con-
vincing picture of the amusement
industry, and failed to acquaint the
stabilization execs with the nature
of the industry so that they might
interpret the broad order and regu-
lations in terms of industry struc-
ture.

Radio trade representatives are now
drawing up specifications which they
will present to the Economic Stabi-
lization Board in an attempt to rectify

local station because it reflects the
interest of the advertising agency.

Above all, the North American ad-
vertiser or agency should remember
that the people of Central America
are intelligent, sympathetic, friendly
and fair. They, like anyone else, are
impressed by sincerity.

Intelligence, rather than patronage,
is the keynote of effective Central
American broadcasts.

SAMUEL FRENCH
SINCE 1830
AUTHORS' REPRESENTATIVE
PLAYS FOR RADIO, STAGE & SCREEN
25 West 45th Street, New York
911 West 7th Street, Los Angeles
(Catalogue of Plays on Request)

the unfavorable ruling promulgated.

Agents, in considering their plight,
noted that they were hit from sev-
eral angles. The most serious, of
course, is that part wherein com-
missions would not be allowable on
tax reports. If talent is not granted
such an exemption, engaging of
agents will drop off of talents' own
volition even if talent unions do not
rule them out entirely. Talent, which
at first has been inclined to suggest
fewer bookings, runs the risk of
losing prestige in the long interims
between engagements then, and for
agents or managers who handle these
persons, the revenue would be cur-
tailed. The alternative of taking cuts
would still leave agents holding the
short end.

Salient Portions Quoted

Major phases of the AFRA letter
on the status of contracts under the
Wage Stabilization order are:

"We advise you officially by this
letter of our National interpretation
under the Order and regulations of
the following:

"1. Increases in your compensation
pursuant to the terms of your in-
dividual contract under an established
plan of pay increases based on length
of service (such as so-called 'option'
contracts) are not affected by the
Order nor subject to the approval
of any Board of Commissioner (ex-
cept as affected by paragraph '4'
below). Your employer is not justified
in withholding any compensation un-
der such contracts. If this occurs,
you are requested to notify the AFRA
National office immediately.

"2. If you are a staff employee under
an AFRA contract providing for
stated increases in pay dependent
upon length of service, individual
promotions or merit increases, you
are entitled to such increases and
your employer is not justified in
withholding such payments. If such
withholding occurs, you are requested
to notify the AFRA National office
immediately.

"3. With respect to increases under
basic collective bargaining agree-
ments dependent on cost of living
clauses, the National War Labor
Board has jurisdiction and its ap-
proval must be obtained. AFRA will
take appropriate steps to consult

Radio-Set Biz Frozen In Canada Gen. Order

(Continued from Page 1)

business which does not at present
handle radio receiving sets will not be
permitted to do so unless under a
permit to be granted only under ex-
ceptional circumstances, such as an
application from a centre which has
grown rapidly owing to war indus-
tries being looted there.

Object of the drastic new order was
said to be the conservation of man-
power and the preservation of exist-
ing businesses.

with your Locals and advise you
of any proceedings and their results.

"4. The limitation on individual
earnings over \$25,000 a year does not
presently admit of any general state-
ment to the membership at large.
Individual cases should be referred
to the AFRA National office, and
with the greatest possible celerity
AFRA will seek to clarify the various
problems and to secure appropriate
governmental rulings concerning
them.

Union Will Remain Alert

"5. The problems of free-lance
players receiving above minimum
does not appear to be embraced un-
der any existing regulations with
any degree of definiteness which
justifies advice as to their status at
this time. We realize that this is
a matter of grave concern to many
of our members and appropriate steps
are being taken to clarify the situa-
tion.

"AFRA has moved with the greatest
possible celerity and is advising you
immediately of the present status
of your contracts, since contracts in-
volving hundreds of AFRA members
come up for adjustments every day,
not only in radio but in every branch
of the entertainment profession.

"We will keep you advised of
changes and developments with re-
spect to the President's order as they
occur. The foregoing constitutes the
present status of your contracts."

WANTED—AT ONCE
DRAFT - EXEMPT ANNOUNCER,
PERMANENT JOB — STATE ALL.
WRITE:
WMSL Decatur, Ala.

LITTLE BUDGET
WENT TO THE
"920
CLUB"
WORL
BOSTON, MASS

WHAT'S WHAT IN BOSTON
15—WCOP belongs on your
advertising schedule for 117
reasons . . . shall we enu-
merate them
for you?
REPRESENTED BY
HEADLEY-REED CO.
WCOP
BELONGS
ON YOUR
SCHEDULE

Showmanship!
WnBC
HARTFORD
5000 WATTS Basic Blue
A GREAT RADIO STATION

GUEST-ING

MARIO BERINI, tenor, and JESS WALTERS, baritone, on "Great moments in Music," today (WABC-CBS, 10 p.m.).

JOSEPH ROGATCHEVSKY, tenor formerly associated with the Paris Opera, on the program of the Columbia Concert Orchestra, today (WABC-CBS, 3:30 p.m.).

DR. LYDIA GIBERSON, industrial psychiatrist attached to the Metropolitan Life Insurance Company, on the "Highways to Health" program, tomorrow (WABC-CBS, 4:30 p.m.).

24-Hour Broadcast Sked Inaugurated Over WJR

(Continued from Page 1)
that the move was made to give greater service to listeners in the Detroit area who were working in war industries on a round-the-clock schedule. In order to fill the increased hours with suitable programming, WJR will utilize more CBS programs, through special wires from Chicago and Los Angeles and through re-broadcast of day programs and transcriptions. An award of \$10.00 to any station employee submitting a usable idea for new programs for the added time is also being offered. Under the new schedule, news is being broadcast every hour on the hour between 1 a.m. and 5 a.m.

"Because WJR serves industrial America in Michigan, Ohio, Indiana, Pennsylvania and New York," Fitzpatrick asserted, "there is a large audience at all hours of the day. Men and women in the mills who are making munitions and supplies for our armed forces by working at odd hours, are as much entitled to good radio entertainment as those who work in regular daylight hours. Many of them have leisure hours between 1 a.m., and 5:30 a.m., the time WJR is normally off the air."

1 9 4 2
BIRTHDAYS

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

November 4

Bobby Breen	George Brent
Joan Britton	Helen Dumas
Samuel Stewart Hayes	
Jack Landt	Bob Lawrence
George Schottler	Al Wilde

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

Coast-to-Coast

MAJOR PAUL C. RABORG, military analyst, will begin a series of broadcasts over WINS, New York, next Sunday. Major Raborg will analyze the military news of the week on his quarter-hour programs. An authority on military strategy, Raborg has a diversified experience in military and political strategy, having served as a lieutenant on the Mexican border and as aide-de-camp to General Tasker H. Bliss in World War I.

Job of moving the transmitter of WBRY, Waterbury, Conn., was accomplished by Frank Hales, chief engineer, in one night recently with the loss of only two hours broadcast service. New transmitter is located in the city of Waterbury and was moved from its old site at Prospect, Conn.

Local 802 'Unity Group' Plans Music Promotion

A plan for a music promotion department which would show-case productions for advertising agencies, and a plan for readjusting union prices to make talent more readily available for daytime advertisers are being incorporated in the party platform promulgated by the Unity party, for the coming election of officers in Local 802 of the AFM. Program, announced Monday by David Gusikoff, Unity candidate for president, endorsed the stand taken by James C. Petrillo, president of the AFM, on the recording ban, and listed over two dozen other planks dealing with employment and protection of musicians' jobs.

As explained by Unity, the music promotion department would offer incentives to agents, producers, members, and others to submit ideas for selling live music and creating employment opportunities for musicians. The proposal to modify union scales, in keeping with the method of lower advertising rates for daytime programs, had been proposed in the past, but local had turned it down. Unity contention at this time is that present policy has given the entire soap opera and daytime entertainment guides to the organ almost exclusively. The election will take place Dec 3.

NOT JUST MONROE COUNTY

but WHAMland

WHAM

43 counties . . . 18 trading centers . . . 900,000 radio homes . . . 5,305 factories . . . 140,518 farms.

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

Program schedule for Nov. 8-14 of KVOO, Tulsa, Okla., carries new market statistics as reported by the Oklahoma Tax Commission; figures are for September 1941 and 1942 and are for 30 northeastern Oklahoma counties "blanketed" by KVOO. They are as follows: 1941 retail sales, \$25,276,176; 1942 retail sales, \$26,636,748; percentage of increase, 5.7 per cent.

THOMAS YOUNG, director of advertising of the United States Co., has been elected to the office of the Advertising Council.

STAN LOMAX, BIG BROTHERS, A. H. MOTLEY and J. LEYDEN will be guest speaker at the Advertising Club luncheon.

★ An NBC Recorded Program ★

The Name You Will Remember



WILLIAM LANG

A Show Listeners will remember to follow—

A Show Sponsors will remember to buy!

People are the most interesting subject in the world. Today, more than ever, everyone wants to know about people who make the news, people who shape history, people who get things done. People who entertain, command, create—people whose activities affect the daily pattern of our lives.

The Name You Will Remember, with William Lang, is hard-hitting, intensely interesting show about the world's No. 1 subject—people. As a "live" show, it scored a spectacular success for a wide variety of sponsors. Now, in a new series of NBC Recorded Programs, this show with the perfect tie-in title can bring proven commercial value and listener appeal to one of your clients . . . Just remember these advantages of *The Name You Will Remember*

- ★ A title with a sure-fire tie-in for the sponsor's name and business
- ★ William Lang's hard-hitting, punchy delivery grips the listener's attention.
- ★ 39 crisp personality sketches—ranging from Madame Chiang Kai-shek to Arturo Toscanini, from Marshal Simeon Timoshenko to J. Edgar Hoover.
- ★ 3-a-week broadcast arrangement in five-minute periods, each permitting approximately 1:30 for commercials.
- ★ All-inclusive merchandising and publicity plan, with material for a well-rounded sales program.

The Name You Will Remember is the show to remember when you are looking for a program that's timely, interesting, saleable! The tie-in alone should clinch the sale! Write today for rates and availability.

NBC Radio Recording Division

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Building, Washington, D. C. • Sunset & Vine, Hollywood



AFRA's New Contracts

Studio Protest Wings Gov't Action

Washington Bureau, RADIO DAILY
Washington—Possibility that the War Plants Corporation might that OWI utilize facilities of independent recording firms in the production of platters for the Overmarch was indicated yesterday by E. Holland, SWPC chief, in a protest from Maurier secretary of the Association of Recording Studios. Wolsky pointed OWI, in its projected New recording studio, would require
(Continued on Page 6)

Heads S & M Radio Produce Jolson Show

Polesie has been named by S & Marquette, Inc., of Chiradio director of the agency headquarters at its New York. At the same time, he was producer for the new Al show heard Tuesday nights S. Andrews, formerly of the department of Ruthrauff & Ryan New York and Barton A. Stebbins Angeles, will work with Polesie production assistant.

3rd Quarter Net Placed At \$2,133,837

Condensed statement of income and subsidiary companies for third quarter of 1942 with comparative figures for the preceding quarter issued yesterday by David president. Statement shows, first nine months of the year, net profit of \$5,158,058;
(Continued on Page 2)

WFIL Custom

Philadelphia—Voice of Samuel Eisenbaum, president of WFIL, is well known in the trade seldom heard via the microphone, was on the air on Election Day. Maintaining a custom which is marked most important election the WFIL prexy took his turn of the microphone to bring voters last-minute results of the election throughout the country.

Willard Honored

Washington, D. C.—To honor A. D. "Jess" Willard, Jr., who is being transferred from WJSV here to manage WBT in Charlotte, N. C., the Advertising Club of Washington held a testimonial luncheon yesterday noon at the Raleigh Hotel. Willard, a past vice-president of the club, came to Washington ten years ago as WJSV's chief announcer and was manager of the station for the past five years.

CBS' 9-Month Gross Exceeds \$45,000,000

Year-end cash dividend of sixty cents per share on Class A and Class B stock was declared by the board of directors of the Columbia Broadcasting System, Inc., yesterday. Dividend is payable on Dec. 4 to stockholders of record at the close of business on Nov. 13. Accompanying the dividend announcement was the network's con-
(Continued on Page 6)

NAB May Have To Move From Present Quarters

Washington Bureau, RADIO DAILY
Washington—Considerable finger-crossing has been going on at the NAB headquarters here since the association and 29 other tenants of the swank Normandie Building found a copy of a condemnation order posted in the lobby it was revealed yesterday.
(Continued on Page 5)

Blue Net Affiliates Elect Members of Advisory Group

Heads Station Relations For NBC Central Div.

A. W. Kaney, better known to the industry as "Sen" Kaney, has been appointed manager of NBC Station Relations for the Central Division, with headquarters in Chicago. In making the announcement, William S. Hedges, vice-president in charge of Stations' department, said that the
(Continued on Page 2)

Working Out New Artist Agreements Which Will Limit All Commissions Also Managerial Terms

Prominent Speakers For ANA War-time Meet

Principal speakers at the two-day wartime meeting of the Association of National Advertisers to be held at the Hotel Pennsylvania on Nov. 11-12 will be headed by Donald M. Nelson, chairman of the War Production Board, and William M. Jeffers, director of the nation's rubber program. Former will speak at a dinner
(Continued on Page 7)

Northwest Radio Bureau Added To UP Coverage

Indianapolis—Howard Emich has been appointed radio editor of the United Press bureau in this city, according to an announcement made this week by Thomas R. Curran, UP central division manager. Emich was transferred to Indianapolis from the
(Continued on Page 2)

"Info. Please" Renewed Over 109 NBC Outlets

American Tobacco Co. has renewed its contract with NBC for "Information Please." Feature will continue to be broadcast over a 109-station NBC network for Lucky Strike cigar-
(Continued on Page 2)

Artists bureaus which are owned or controlled by broadcasting companies, long term personal representation contracts extending beyond three years, and commissions beyond 10 per cent will be practically eliminated after Nov. 1, 1943, according to terms of a revised licensing agreement which the agent organizations here and in Los Angeles have negotiated with AFRA, and which is now in its final stages of completion. Attorneys for the Artists Managers Guild of Los Angeles, the Artists'
(Continued on Page 6)

Find FM Activities Average 10 Hrs. Daily

Washington Bureau, RADIO DAILY
Washington—No curtailment of FM broadcast activities is in view according to data compiled through a survey just completed here by FM Broadcasters Inc. Answers have been received so far from about 80 per cent of the 37 commercial FM outlets and
(Continued on Page 7)

Schechter's OWI Post; Now Assistant To Cowles

Washington Bureau, RADIO DAILY
Washington—A. A. (Abe) Schechter, former news and special events director for NBC in New York and now with the OWI as program coordinator, has been assigned to the
(Continued on Page 2)

NBC's Femmes

Hitherto composed strictly of a male personnel, the NBC guide and page staff now boasts of three feminine members. They are Gertrude Vander Poel, who is also a captain in the Red Cross Motor Corps; Rebecca Shaw, formerly of the staff of WFLA, Clearwater, Fla.; and Kathryn Cole, wife of an Army Chaplain and mother of a son in the Air Corps Reserve.



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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, Nov. 4)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio. Includes High, Low, Close, Net Chg. and Bid/Asked prices.

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked prices.

Steel On "Post" Staff

Reversing the usual procedure of gaining a newspaper reputation and then going into radio, Johannes Steel, news commentator on WMCA, New York, has just signed a contract with the New York "Post" to write a column based on his broadcasts, which will appear three times weekly on the paper's editorial page under the title of "Steel Filings." Steel gained his top-flight reputation on the basis of his newscasts.

Starr Joins U. A.

Martin Starr, former radio-movie columnist on various local stations has joined United Artists Corp. as radio contact. His first assignment is the Noel Coward picture "In Which We Serve."

WBYN NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS •1430 ON YOUR DIAL•

Heads Station Relations For NBC Central Div.

(Continued from Page 1)

appointment becomes effective immediately.

One of the veterans of broadcasting, "Sen" Kaney joined station KYW, Chicago, in 1922, soon after being graduated from Northwestern University Law School. In college, he had been active in the school's dramatic groups, and this love for the theater world made him realize the great opportunities for entertainment in the newly launched radio industry.

After serving KYW as an announcer for several years, he transferred to WGN where he remained six months until the formation of NBC in 1926.

Kaney's radio experience has covered many fields. He has been announcer, news commentator and sports announcer. He has produced and directed outstanding sponsored programs, and in recent years, has been with NBC's Continuity Acceptance department with headquarters in Chicago.

The position now assumed by Kaney is new to NBC's Chicago division. Until this year, the Station Relations department has been operated from New York. According to Hedges; "The new post was created to insure better co-ordination between NBC and station activities. It will now be possible to maintain more intimate contact with network stations."

Northwest Radio Bureau Added To UP Coverage

(Continued from Page 1)

Chicago radio bureau. Prior to joining the Chicago UP staff he was with stations WMAM, Marinette, Wisconsin, and WHBF, Rock Island, Ill. In his new position, Emich will direct United Press radio news service to the following Indiana stations: WJOB, Hammond; WJWC, Hammond; WSBT, South Bend; WOWO, Fort Wayne; WGL, Fort Wayne; WLBC, Muncie; WHBU, Anderson; WIRE, Indianapolis; WIBC, Indianapolis; WBOW, Terre Haute; WAOV, Vincennes; WGBF, Evansville and WEOA, Evansville.

Kansas City, Mo.—Negotiations have been completed between KMBC of this city and the United Press, making available the full radio news and news feature service of UP. The long-term contract became effective immediately on execution by the participating parties.

Sales Manager A. F. Harrison of the news agency also announced the addition of WJBC, independent station in Bloomington, Ill., to the United Press radio circuit and the signing of new long-term contracts with three other stations: KIT, Yakima and KMO, Tacoma—both of the Mutual-Don Lee Network—and KFXD at Nampa, Idaho. Coincident with the extension of the KIT-KMO contracts, United Press announced the creation of a new radio news bureau in Tacoma, to increase the volume of sectional news from the Puget Sound area.

RCA 3rd Quarter Net Placed At \$2,133,837

(Continued from Page 1)

this result being after taxes and all other charges, and compares with \$6,611,560 net profit in the nine months to September 30 last year, a decrease of \$1,453,502.

Provision for Federal income and excess profits taxes for the first nine months of 1942 amounted to \$15,811,400, compared with \$9,803,600 for the corresponding period in 1941, an increase of \$6,007,800.

Total gross income from all sources amounted to \$136,523,433 in the first nine months of 1942, compared with \$109,589,947 in the same period in 1941, an increase of \$26,933,486.

This year, after payment of Preferred dividends, nine month's earnings applicable to the Common stock were equivalent to 19.8 cents per share, compared with 30.2 cents per share in the first nine months last year.

Net profit after taxes for the third quarter of 1942, was \$2,133,937, compared with \$2,510,464 in the same quarter of 1941.

Schechter's OWI Post; Now Assistant To Cowles

(Continued from Page 1)

new post of handling promotional and information activities as assistant to Gardner Cowles, Jr., OWI director of domestic operations.

Understood that Schechter's activities will stimulate interest and attention in various government campaigns and programs. Also understood that such activities would not be limited to radio but also cover other media.

U Of M Series 17 Years Old

Detroit—The University of Michigan will open its 17th year on WJR this Saturday, when the U of M band broadcasts a musical preview to the Michigan-Harvard game at Ann Arbor, home of the university. A second program will be aired at 9 a.m. Sunday morning by the Women's Glee Club.

Prof. Waldo Abbott, educational director of WJR and head of the radio division at the university, has directed the series during its entire 17 years.

Sue Foster Resigns

Sue Foster, office manager for NBC production department has resigned.

WHAT'S WHAT IN BOSTON 16—WCOP has what it takes to put a feather in the cap of any time buyer. Just ask us. REPRESENTED BY HEADLEY-REED CO. BELONGS ON YOUR SCHEDULE

COMING and GOING

DALE ROBERTSON, commercial manager of WARM, Scranton, in New York yesterday station and network business. He left Pennsylvania last night.

JOHN W. BOLER, president and general manager of the North Central Broadcasting Co. Inc., has arrived from St. Paul for a few days in town.

OTTO BRANDT, of the Blue Network's relations department, off on a tour of southern territory. He will be away about two weeks.

Cecil Brown spending the remainder of the week in Washington to conduct the Manville newscasts over CBS.

ARTHUR B. CHURCH, president of the Columbia outlet in Kansas City, is in town for conferences at network headquarters.

JOHN E. SURRECK, sales manager of Philadelphia, was here yesterday for talking the local representatives of the station.

C. W. MYERS, president of KOIN, Portland, is expected from Oregon today on a short business trip.

BESS FLYNN, author of the CBS program "Bachelor's Children," is in Chicago on future plans for the show.

BILL WOLFE, manager for Louis Prima in Washington, D. C., for the band's opening at the Hotel Roosevelt.

"PETE" JAEGER, commercial program manager of the Blue Network, expected back or tomorrow from a trip to Detroit.

SID CORNELL and DICK NESBITT, casters on WKRC, Cincinnati, and AL MEYER, station engineer, leaving for Knoxville, Tenn., to broadcast Saturday's football game between Tennessee and Cincinnati universities. Aluminum Industries, Inc., sponsors the game.

ALEX SHERWOOD, of the Chicago Standard Radio, a visitor to New York.

GEORGE LASKER, general manager of Boston, has joined the executive committee currently in New York on station business.

"Info, Please" Renewed Over 109 NBC Outlets

(Continued from Page 1)

ettes. Lord & Thomas is the agency. "Information Please" has been an NBC program continuously since Nov. 15, 1940, and is heard on 109 stations every evening at 8:30 p.m., EWT.

WRVA COVERS RICHMOND AND NORFOLK! 50,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

'ELECTED!'

United Press Flashed It First

Reports from radio stations and newspapers

over the country show that at any given

hour during election night and the next day

United Press gave decisive returns on more

election contests than any other news service.



**THE WORLD'S BEST COVERAGE
OF THE WORLD'S BIGGEST NEWS**

Los Angeles

By JAC WILLEN

GRAHAM STAFFORD, RAC Sergeant Pilot, and son of radio's Hanley "Daddy Snooks" Stafford, arrived in Hollywood for a long needed breathing spell. While here Stafford, Jr., will make an appearance on the NBC "In The Service" program today.

Barton Stebbins, West Coast head of the Barton A. Stebbins Agency has joined the Special Service Branch of the service as a Captain, and will shortly leave for Hollywood. Art Gudermann and Lee Crosby will take active charge of the Coast offices during Stebbins' absence.

Bill Shea, KPO publicity director visiting Hollywood's NBC over the weekend for some conferences with Hollywood executives.

Marjorie Davies has been set to appear in Sunday's program of the Arch Oboler "A Letter to the President."

Switches in NBC production staff in the past week sent Ned Tollinger to the Bob Hope show. Archie Scott will guide the Red Skelton program, and Dave Elton will be found with Fibber McGee and Molly.

Jack Stafford, KMPC Sports Editor, awaiting call as an Army flying cadet.

Gil Lamb, who plays "Homer Clinker" on the Rudy Vallee program, is ticketed for a comedy role in Paramount's next Bob Hope picture.

Hal Peary, the "Great Gildersleeve" made himself some new friends while attending the RKO World premiere of "The Navy Comes Through" at Treasure Island, San Francisco. "The Laugh," as some of the boys of the Navy dubbed it, stands a good chance of becoming the real expression of the boys, instead of the old "fing".... and merely add thousands of listeners to the already popular "Gildersleeve" program.

Robert Hendricks, who has been a member of the Guard Staff Guest Relations of NBC, New York, is being transferred to Hollywood to be chief of the Guest Relations staff, replacing Bill Andrews, who reports to the Air Corps Ferry Command, Long Beach, California.

Though Kay Kyser has only one hour-long broadcast a week he's one of the busiest men in radio. Last week he made three round-trip plane journeys between Hollywood and the East Coast and has not taken a day off in four months. His terrific interest in the war effort occupies all of his time.

Leon "Bill" Dorais, has joined the KNX-CBS Hollywood publicity staff, it was announced Friday by Donald W. Thornburgh, vice-president of the Columbia Broadcasting System in charge of West Coast operations.



The Listening Post . . .!

● ● ● Harry James' break in getting that ciggy commercial spelled the difference between winding up in the red or black this year. Despite his No. 1 band rating, James had been sold as per his status last year. . . . One of the best known composer-stars has the cast of his current hit hoping he gets tired of the glamour and quits the show so they can find room for a bow or two. . . . Betty Hutton's film success has gone to Jimmy Ritz's heart. . . . Reason Cole Porter took his new show, "Here Come The Boys," away from Vinton Freedley and gave it to Mike Todd was because Freedley sold "Let's Face It" to Paramount—when Porter wanted it to go to Sam Goldwyn, who has Danny Kaye. . . . Myrtle Vail (Myrt & Marge) is auditioning a new show built around the experiences of a chorus girl in London. . . . Eddie O'Shea, who gets the lead in "G-String Murder," has a 7-year contract with Metro and not a one-picture deal as reported. . . . The Doris Sharp-Nelson Case nuptials are off for the duration with Case in the Navy. . . . Wynn Murray lost out on an opportunity to play a youthful Sophie Tucker in a film based on the latter's life because of the 133 lbs. she recently shelved! . . . Street Scene: The telescope concessionaire on 42nd street who charges 10 cents for a look at the moon—and 15 for a peek at a nearby hotel!



● ● ● Local 802's champ violinist-conductor-raconteur Maurice (Frenchy) Hershaft, did his last network fiddlin' before the "Abie's Irish Rose" mike the other day and journeyed to West Point where he enlisted in the U. S. Army Air Force. . . . Servicemen in the studio audience at "Stage Door Canteen" tonight will be given a chance to play "Truth or Consequences" with Ralph Edwards bringing along a condensed version of his show to the Canteen. . . . Vera Barton, former CBS songbird, making her Mutual debut tomorrow night. . . . Sir Stork headed for the Bob Coes and the Muzzy Marcellinos. He's Ted Fio Rito's vocalist. . . . Bob Shaw, writer of "Front Page Farrell," will be interviewed by Nellie Revell Saturday. Bob celebrates his 25th birthday on the 11th and has been in radio less than a year. . . . Between Us: Irving Hoffman: Many thanks for those kind words. . . . Bernice Judis: Think you're overlooking a solid bet in Maxine Keith. She's built up a wide following around town with her "From Me To You" show and has had top names in all fields before her microphone.



● ● ● One of the sponsors of lightweight contender, Beau Jack, is Frank Crumit, who'll be sitting at the ringside next week when Beau meets Allie Stolz. . . . Looks like Schlepferman will be back with Jack Benny for a run. . . . Jim Tranter, 40-year-old actor on "Mr. D.A." and a brother of Buffalo radio editor, Don Tranter, has given it all up to enlist in the army. . . . Irene Manning replaces Nadine Conner on the Nelson Eddy show. . . . Abbott & Costello will do a seven-minute cut-in from Hollywood on the Camel Caravan Hour tomorrow night. . . . Cass Daley a click on the Bing Crosby show and making her 4th appearance on it tonight. . . . Archie Scott taking over the production chores on the Red Skelton show. . . . Before going in the Army Air Corps, Willard Culley, of the Harry James crew, will honeymoon with his bride, the former Genevieve Kehoe. . . . Ann Corio will guest on Adrienne Ames' WHN spot Armistice Day and relate her experiences entertaining at the various army camps. . . . Coast Guard-OWI film to be released soon features the voice of Wilbur Evans, Blue Net star, backed by a chorus of 12 voices from the C. G. plus the band conducted by Ensign Richard Korn.



— Remember Pearl Harbor —



... will deliver* lion's share of Detroit at lowest cost...

Guarantee.

*with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CO. Detroit, Michigan

National Representatives Paul H. Raymer Company

Have You Met The Voices

GILBERT MACK ?

LEX. 2-1100

TEST-ING

PRICE, director of the Censorship, on the "March program, tonight (WEAF-10 p.m.).

ARDE, HERBERT MAR- and RALPH EDWARDS, on the "Door Canteen" program, (ABC-CBS, 9:30 p.m.).

L. SHIRER, foreign correspondent and author of "Berlin"; EUGENE MEYER, publisher of the "Washington Post"; FORREST, author and newspaper correspondent, and LISA SERGIO, com- discussing "How Should Our Propaganda War," on the "Town Meeting of the Air," (WJZ-Blue Network, 8:30

EN. LANDIS and DOROTHY ALLEN, on "Double or Nothing" (WOR-Mutual, 9:30

May Have To Move From Present Quarters

(Continued from Page 1)
The nine-story building is being used in summary proceedings of the Construction Finance Corp. under the Wartime Powers Act, for the complete use by officials of the synthetic rubber program. Officials fear the possibility of being "swept out" of the building almost no notice, with the chance of finding substitute quarters now in this overcrowded

Arney, Jr., assistant to President Miller told RADIO DAILY that he expected to know the end of the week whether the building would be permitted to use their attractive nine-story building occupying 5,000 square feet. Arney conferred Tuesday with officials outlining the war program of the trade association. He is a reason to hope that on an "activity" basis NAB may be permitted to stay at least until the government expires on Dec. 31, 1943, if the government not need the building.

one of the Normandie building first tenants, having moved to the C Street structure Jan. 1, on a two-year lease. This was for a similar period last year. NAB have to move immediately, Arney commented it was a "guess" as to where they

WANTED—AT ONCE

EXEMPT ANNOUNCER, FULL-TIME JOB — STATE ALL.

WRITE:

Decatur, Ala.

NEW PROGRAMS—IDEAS

Audience Participation

Ed Wilson, master of ceremonies on KWK, St. Louis' twice daily "M.J.B." show, has developed an out-of-the-ordinary way to handle his commercials for Schneider's Credit Jewelers and Opticians, participating sponsors. Most of Wilson's jewelry commercials feature diamonds, so he chooses a romantic looking couple from the studio audience and starts a conversation about engagements or weddings. Soon the talk turns to diamonds and Wilson gets in his plugs while asking his chosen couple just what sort of diamond they want.

KMYR "Canteen Quiz"

KMYR, Denver, has put a line into the Service Club at Lowry Field and come out with one of the most original quiz shows in recent months. "Canteen Quiz" is its title, and it features all soldier talent, direct from the Air Forces post's huge entertainment center. Copyrighted idea involves a large, numbered map of Germany with principal cities drawn in. Each contestant is termed a "bombardier" and he is given a dart with which to "bomb" Germany. If contestant makes a direct hit on "the target for tonight," he is awarded a prize. In addition, he is asked a question that corresponds with the numbered square in which his dart lands to a list numbered in "the duty roster." If the contestant answers his question correctly, he is awarded another prize. All entrants get something; consolation prizes for those who give wrong answers.

Program is emceed by Sgt. Hal

FCC Considers Move Re WBAX Hearings

Washington Bureau, RADIO DAILY

Washington—Petition of Robert J. Doran's attorney George B. Porter that further hearings on Doran's qualifications to operate a radio station be moved to Wilkes Barre was referred yesterday by Commissioner T. A. M. Craven to the full Commission. Action took place at the regular weekly hearing on the motions calendar, for which Craven officiated.

Craven was one of two Commissioners who dissented from the Commission action in September in re-opening its proposed grant of license to Northeastern Pennsylvania Broadcasters, Inc., of which Doran is president, to take over WBAX, now operated on a temporary basis by John H. Stenger, Jr.

It is considered likely that the petition to move the case to Doran's home territory will be acted upon at the Commission's next meeting, to be held tomorrow morning.

Commissioner Craven at yesterday's hearing on motions granted the petition of WBYN, Brooklyn, to dismiss without prejudice its application for modification of its license to move its principal studio.

Kanter, who does the quizzing and gagging and is announced by Pvt. Dave Achor. Prizes are handed out with appropriate remarks by Cpl. Bob Bradley, "the singing supply sergeant," who also does a vocal at the half-way mark in the 30-minute proceedings. Music is furnished by the Lowry Field orchestra under the direction of Sgt. Ralph Richards. Show is sustaining and prizes are donated by Denver merchants, most of whom are station's clients. Program originated with Kanter and Achor of Lowry Field and is being offered to several sponsors who are interested.

Women's Voices

Women's voices only, with orchestral accompaniment, are heard on the half-hour "Close Your Eyes" program aired Thursday nights over KIRO, Seattle. Music and narration of the broadcasts are consistent with the evening hour, emphasis being on soft, dreamy songs, smooth-flowing orchestrations and narration including poetry and Martha Wright the soloist, with music being handled by Aaron Sten and his orchestra. "Close Your Eyes" is sponsored by the Binyon Optical Company.

AGENCIES

ASSOCIATION OF AGENCY MEDIA MEN, newly-formed trade organization, has elected temporary officers as follows: chairman, Lucien L. King, Arthur Kudner, Inc.; vice-chairman, Joseph Burland, Kelly, Nason Inc.; secretary, Robert B. White, William Esty & Co.; and treasurer, Marc Seixas, White, Lowell & Owen, Inc. Committees will submit tentative by-laws and nominations to be discussed at the next meeting at the Hotel Sheraton on Nov. 18.

J. ALLEN BARNETT has been named a vice-president of Sherman & Marquette, Inc., Chicago. Barnett is an account executive on the Colgate-Palmolive-Peet account handled by the agency.

JOSEPH KATZ CO. is inaugurating a campaign for Popular Science Monthly, using radio and newspapers in major markets.

McKESSON & ROBBINS, has announced the appointment of Irwin Vladimir & Co. to handle the firm's export advertising of Calox, Yudora, & Albolens.



MOST POPULAR

Two program types have proved their overwhelming popularity time and time again.

The leading programs are flourishing examples of the success of *variety*—comedy, music, and guest stars. And no news is the fact that, today, *radio news* has peak audiences.

Blend these two materials into a sparkling, live talent, star-studded show—air it in the *afternoon* when the major competition is the daytime serial—and you have *Gloom Dodgers*, popular radio fare keyed to a responsive audience.

A fifteen minute participation assures a profitable campaign.



CLEAR CHANNEL

WHN

50,000 WATTS

Disk Studio Protest Brings Gov't Action

(Continued from Page 1)

new equipment while about two dozen independent recording companies have idle facilities.

Holland asked Wolsky to supply him with specific details of what these independent studios have in the way of equipment which might be of value in producing the OWI disks. The SWPC has no authority in itself to block the OWI from going ahead with its own studios, but it could suggest to the WPB that materials elsewhere available not be granted OWI.

Rep. Patman Gets Protest

Wolsky's protest went also to Representative Wright Patman, Texas, Democrat, who is chairman of the House Committee investigating small business. Patman refused to comment, stating that he had not yet had time to consider the matter. FCC Chairman James Lawrence Fly, who also received the protest, has referred the matter to the commission's legal staff. It is not believed that the FCC has any authority in the matter.

Protest on behalf of the independent recording studios of New York, explained that the recording studios being operated by the OWI were threatening the indies with annihilation through unfair competition and described the instantaneous recording and transcription business as a comparatively new industry, fighting its way for the past 10 years. Estimated that the 25 independent recording studios in New York have facilities for 1,200 recording hours per day. OWI's setting up studios would affect the industry as follows, according to the letter:

See War Effort Affected

"1. The elimination of an industry ready to cooperate in the war effort to any extent required by the government and with sufficient facilities to take care of all government needs.

"2. The duplication of equipment and material already in existence and in operation and built at great cost by the recording industry. The electronic equipment and material for the studios of the OWI are vital to the military war effort and could be used to equip innumerable bombers, tanks, ships, etc.

"3. The OWI has already impaired the efficiency of the industry by employing engineers and technicians previously employed by us with increased facilities as planned, will have to employ additional engineers and technicians who could be used to far greater advantage in connection with the war effort."

Fred W. Birnbach

Fred Birnbach, secretary of the American Federation of Musicians, and publisher of the "International Musician," union's house organ, died Monday night in a hospital in Minneapolis, at the age of 52. He had been ailing since the Federation's convention in Dallas, in June. His wife, the former Helen Westlake Ashwin, was with him when he died. Birnbach had been secretary since 1936.

AFRA Drawing New Pacts For Use Following Nov. 1, '43

(Continued from Page 1)

Representatives Association and the union are putting on the finishing touches by way of legal phraseology to the regulations.

Execs of one of the major artists' representatives with offices here and on the coast, viewed the revised regulations as another welcomed step in the standardizing and policing of the field. Agent rep ventured that the whole thing will be ironed out and ready for signaturing within the next ten days, with the New York agents abiding by the terms and language finally accepted by the AMG. Up until his induction into the Army last month, I. Robert Broder, attorney for the ARA, headed the local committee negotiating with the union. Others on the ARA committee were Nathan Lefkowitz of the William Morris Agency, William Kent, president of the ARA, and Charles Miller, MCA.

Will Include Record Field

Other highlights in the revised regulations which will be known as Rule 12-A, consist of the union's extending its scope to the phonograph record field as far as its members are concerned. An innovation which may later be copied by other talent unions, insures continuity of managements and a personnel supervision among licensed agents, so that an artist, throughout the length of his contract, will be getting the service of those persons for whom he had contracted at the start. Phases of this subject are included in the performer's contract form.

Whereas under Rule 12, representation contracts were permitted for three years plus a two year extension, revised deal does away with the two year extension, and provides, further for a complete telescoping of all existing contracts, so that long term contracts previously entered into

Appoint J. B. Harrison Chairman Of Ad Group

Jerome B. Harrison, salesman of WABC, New York, has been appointed chairman of the advertising division committee of the Young Men's Board of Trade of New York. First luncheon guest of group will be Sigurd S. Larmon, president of Young & Rubicam, Inc. He will address the meeting to be held today.

Leamy Named P. A. At WPAT

Ed Leamy, publicity director of WBYN, New York, has resigned to accept a similar post with WPAT, Paterson, N. J. He assumed his new duties on Monday.

Wedding Bells

Florence Diulio, secretary to Fred Weber, general manager of the Mutual network, has announced her engagement to Pvt. Frank Joseph De Marco, Jr.

will be modified according to the newest regulations. By this telescoping process, practically all long-term contracts now existing will have expired by 1946.

The five per cent extra commission which the first regulations had permitted under the guarantee management clauses for singers and announcers is not included in the new compilation. The 10 per cent maximum is still based on individual engagements, disallowing lumping together of separate dates.

New regulations provide a tightening up of policy on package shows. Fundamental intent of checking agents from collecting commissions on their own package shows which they sell on a cost plus basis, originally presented in Rule 12, is intensified by more specific sections which denote when a person is considered "interested" or "engaged" in a package show.

Station Artist Bureaus Few

In handling the matter of artist bureaus, the regulations have sought to carry out the principle first enunciated by the FCC when it required the networks to divorce their bureaus in its anti-monopoly move. Presently, there are only a few remaining station artist bureaus. Waivers are provided where union is convinced that the artist bureau is in a special class. Ventured that the artist bureaus will modify their organizations, continuing as package show producers and operating independently of their stations.

Rule 12-A will go into effect Nov. 1, 1943, and will remain in force until June 1, 1948. Agents applying for license renewals on or before Dec. 15, 1942 will be granted licenses, provided agents were licensed under Rule 12, and unless investigation disclosed that the applicant was not qualified.

Two-Week OWI Drive On Coffee Rationing

Washington Bureau, RADIO DAILY
Washington—An intensive two-week campaign to explain coffee rationing will get under way on Nov. 23, according to the OWI Radio Bureau. Six spots daily on shows on all networks will be used to explain the why and how of coffee rationing, according to William Spire, chief of the Bureau's campaign section. Spots will also be sent to unaffiliated stations.

Hearty endorsement of the campaign against "scare advertising" being conducted by the National Association of Better Business Bureaus was given yesterday by Leon Henderson, OPA Administrator. "Scare advertising' is a cheap device used to swindle the public by creating a false stimulation of purchasing," Henderson wrote Kenneth Barnard, chairman of the War Activities Committee of the NAB, and added, "People who resort to this dishonest

CBS' 9-Month Gross Exceeds \$45,000

(Continued from Page 1)

solidated income statement for the first nine months of 1942, showed a profit of \$2,893,669.86 equal to \$1.25 per share, as compared with \$1.43 and \$2.22 for the corresponding period last year.

Gross income for the first nine months of 1942 was \$45,293,614, approximately one million dollars more than the same period last year. The cost of doing business increased to \$42,399,944 in the present period over two years; provision for Federal income tax based on the Revenue Act passed Oct. 21, 1942.

Blue Network Complete Advisory Committee

(Continued from Page 1)

set up as an independent advisory committee in February, is to assist the chairman in maintaining and improving its high program standards.

Representing seven regions, the committee which the United States has divided for broadcasting purposes follows:

Region No. 1—New England, New York State—Bill Fay, Rochester, N. Y.

Region No. 2—Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Ohio, Michigan—H. Campbell, WXYZ, Detroit.

Region No. 3—Indiana, Illinois, Missouri, Iowa, Minnesota, North and South Dakota, Nebraska—Earl May, KMA, Des Moines, Ia.

Region No. 4—Virginia, North Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee—Henry Johnston, WSGM, Birmingham.

Region No. 5—Oklahoma, Louisiana, Texas—Harold KGKO, Fort Worth.

Region No. 6—New Mexico, Colorado, Wyoming, Montana, Idaho—Duncan Pyle, KVOB, Denver.

Region No. 7—California, Nevada, Oregon, Washington, Utah, St. Louis, Seattle.

FREC Meeting Nov

Washington, D. C.—Chairman W. Studebaker of the Federal Communications Commission has called a meeting of the FREC Executive Committee to be held in this city on Nov. 18. It will be the first meeting of the committee since the FCC's reorganization. The members: George P. Akerly, FCC; Lyman Bryson of CBS; Judith Waller of NBC. All the new appointees since the last meeting.

means of promoting their interests serve neither their own nor themselves, as they, too, in the end, when the hoard shortages, the inflation and interference with the war program create is realistically measure, urge you to continue your effort as a second contribution to the effort."

Warime Speakers ANA Warime Meet

(Continued from Page 1)
 on the first day of the
 at the Hotel Commodore and
 will address a dinner-audi-
 the following day at the
 ynia. In view of the un-
 portance of the talks, they
 open to invited guests from
 d media groups and others;
 ce of the sessions will be

topic occupying an im-
 ace on the program is con-
 , perhaps the most import-
 far reaching war-imposed
 facing all business. Dr.
 Burns, a well-known eco-
 ho was recently sent to
 the Committee on Concen-
 the WPB, will speak on this
 speaking on the same pro-
 him will be Howard Coon-
 man of the board of the
 Company, who has given
 me to the government in
 gn for many months, par-
 n relation to standardiza-
 mplication.

Talk Advertising Copy
 and big theme of the meet-
 subject of copy. Because
 believes that what adver-
 individually affects not only
 but the whole free enter-
 m, a nationwide poll is be-
 cted for the ANA on the
 tude toward current adver-
 merchandising. This covers
 ar product advertising but
 oduct. A panel discussion
 the results of the poll. T.
 epard, vice-president of
 rch, Inc., will present an
 f readership of wartime
 advertisements including
 g and "future" advertise-
 ight product advertising,
 ertising with a war slant,
 ct advertising and con-
 ertisements.

12, the meeting will be
 by H. E. Humphreys, Jr.,
 vice-president and chair-
 finance committee of the
 tes Rubber Company, who
 on the highly important
 anagement's responsibility
 use of advertising today.
 eaker on the same day
 G. Hoffman, president of
 baker Corporation, chair-
 board of the Automotive
 and vice-chairman of the
 dvisory Council of the U.
 ent of Commerce.

Agency Men To Speak
 morning of the meeting
 voted to an exposition of
 ertising can and should do
 the war effort. Among the
 ill be Paul B. West, presi-
 e ANA; Gardner Cowles,
 r of domestic operations
 Ken R. Dyke, chief of the
 ureau of the OWI, and
 LaRoche, chairman of the
 ount & Rubicam, Inc., and
 f the Advertising Council.
 aing of the meeting Paul
 president, said: "This is
 ntion but a two-day busi-

WHO'S WHO IN RADIO

PAUL W. KESTEN

IN setting down the story of radio's coming of age in the 1930's, some future historian is likely to parody a description of the American Revolution's Thomas Paine, and nominate Paul W. Kesten as radio's "First Pamphleteer." The historian may add that Kesten was one of the industry's promotion greats, that his sales abilities had the touch of genius, that his gift for organization was no less than brilliant—and he can hardly escape the fact that Kesten did make revolutionary contributions to radio and that many of them are summed up in a series of writings that have become industry textbooks.

Soon after Kesten left the advertising business in 1930 to become the young Columbia Broadcasting System's Director of Sales Promotion, the literary results of his radio research poured forth. The booklets presented fact after fact, in brilliant analysis, to give the radio advertiser a most complete picture of what broadcasting had to offer. They surveyed the actual (not theoretical or mathematical) range of each Columbia network station; canvassed the number of radio sets in the United States; studied radios in homes, by incomes. They broke down the listening audience by areas, by population groups, by buying power, by everything the advertiser wanted to know. They helped CBS grow fast.



Radio's "First Pamphleteer"

They helped all radio grow fast, and Kesten, too. He was elected a CBS vice-president in December, 1934; to the Board of Directors in May, 1937, and became vice-president and general manager March 25, 1942. Before he joined Columbia, his life had followed a rather familiar pattern. He first saw day August 30, 1898, in Milwaukee, Wisconsin. He attended grade and high schools there and in 1916 went to the University of Wisconsin for two years. Then he enlisted as a private in the Marines, training in a Wisconsin camp, but the Armistice found him still there.

Like most other CBS executives, Kesten has had wide experience in the advertising agency and allied fields. After the 1918 Armistice, he was made assistant advertising manager of the Gimbel Store in Milwaukee, parent store of the present group. He became its advertising manager the following year.

From 1920 to 1922 he was with the McJunkin Advertising Agency in Chicago, and in late 1922 became vice-president and advertising manager of the Foreman and Clark Stores (a clothing chain extending from Chicago to the Pacific Coast). He served there until 1924, when he went abroad for a study of European methods, returning to Foreman and Clark in 1927 and remaining through the following year. He was with Lennen and Mitchell in New York in 1929 and until he joined CBS in July, 1930.

Agency advertising lost one of its more brilliant copywriters; it was radio's gain. An old associate says he's seen Kesten improvise better first-draft copy than most others turned out on the seventh draft, but has seen him grope for a day and more for the one word demanded by the rhythm of a sentence or for the perfect word to express his idea.

Other gifts quickly became apparent at CBS. Kesten has that priceless business asset—utter ease with figures. He gets the implications of cost sheets and complex research data as simply as most men read sentences. He "thinks" fluently in combinations of numbers, uses them as ideas. To his ease with figures and ideas and words, add a remarkable talent in the use of advertising art. His ability to make friends and handle people who work under and with him is an equally priceless asset.

Paul Kesten is unmarried. Never much of a "joiner," he still manages to maintain somewhat inactive memberships in the St. Nicholas Club of New York, and the New York Advertising Club. His hobby? Hard work.

ness meeting with session each morning, afternoon and evening. The Office of War Information not only welcomes and approves the meeting but has collaborated with the ANA in arranging the program.

Seek Gov't-Business Co-Op

"We decided to call this two-day wartime meeting because of the great need at this time to bring government and business closer together and to bring about the needed understanding for effective cooperation. So far all the emphasis in Washington and in business has been on production. We are at the point where recognition must be given to the distribution, marketing and advertising side, in

other words, to the civilian requirements side of the picture which is equally important to the military requirements side. Conversion of industry to the manufacture of war materials has necessarily dislocated the production and flow of civilian goods. This is now beginning to cut deeply and may dangerously impair the machinery of distribution, marketing and advertising on which our civilian economy and therefore our whole war effort is dependent.

Stress Importance of Speeches

"The theme of this meeting and the topics to be discussed by representatives of the government and of business should command the careful at-

Find FM Activities Average 10 Hrs. Daily

(Continued from Page 1)

eight experimental transmitters on the air. Among those not reported are the two CBS stations, the two Westinghouse outlets in Boston and Pittsburgh, the NBC station in New York and General Electric's W85A in Schenectady. Three of the stations answered that they might at some future date be forced to go on the air for shorter hours because of the difficulty of replacing transmitter tubes but implied that materials shortage would be the only reason.

Analysis of the questionnaire also revealed that the average FM program day is ten and one-half hours ranging from 24-hour service to the six-hour minimum required by the FCC. The average FM program schedule according to FM Broadcasters is 73.2 per cent non-duplicated in contrast with AM service offered the same areas.

Six Entirely Independent

In other words 73 per cent of the FM programs are planned specifically for FM and heard only over FM stations. One hundred per cent non-duplication is boosted by eight outlets while one Eastern outlet carries only ten per cent non-duplicating time. This outlet says FM Broadcasters "ought to be ashamed of itself after loudly and publicly proclaiming such undying faith in FM just one year ago."

At least 28 of the 37 commercial stations, according to the survey, maintain full or partial staffs aside from any personnel which also works for an affiliated AM outlet. Only six FM stations however are entirely independent of AM interests.

FM Broadcasters Inc., boasts that 14 commercial FM outlets have gone on the air since Dec. 7 of last year.

Most bothersome problem according to the survey is that of materials with manpower difficulties a close second. Fifteen stations reported that they are worried about transmitting tubes and replacement parts with eleven having difficulty obtaining technicians and program people. Three stations reported "no problems."

"Revival Hour" Renewed Over Keystone Network

Gospel Broadcasting Assn, has renewed its "Old Fashioned Revival Hour" program on the Keystone Broadcasting System, transcription network. Series has been on KBS for the past year and renewal, which was placed by R. H. Alber Co., Los Angeles advertising agency, will continue the program through October 1943. Broadcast live on the Mutual network it is transcribed off the line and discs serviced to its affiliates by KBS, also broadcast on independent outlets.

tention of business executives. We are particularly fortunate in that Mr. Nelson and Mr. Jeffers both have chosen this occasion to present messages of real importance to all business."

Coast-to-Coast

JAMES ABBE, news commentator of KGW-KEX, Portland, Ore., now broadcasts three times weekly in the evenings via KGW and 6 mornings weekly on the same station. Evening commentaries are sponsored by a local clothier... **J. C. Aldige**, former Los Angeles advertising man, has replaced **Chester L. Blomsness**, now in the Army, in the KGW-KEX commercial department... **Johnny Groves** is the most recent addition to the station's announcing staff. He replaces **Ed Watson**, who has joined the Merchant Marine.

Ernie Courtney has been promoted to program director of CFCH, North Bay... Newest addition to the announcing staff at CFCH is **Warren Robinson**, formerly a reporter on the Ottawa Citizen.

WTAG, Worcester, is holding weekly auditions to discover local juvenile talent. Youngsters who are skilled vocalists, dancers, or musicians are invited to visit the studios for tests in preparation for a Sunday program to air soon. **WTAG** show, under the direction of **Hal "Uncle Tom" Willis** and **Hazel MacFarlane**, well-known children's coaches, will attempt to develop raw talent and help produce future radio personalities.

News staffs of **WWNY**, Watertown, N. Y. and the **Watertown Daily Times** were combined yesterday in order to give full coverage to the election returns... Chain department store with six retail outlets in northern New York state has purchased six 5-minute newscasts weekly to be aired over **WWNY**... **Lieutenant Earl R. Kelly**, former **WWNY** staff announcer, was in Watertown last week for a short furlough following his graduation from Officers Training School at Camp Davis, N. C.

New business at **WLIB**, Brooklyn: **John Mullen & Sons**, furniture, has purchased a quarter-hour program and 42 spots weekly on a 52-week contract; **Vita-Man** tablets is using 15 announcements weekly for 13 weeks, through **Director & Lane** agency; **Hotel St. George** has contracted for the sponsorship of "Liberty Music Hall," daily half-hour program of classical recorded music through **E. T. Howard Co.**, advertising agency.

Art Ford, disc jockey, has transferred his activities from **WOV**, New York, to **WBYN** of the same city. He was formerly aired on **WOV's "Band Parade"** program.

Alma Dettinger, morning commentator on "Other People's Business" aired on **WQXR**, New York, has returned to the air following a six-week absence because of an appendectomy. **Alice Pentlarge** substituted for her... For the first time in the station's history a direct wire to Washington brought the election news to **WQXR** listeners yesterday. **Felix Belair, Jr.**, chief of **Time Magazine's** Washington Bureau reported from the nation's capital, drawing from the magazine's nation-wide reports.

Wright Esser has been named producer for **KOMO-KJR**, Seattle, Washington, after six months as an announcer in the news and special events department of the stations. **Esser**, a native of London, England, came to this country in 1934 as one of the four exchange-employees in an arrangement between **NBC** and the **British Broadcasting Corp.** Since his coming to this country he has worked with **NBC-Chicago** and **KSD** and **KWK** in St. Louis... **Rolin Bradley**, **KOMO-KJR** producer, has resigned to join the visual education department of **Boeing Aircraft Co.**, where he will assist in producing educational motion pictures for the firm's employee training school.

Charles H. Topmiller, chief engineer of **WCKY**, Cincinnati, has been appointed in charge of laboratory work dealing with electronics, radio servicing and inspection at the University of Cincinnati. Courses in engineering, science and war training are being offered by the university for applicants of the Army Signal Corps. The laboratory in charge of **Topmiller** will be operated in connection with the courses. He will continue as station's chief engineer.

Personnel changes at **KLO**, Ogden, Utah: **Edward P. Shurick** has severed relations with the **Ogden Standard-Examiner** and has returned to the station; **Jack Riaska** is another **KLO** alumnus, who has returned to the staff after several years at **KVOS**, Bellingham, Wash.; new account executive at **KLO** is **Harold S. Yoe**; **Frank Kaull**, formerly sales accountant, has resigned and is now working for **Uncle Sam** at the **Ogden Quartermaster Depot**.

THIS LITTLE BUDGET
WENT TO THE
"920 CLUB"
WORL
BOSTON, MASS

1 9 4 2

BIRTHDAYS

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

November 5

Evelyn Ames Tom Fitzsimmons
Forrest Lewis Borrah Minevitch
Henry M. Neely
Tommy Freebairn-Smith



CHICAGO STATION MOST PEOPLE LISTEN TO MOST

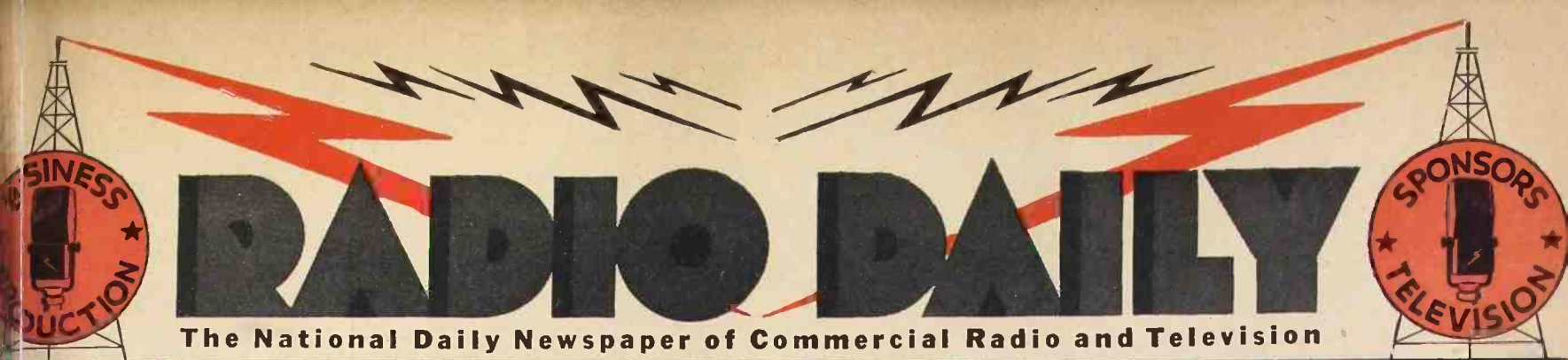
The greatest schedule of programs in world is broadcast by **WMAQ Chicago** the first station in the second largest market in the United States.

- ★ Jack Benny
- ★ Bing Crosby
- ★ Kay Kyser
- ★ Charlie McCarthy
- ★ Aldrich Family
- ★ Baby Snooks
- ★ Red Skelton
- ★ Mr. District Attorney
- ★ Rudy Vallee
- ★ Truth or Consequences
- ★ Eddie Cantor
- ★ Bob Hope
- ★ Fibber McGee
- ★ Abbott and Costello
- ★ Abie's Irish Rose
- ★ Fitch Bandwagon
- ★ Information Please
- ★ Horace Heidt
- ★ March of Time
- ★ Carnation Hour
- ★ Kaltenborn
- ★ Tommy Dorsey
- ★ Great Gildersleeve
- ★ Doctor I. Q.
- ★ Ma Perkins
- ★ Pepper Young
- ★ Right to Happiness
- ★ Upton Close
- ★ Light of The World
- ★ Mary Marlin
- ★ Helpmate
- ★ News of the World
- ★ Guiding Light
- ★ Vic and Sade

These top-flight programs make listening **WMAQ** a habit in the Chicago area. advantage of this habit by placing campaigns on **WMAQ**.

WMAQ—CHICAGO KEY STATION OF THE NBC NET
50,000 WATTS • 670 KILOCYCLES
REPRESENTED NATIONALLY BY NBC OFFICES
NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NOV. 21, NO. 25

NEW YORK, N. Y., FRIDAY, NOVEMBER 6, 1942

TEN CENTS

Radio' Committee Toll

Quick Adjustment Wage Ceiling Mixup

The Bureau of Internal Revenue promised to issue clarifications of the salary freeze regulations as they apply to the radio industry within the next few days, following conferences with trade attorneys all this week. Learning from these Washington conferences, legal reps told RADIO last night that they were hopeful for more favorable interpretations, saying that their explanations of industry structure had brought to light, in the officials' angles which were considered in early summary negotiations.

AM is expected to supplement (Continued on Page 7)

War-Effort Time Up 300% Since Jan. 1

Work time devoted to war effort programs by NBC, has increased over 300 per cent since the beginning of the year, according to figures compiled by the network. During September, NBC broadcast 77 hours, and minutes of programs and announcements designed to aid the war effort, directly or indirectly. This exceeds January figures of 25 hours and 53 minutes, by 51 hours and minutes.

"Bedlam" Program Does Complete Sellout

Commercial time allotted for breakfast in "Bedlam," WJZ's early morning participation program conducted by Ed and Polly East, has been bringing the number of sponsors to eight. Program airs Monday (Continued on Page 2)

3 Presidents

Chief executives of three nations—President Roosevelt of the United States, President Manuel Avila Camacho of Mexico and President Manuel L. Quezon of the Philippine Commonwealth—will be heard over CBS, Mutual and the Blue Network in a salute to the Philippine Islands' "Commonwealth Day," Sunday, Nov. 15, from 5-5:30 p.m., EWT.

Expect 350 To Attend Chi. Educational Meet

Chicago—Although gas rationing registration will keep teachers of elementary schools busy throughout the nation on Nov. 12, and prevent their attending concurrent sessions of the Association for Education by Radio, National Association of Educational Broadcasters here, Nov. 11 and 12, George Jennings, Director School Broadcast Conference, is hopeful for a good attendance. Jennings expects (Continued on Page 2)

"Town Hall" A. M. Sessions To Be Carried By WMCA

Pushing commercials aside in order to carry a war service and educational feature series, WMCA has just arranged to carry the Monday and Tuesday morning Town Hall discussion sessions between 11 a.m. and 12 noon, under the direction of George V. Denny, director of Town Hall. Evening (Continued on Page 5)

Naval Expert Sees Radio-Tele Benefactor Of War Research

Four ET Features Sold For Local-Nat. Spot Accts.

Sale of four transcription features was announced by Charles Michelson Radio Transcriptions. Thirty-six "Five Minute Mysteries" have been sold to Erwin, Wasey & Company to be broadcast over WCCO in Minneapolis-St. Paul, Minnesota under the sponsorship of Harvester Cigars; (Continued on Page 2)

Possibility Of Legislation- Investigations Lessens Following Election Defeats; Rep. Sanders Among Casualties

Switch Inf'l Skeds Of Soldier Programs

Washington Bureau, RADIO DAILY Washington—To meet changes in weather conditions, etc. the War Department yesterday announced new schedules for its radio programs travelling the shortwave airplanes from this country to our troops and Allies abroad. Changes in hours, also made with the convenience of listeners (Continued on Page 7)

WOV's Italian Rally Sells \$313,000 Bonds

Special bond rally staged by WOVI at Manhattan Center, Wednesday evening, for the Italian-American population in the New York area, sold \$313,000 worth of bonds and stamps. Project represented a culmination of a series of rallies station (Continued on Page 2)

McKesson-Robbins Wines In Eastern Spot Tests

McKesson & Robbins, Inc., is currently releasing a spot campaign for its wines on WMCA, New York and three stations of the Yankee Network. Campaign on the New York outlet is (Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—Heavy toll was taken of the members of the House Interstate Commerce Committee in the elections, but Senate Interstate lost only one member, a survey taken yesterday, disclosed. Senator H. H. Schwartz, Democrat of Wyoming was the single casualty in the Committee of the Upper House. Senator Clyde M. Reed of Kansas, whose term does not expire until January 3, 1945 ran (Continued on Page 7)

MBS 10-Month Billings Show 45.8% Increase

Accumulated gross billings for the first ten months of 1942 on Mutual are 45.8 per cent greater than the figures for the same period in 1941, exceeding Mutual's gross billings for the best 12 month period in the network's history. In 1941, network's figure for the entire year was \$7,300,955, an all time high. Thus far, the net shows business at \$7,865,138 which (Continued on Page 2)

"Dr. Christian" 27th Show To Take Full CBS Web

Chesebrough Manufacturing Co., for its Vaseline preparations, has scheduled the full CBS network for the "Dr. Christian" program, which formerly was aired over 65 stations, (Continued on Page 2)

"War Speech"

Colonel Barrymore has described a portion of the script on his first play of the "Town" broadcast on CBS recently as "the finest war speech I have ever read." Script, which was written by 23-year-old Jim Holloway, has been printed and is being sold in pamphlet form to all requesting copies. Profits from the sale will be turned over to army and navy relief.

Experts

Atlanta, Ga.—Add Penfield, WSB sports editor, will try and make a fresh start as far as football game predictions are concerned after a considerably bad start thus far. Add, whose percentage of "picks" has not been so high all season, thought he had caught on last week, when he picked 9 out of 10 but 64 entrants in his listener contest guessed 10 out of 10.

RADIO DAILY



Vol. 21, No. 25 Fri., Nov. 6, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Nov. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	127 3/4	127	127 3/4	+ 1/4
CBS A	15 1/2	15 1/2	15 1/2	+ 1/8
CBS B	15 1/2	15 1/2	15 3/8	- 1/8
Crosley Corp.	8 3/4	8 3/4	8 3/4	- 1/8
Gen. Electric	30	29 7/8	29 7/8	+ 1/8
Philco	10 3/8	10 3/8	10 3/8	- 1/8
RCA Common	3 7/8	3 3/4	3 3/4	- 1/8
Stewart-Warner	7 3/4	7 3/4	7 3/4	- 1/8
Westinghouse	76 1/2	75 3/4	75 3/4	- 1/2

	Bid	Asked
Farnsworth Tel. & Rad.	25 5/8	27 5/8
Stromberg-Carlson	6 7/8	7 5/8
WCAO (Baltimore)	18 1/2	22
WJR (Detroit)	18	21

Adam Hats Sponsoring Two Bouts On Blue Net

Adam Hat Stores, Inc., will sponsor broadcasts of two fights on the complete Blue Network in the near future.

A broadcast of the heavyweight clash between Turkey Thompson and Gus Dorazio will be aired Tuesday, Nov. 17, and the lightweight fight between Bob Montgomery and Maxie Shapiro will be broadcast Tuesday, Dec. 1. Both bouts, originating in the Philadelphia Arena, will be aired from 10:15 p.m., EWT, to their conclusion, with the blow-by-blow description given by Sam Taub, and the between-round commercials and color by Bill Stern.

Glicksman Advertising Company handles the Adam Hats account.

WBYN
NEWS EVERY MINUTE
ON THE MINUTE
12 NOON TO 6 P.M.
NEWS AS IT HAPPENS
• 1430 ON YOUR DIAL •

Four ET Features Sold For Local-Nat. Spot Accts.

(Continued from Page 1)

WAGM, Presque Isle, Me., has contracted for 35 "Five Minute Mysteries"; 13 programs of "A Toast To America's Allies," a five-minute musical, was sold to WROL, Knoxville, Tennessee; 26 half-hour shows of "The Shadow" has been sold to KWK, St. Louis, Mo., to be sponsored by the Beaumont Laboratories, makers of Four-Way Cold Tablets; WRVA, Richmond, has contracted for 52 programs of "The Shadow" to be sponsored by the Butterworth Furniture Company; WDNC, Durham, N. C. has renewed for 26 half-hours of "The Shadow" which is sponsored by the West Durham Lumber Co.; Mitchell-Faust Advertising Agency has purchased for Peter Hand Brewery 26 half-hour shows of "True Detective Mysteries" on WGN, Chicago, Ill.

WJZ "Bedlam" Program Does Complete Sellout

(Continued from Page 1)

through Saturday from 7 to 7:45 a.m. Program has been on the air four years.

Lists of commercials is as follows: Schaefer Brewing Company, six times weekly; O'Sullivan Rubber Company, five; Johnson & Johnson, two; E. Fougere & Co. for Magitex dog shampoo, five; Oakland Chemical Company, for Dioxigen all-purpose cream, three; Griffin Manufacturing Company for shoe polish, three; Adler shoes, three; Cooper & Cooper Inc., for razor blades, five.

East, himself, has been in radio for 13 years, having developed a reputation for the personalized method of handling his commercials. "Breakfast" format is informal, and includes popular recordings, corny piano playing by East, himself, and chatter of the homely variety.

George M. Cohan

Services will be held at 10 a.m. tomorrow in St. Patrick's Cathedral for George M. Cohan, leading American dramatic figure and musical comedy star for more than three decades, who died early yesterday morning at his home, 933 Fifth Avenue. He was 64, and had been inactive for several years because of illness.

Gene Buck, former president of Ascap, commenting yesterday upon the death of Cohan, said, "He was the greatest single figure the American theater ever produced—as actor, playwright, composer or producer." Cohan's reputation as a philanthropist was legion, particularly to artists out of funds.

Cohan's last appearance on the radio occurred when he broadcast over Mutual a tribute to Daniel Frohman on the occasion of the producer's death some months ago. Some years ago he had a series of his own during which time he practically sang his complete running time. Many of his popular tunes of the past are still in the running, some of them lately revived through the feature picture "Yankee Doodle Dandy" starring James Cagney.

WOV's Italian Rally Sells \$313,000 Bonds

(Continued from Page 1)

has been promoting throughout the boroughs of New York among the Italian language districts during the past two months.

Attendance Thursday night hit the 5,000 mark. Station's Italian and English talent has been contributing its services for these campaigns. In addition station sold a special program journal, relating history and data about the station, at fifty cents, proceeds from which are being donated to the USO. Station will continue to plug the journals until all have been disposed of. Representatives of the Treasury Department greeted the bond buyers at the rally.

Expect 350 To Attend Chi. Educational Meet

(Continued from Page 1)

plained that about 350 persons engaged in educational radio are definitely coming from all parts of the United States.

He added, however, the government's action in setting up Nov. 12 as gas rationing registration day in the schools came as an eleventh hour disappointment to hundreds of teachers planning to attend the conference sessions. The program will be carried out as scheduled.

"Dr. Christian" 27th Show To Take Full CBS Web

(Continued from Page 1)

program being broadcast Wednesdays from 8:30-8:55 p.m., with a rebroadcast at 11:30 p.m. The account is handled by McCann-Erickson, Inc.

The total of individual commercial programs using the full CBS network now stands at 27, representing 35 periods weekly and 18 separate sponsors.

McKesson-Robbins Wines In Eastern Spot Tests

(Continued from Page 1)

for Sandeman Ports and Sherries; Santa Alicia Wines are being plugged on WICC, Bridgeport, WNAC, Boston, and WEAN, Providence, in a test campaign. Spot announcements are electrically transcribed and were placed by Ivey & Ellington, Inc.

Ask NLRB Suspension

Washington—Asserting that wartime conditions have virtually eliminated unemployment, moves for the repealing of the NLRB and Wages and Hours laws were instituted in Congress yesterday by Representatives Rankin of Mississippi, Rich of Pennsylvania and Sen. O'Daniel of Texas.

Birnbach Services

Burial services for Fred Birnbach, secretary of the AFM, who died Monday, will be held at 2 p.m. this afternoon in the Church of Ascension, Fifth Ave. and Tenth St., and will be followed by cremation.

COMING and GOING

LOWELL E. JACKSON, of the Chicago of the Katz Agency, who spent a portion of week in New York, is now touring the southern territories.

HARRY WISMER, sportscaster on the Organ Radio Network, has arrived from D. to handle tomorrow's Blue Network broadcast of the Army-Notre Dame football game.

DR. LYMAN BRYSON, education director of CBS, expected back today from his weekly trip to Washington, D. C.

JUDITH WALLER, public service director of the NBC central division; WAUHILLAU LA radio editor of the Chicago "Sun," and SHAHEEN, "Celebrity Reporter" on WJJD, Chicago, are in Columbia, Mo., where they will be guest speakers at the regional meeting of the National Association of Broadcasters. Conference for Radio Education in Washington is held today and tomorrow at Stephens College.

ROGER W. CLIFF, general manager of WJZ in town from Philadelphia yesterday for a short visit on station business.

WOODY HERMAN and the members of his band are expected back tomorrow from a brief engagement in Chicago.

GLENN SNYDER, station manager of WLSW in Chicago for Arizona to spend three days at the WLS sister stations: KOY, Phoenix; KTUC, Tucson.

EARL WRIGHTSON, baritone on the Blue Network, gave a recital last night at Stevens Institute of Technology in Newark, N. J.

DAVID HALPERN, of the "Cheers from Camps" program, has returned from a two weeks' tour in Connecticut.

H. R. BAUKHAGE, commentator, visited New York yesterday.

ARTHUR HULL HAYES, general manager of WABC who has been vacationing for two weeks, will return Monday.

SAMMY KAYE off to Providence, R. I., where he and his band are scheduled for a brief engagement.

OVELTON MAXEY in town yesterday for a brief visit. He is interested in WTTM, Trenton; WFPG, Asheville; and WSNJ, Bridgeton.

HERB SHRINER, comedian on the "Caravan" program, returned yesterday from a brief visit to River, Mass.

MBS 10-Month Billings Show 45.8% Increase

(Continued from Page 1)

is 7.7 per cent greater than the corresponding months total last year. Gross billings for the month of October, 1942, reported at \$773,221, whereas for the same month, the figure for 1941 was \$726,829, representing a 7.9 per cent difference.

In Philadelphia

WPEN
THE STATION
THAT SELLS

5000 WATTS

950

MR. HUSING COVERS HIS 19th ARMY-NOTRE DAME GAME



It's no news that Ted Husing is covering a game tomorrow.

But it's news that he's covering his 19th consecutive game between Army and Notre Dame.

Husing goes way back to the days of the Four Horsemen... to the days when you listened to their deeds of derring-do on a crystal set, complete with static... a set that usually went haywire precisely as a Horseman got loose in a broken field on the 27 yard line... to the days when there were only about 3,000,000 radios in the United States (instead of 56 million)... Husing really goes a long way back.

Since Mr. Husing covered the Army-Notre Dame game of 1924, radio has given eye-witness accounts of thousands and thousands of games in dozens of sports to uncountable billions of Americans. What influence that has had on the sportsmanship and physique of the American people you better estimate for yourself... Mr. Husing has reported some 250 of those college games himself, 195 of them on CBS, where for 15 years he has been a first-rate sports announcer.

Nice going, Mr. Husing...

Nice going, Army...

Nice going, Notre Dame...



THE COLUMBIA BROADCASTING SYSTEM

Los Angeles

By JAC WILLEN

JACK BENNY will have a busy day next Sunday, when he broadcasts his regular program and then skips over to CBS to guest on Phil Baker's "Take It Or Leave It" broadcast.

Shirley Horton, formerly publicity head at KHJ, gave birth to a baby boy at the Wilshire Hospital Friday, Oct. 30. Baby was named David Michael, Jr.

Ginny Simms added new glory to the "Johnny Presents Ginny Simms" program during its emanation from the Treasure Island Navy Theater, during its dedication ceremonies on Navy Day. Simms was cheered to a faretheewell before and after the program, with difficulty encountered to keep the boys in hand during the broadcasts.

As Peter Potter departed for service in the Army Air Force, George Irwin, account executive of Smith & Bull, advertising agency, took over his air shows on KMPC. Programs include the "Music Box," from 9-10 p.m., six nights a week, and "Off The Record," from 10:30 a.m. to 1 p.m. Sundays. Irwin will follow Potter's format, with recorded music, patter and guest stars. Washington Motors, of Los Angeles, sponsors.

Goodyear Service Stores of Los Angeles took over sponsorship of the KECA "Musical Clock" program from 7:15 to 7:30 a.m. five days a week as of Nov. 2. Bill Davidson handles the program. John Cohan of Smith & Bull advertising agency is account executive.

Horace Heidt and his Musical Knights drop anchor in Hollywood within the week for broadcasting of their "Sunday Morning Review" program over the Blue Network, 10:00 to 10:55 a.m., PWT, starting Nov. 15. Thereafter their weekly program will go on the air from Hollywood or a nearby service camp.

The London "Times" gave Harry W. Flannery's "Assignment to Berlin" what is termed in America a "rave" review, according to clippings received in this country by Flannery. The staid "Times" also included Flannery's book in its list of "Five you must read."

Paul Mosher of the New York branch of the Earle Ferris & Associates offices currently visiting in Hollywood in connection with some publicity deals.



A Thought For Today . . .!

● ● ● Next week, Wednesday to be exact, is Armistice Day. The anniversary of war's truce in '18. To many of us, listening to news reports and reading the headlines, the significance of that date becomes a bit clouded. It's pretty difficult to be celebrating peace and curling up your fist at the same time. Ironically enough, it strikes us that this Armistice Day is the day we ought to declare war—a PERSONAL war between us, as individuals, I mean, and the Axis. Real war. All-out war. Like selling more bonds and collecting more scrap and turning out more bombers; in sum, doing MORE that day than we've ever dreamed possible. When you put so much money into war bonds that you've got to do without something you really need, that's personally declaring war on the Axis. When you hop a subway or a street car or a bus instead of driving your own car or grabbing a hack, that's rolling up your sleeves. You don't have to wear a uniform to fight Hitler and his Far East prime evils. There's another way—just as hard. Fighting something you can't see and can't see the sense of. Like going without things that nobody will know about just to help along the war effort. Nobody will know about them, that is, except yourself. But you've got to live with yourself for a long time and if you want to like what you see in the mirror, make sure you haven't double-crossed your pals in the service by ducking something you know no one will ever find out about.



● ● ● Let's make Nov. 11th a new type of Armistice Day—an Armistice on all inter-industry bickering. In many quarters, the dead of the last war will be forgotten—replaced by the more vivid memories of dead sons who have met their end in this war fighting with inadequate materials or insufficient weapons. We don't merely want to tell the parents of these boys that we are sorry. They wouldn't believe us anyway. But we can show them that we're not going to let those events re-occur—not as long as we can stay on a free air and ask a free people to give until it hurts!



● ● ● Since the beginning of time, people of the entertainment world have always been the first to volunteer their services in time of need—both as active combat participants and as civilian welders of public morale. During the last war, Doug Fairbanks, Marie Dressler, Mary Pickford and the silent flicker brigade toured the country to sell Liberty Bonds. We have no actual statistics at hand—but the Treasury Dep't assures that the current total war bond sale exceeds by far that of the last campaign. And why shouldn't it—with radio's fabulous resources and hustle! A Charles Laughton or a Kate Smith does an all-day vigil and the sales climb into the millions. Radio is all-out against the Axis as is no other medium of the entertainment profession. Not a sustaining show is there which neglects to keep pounding home the all-important message—not a single commercial show which doesn't incorporate the same theme in its continuity. A happier thought for the coming Armistice Day might be this: When peace finally does come and the word Armistice again takes on its full lustre, let's harness those tremendous resources of radio and turn them against peace-time evils—like racial intolerance, relief for the poverty-stricken—in sum, crusading for everything and anything that's peaceful and decent. Then, we have a strong hunch you'll see radio operating beyond the wildest dreams of its inventors. Until that day—let's keep 'em Flying, Rolling and Shooting on this Nov. 11th—and worry about the sentimental aspect of the day when we've cleaned up our "unfinished business" Over There!



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

MRS. DORIS CORWITH, assigned to Dr. James Rowland Angell, public service program counselor, NBC, and Leonard Gross, public service program director of NBC in San Francisco, have been added as speakers at the School Broadcast Conference, Nov. 11-12, at the Morriston Hotel.

All stations broadcast comprehensive coverage of the election results Tuesday with interest high in Chicago for the Illinois seat in U. S. Senate.

Bill Murray, radio director of the William Morris Agency in New York, has returned east after spending several days in Chicago and St. Louis.

Dorothy Deere, popular B & K radio and radio publicist, leaves next week to join Howard Mayer's publicity staff at Columbia studios in Hollywood. Miss Deere is the second Chicagoan to join the Mayer staff. Lawler, of the "News," left for the Coast last week.

Two hundred airmen at Stout, Indianapolis, will be flown in Chicago for the Horace Heidt "Treasure Chest" broadcast Tuesday, Nov. 10. They will be guests at the broadcast.

"Quiz Kids" were guests of the Marx this week at Blackhawk Restaurant. Chico recently appeared on their program.

Balaban & Katz invited some of the press to view their telestation operation with an all-girl staff last week.

WEVD

NEW YORK'S STATION OF 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.

THIS LITTLE BUDGET WENT TO THE "920 CLUB" WORL BOSTON, MASS.

TEST-ING

BALDWIN, military and New York "Times," on "Please," today (WEAF-3 p.m.).

MAJOS, on "Those Good" today (WJZ, Blue Net- p.m.).

MARSHALL, on the "Morris Playhouse," today (BS, 9 p.m.).

JESSEL and LEONARD instrumentalist, on the Kate program, today (WABC-CBS,

AW and DICK WIDMARK, "Revell Presents," tomorrow (BC, 10:30 a.m.).

TAYLOR, GRACIE ADOLPHE MENJOU and ENCKEN, on the Treasury "Saturday Night Bond-tomorrow (WOR-Mutual,

Hall" A. M. Sessions Carried By WMCA

Continued on Page 5)
from the Hall, "Town Air" is carried by the work, Thursdays. Most of which consisted of spots, have been placed on the station's time without loss of accounts. broadcasts will run for 20 all, 40 programs will be WMCA during the Town which will deal with war

discussions, titled "War Acti- discussions," will be aired, ov. 9, each Monday and with Monday's sub-topic "United Nation's Day." For broadcast, the discussion is inclusive, but following that, the United Nations will be individually, with Great st, on Nov. 16, the Nether- and, on Nov. 23, and China, Nov. 30, etc.

Tuesday discussion will "What Are We Fighting" group of persons, repre- of cross sections of Amer- ty, will present personal n the subject, to be fol- more expert analyses by a

BNX NEW YORK
THE MOST INTIMATE AND
THE PROGRAM APPROACH
AMERICA'S LARGEST MARKET
WATTS Directional
METROPOLITAN NEW YORK

NEW PROGRAMS—IDEAS

WTMJ's Student Workshop

Marquette University's "Radio Workshop" program, heard each year over WTMJ, Milwaukee, opened a new series last week, built around a "This Is America" theme. Each week students from various city and suburban high schools will witness the broadcast and have explained to them radio technique and methods. In the tryouts that were held at the Marquette speech building, 41 students were chosen from 65 that auditioned to make up the production staff of the Workshop. Actors are classed as regulars and apprentices, with the period of apprenticeship ending when a student has participated in five radio productions.

WBNX Spanish Series

World Peaceways presents a Spanish series, "Let Us Be Good Neighbors," intended as a platform for Spanish-speaking notables visiting the United States, on WBNX, New York, beginning Sunday. The first program brings to the microphone Dr. Jose Coll-Cuchi, former professor of the humanities at the University of Puerto Rico, speaking on "Spiritual, Cultural and Economic Cooperation of the Americas." On the musical portion of the broadcast Stephen Foster's "Beautiful Dreamer" will be sung in Spanish for the first time. Marguerite N. Speed is in charge of the WBNX series for World Peaceways.

Two Programs Next Week To Salute U. S. Marines

The 167 anniversary of the founding of the United States Marine Corps on Tuesday, Nov. 10, will be observed by the Blue Network in two broad- casts.

On Monday, Nov. 9, the "Victory Parade of Spotlight Bands" sponsored by Coca-Cola Company, on the complete Blue, at 9:30 p.m., EWT, will salute the Leathernecks from Quantico, Va., where Dick Stabile and his orchestra will be the feature of the broadcast.

On Nov. 10, Joan Harding will present two Marines—the oldest and youngest in point of service—on "Men of the Land, Sea and Air" at 3:30 p.m., EWT.

panel of educational experts including William Agar, director of Freedom House; C. J. Hambro, representative of Norway and former president of the League of Nations; Linda Littlejohn, Australian writer; Dr. J. J. Singh, India League; Miss Mai-Mai Sze, representing China; and Samuel S. Wyer.

Sir Gerald Campbell of Great Britain and Ambassador Alexander Loudon of the Netherlands, will head the panels on the day their respective country is featured. The "Second Front" will be featured during the Nov. 17 broadcast, with speakers' list including Morgan Beatty, NBC commentator; Paul H. Pazery and Wil- liam B. Ziv.

Junior League Series

"Musical Pictures," new idea in radio education, had its initial airing on WGKV, Charleston, this week. Project of a committee composed of educators and Junior League members, series is designed to correlate music, art, literature and to stimulate imagination, creative ability and expressive thought among children- listeners. Written by three of the committee members in collaboration with A. Worth Kramer, WGKV manager, the first program dealt with the subject of "Animals In Music"; children will be encouraged to draw a picture, do a pencil sketch, write a poem or story which will stamp the music used on each program in their memories. Exhibition of the best work is being planned at the conclusion of the series.

No Advance Billing

"Surprise!" is the title of a new series of programs presented to lis- teners by WWL in New Orleans, in the later hours of the evening, five days a week. Designed as a show- case for program ideas, the series offers a different show every night, with no advance billing as to content. It may be patriotic narration, hot music, operetta, poetry with organ background, or just a story. "Sur- prise" is heard Monday through Fri- day at 10:30 p.m., CWT.

AGENCIES

SWEETS COMPANY OF AMER- ICA, INC., makers of "Tootsie Rolls" and other candies, has announced the appointment of Duane Jones Co. as their advertising agency.

N. J. LEIGH, president of the Einson-Freeman Co., spoke last night before the advertising and sell- ing course, conducted by the Adver- tising Club of New York.

RUTH TAYLOR has joined the staff of A. E. Nelson Co., San Francisco, in the capacity of art director.

Tomlinson Will Switch Spot On Blue Network

Edward Tomlinson, Blue Network commentator and an outstanding authority on inter-American affairs, who recently returned from a 17,000- mile tour of hemispheric defenses, started a two-week lecture tour which will necessitate some changes in his present broadcasting schedule. Tom- linson will be heard at irregular inter- vals for the next few weeks while he fills speaking dates throughout the Middle West.

Upon his return, Tomlinson will resume his regular 15-minute Satur- day and Sunday commentaries at 8:15 p.m., EWT, instead of at 6:45 p.m. as at present, beginning Nov. 21.

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since
"My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day Is Comin')

to be featured by Judy Canova in her forthcoming
Republic picture "Chatterbox"
Words and music by Paul J. Winkoop

Both songs have been arranged for
orchestra by JACK MASON

BROADCAST MUSIC, INC.
580 Fifth Ave. New York City

See Early Decision In WRUL-U. S. Status

Washington Bureau, RADIO DAILY

Washington—While no official confirmation could be obtained here yesterday to reports that the Government was taking over the facilities of WRUL, by executive order under the President's war-time powers, there are indications that the reports may be premature rather than incorrect.

The White House denied knowledge of the existence of such an executive order, whereas OWI denied any jurisdiction in the matter. Chairman James Lawrence Fly of the Board of War Communications refused to either confirm or deny that WRUL's facilities might be taken for the Government's International broadcasting programs, since BWC serves in an advisory capacity to the White House in such affairs, the truth of the matter may be that such an executive order has been or is being prepared by BWC for the President's signature in the event that no other solution of the deadlock is possible.

Compromise Seen Possible

Some well-informed circles believe that pertinent officials are prepared to take drastic steps to commandeer the facilities of the Boston short-wave station almost immediately if agreement cannot be reached with World-Wide Broadcasting Corp., which owns and operates WRUL.

In other quarters, the belief was expressed that a compromise was being worked out that would make such a "last resort" move unnecessary. However that may be, the airing of this station-government controversy in the press during the last few days cannot have sweetened matters for the officials carrying on these negotiations. The OWI and the CIAA jointly denied the accuracy of the statement of World Wide's majority stockholder, Walter Lemmon, that he backed out at the last moment from signing the leasing contract because no provision had been made to safeguard the tremendous audiences WRUL had built up in Europe.

Asking Price a Factor

These government agencies answered that while World Wide was "presumably a non-profit corporation, in the opinion of the Office of War Information, the Coordinator of Inter-American Affairs and the Federal Communications Commission, the sum demanded by Mr. Lemmon from the government would give the corporation a substantial annual profit."

This statement also pointed out that WRUL had been receiving a Federal subsidy for some time also that full agreement between the agencies had private companies operating the country's other short-wave stations had been reached "in all cases except that of WRUL."

Commentator Joins Mutual

Newest addition to Mutual's round-the-clock news commentary staff is Ian Ross MacFarlane, who will be heard Monday through Friday, east of Chicago, from 10-10:15 a.m., starting Monday.

★ PROMOTION ★

KIRO Educational Program

Built around Columbia's "School of the Air of the Americas" and preceded by a concentrated introductory campaign, the 1942-43 educational activities of KIRO, Seattle, are well under way, according to Hazel Kenyon, director of education for the Seattle station. Promotion for the winter season began with the broadcast of the three special programs, arranged by the network, to reintroduce to parents and other adults the American School series and its contribution to the educational curricula of the nation. Because KIRO could not take the exemplary broadcasts at the time they were offered, arrangements were made for the shows to be transcribed at Columbia Square in Hollywood and shipped north. This was followed by a program during which three leading Washington educators discussed the new responsibilities of the network series as an official news channel for the Office of War Information.

Notices of the "American School of the Air," with general information on the series and accompanying manuals, were published in the official bulletin of the state department, the Washington Education Journal and the superintendents' bulletins of Seattle and Tacoma public schools. Over 5,000 requests for manuals have been received to date. Special letters went out from KIRO to civic and education groups with the view to encouraging adult listening to the "School of the Air," this being one of the projects of the education department for the year.

First student discussion group on "This Living World" was from Roosevelt high school of Seattle with the topic, "The United Nations." Six members presented the discussion on the air with the class in attendance at the studio as observers. At the conclusion of the broadcast Miss Kenyon led a half-hour discussion on radio, its use in the classroom, its

WHN-ACA Sign Contract Covering Technicians

WHN and the American Communications Association, CIO, signed a closed shop contract, retroactive to Oct. 1, providing for semi-annual wage increases for all technicians and supervisors, and for cost of living salary adjustments. Herbert L. Pettey, station director, signed the pact on behalf of Marcus Loew Booking Agency Inc. Union was represented by Joseph P. Selly president, of ACA, and Joe Ehrlich, broadcast division organizer. The agreement will remain in effect until October 1, 1943.

Major provisions of the contract include the highest starting salary paid by any indie station, \$52.50 weekly; all personnel to be hired through the union; a minimum salary of \$85 weekly for supervisors; two

Music Policy Explained

"Blend that Satisfies" is the title of a promotion piece released by WLIB, Brooklyn, this week to advertising agencies and advertisers calling attention to the station's musical program policy of "the popular classics with a blend of the modern." Folder points out universal appeal of WLIB's diversified musical schedule which includes symphonies, popular record shows, opera, novelty rhythms, and studio string ensemble directed by Waldo Mayo, station's musical director. Attention is focused on the fact that the "powerful appeal of music the whole world loves and artists everyone knows" has gained for WLIB a large responsive audience as judged by listeners' requests for its monthly program log.

Retail Bulletin

Inaugurating a new service to advertisers, KQW, the CBS station for San Francisco-Oakland, and the Bay area, this month issued the first of its quarterly bulletins to the drug, tobacco and grocery fields. The bulletins, printed on eye-attracting, maroon-bordered yellow sheets, list all product advertised over KQW, together with the name of the advertised complete broadcast identification. One thousand bulletins have been mailed to leading wholesalers, jobbers, distributors and retailers in the drug, tobacco and grocery fields, covering the entire KQW area.

vocational possibilities and the value of the American School series. Discussion groups from other high schools in the area have been scheduled for weekly appearance on these Friday broadcasts.

In addition to other activities, KIRO is transcribing the daily broadcasts of the American School series for shipment to KFAR in Fairbanks. These records are shipped to the Alaska station monthly, a project which was begun last year.

Fort Industry Outlets Acquire AP Services

Toledo—Special AP radio news wire from Press Association, Inc., has been acquired by the Fort Industry Co. for all six of the company's outlets, according to an announcement made by George B. Storer, president. Stations are WAGA, Atlanta; WLOK, Lima, Ohio; WSPD, Toledo; WHIZ, Zanesville, Ohio; WMMN, Fairmont, W. Va., and WWVA, Wheeling, W. Va.

weeks' vacation with pay after one year; \$2.50 weekly increase every six months; establishment of grievance machinery for settling all disputes, and for arbitration in the event of deadlock. There is also a clause as protecting those who join the armed forces, guaranteeing the job on the basis of accumulated seniority and salary.

Radio-Tele Benefit Of Warime Rese

(Continued from Page 1)

were disclosed by Lt. Eddy shed a new light upon the future of broadcasting, television, ultra high frequency transmission. Also the job that the service is doing today of training radio in the rate of high frequency casting which will be so useful in commercial radio following the conclusion of the war.

Lt. Eddy's Statement

"We are finding that frequency modulation is not nearly so important an advance as was heretofore believed," Lt. Eddy stated, "but, contrary, the core of the problem in the radio receivers, and once manufacturers build sets capable of operating on a wider range, standard broadcasting will sound practically on a par with FM." Lt. Eddy went on to point out that standard transmission may find itself more to higher wave bands thus eliminating several present day problems including man-made static and objectionable items in radio reception. He also stressed the fact that many of these "laboratory projects" are already in actual use in the services and will naturally be in commercial radio broadcasting following the conclusion of the war.

Color Television

"Not only are we developing equipment, but we are also training the men to handle it, men who will be available for commercial television as soon as the war is over," Lt. Eddy added. The naval officer also pointed out that the extensive work still being conducted in black and white, as well as color television, and indicated here again, the world will witness sensational new developments as equipment and men now being trained in the services, will be turned over to commercial firms after the war. Interest in Lt. Eddy's statement was so high that an invitation to the television station where the experimental work is being conducted was extended to the entire military and naval staff.

A group visit will be made in the near future. The Chicago Radio Management Club is weekly addressing nationally known radio and television personalities who discuss problems of vital interest to the industry. Ingham Gunn of J. Walter Thompson, named president following the resignation of Earl G. Thomas, was left for the Army, presided over yesterday's session.

More "Vox Pop" Stations

Beginning Nov. 16, Emerson Radio Company will add six Florida stations to the "Vox Pop" network. The program was formerly heard over a 70-hour week. The stations added are WMBR, Jacksonville; WQAM, Miami; WJNO, West Palm Beach; WFCB, Augustines; WDRO, Orlando; WDAE, Tampa. "Vox Pop," broadcast Monday evenings from 8:00-8:30 p.m. for Emerson Drug's Bromo-Seltzer, is handled by Ruthrauff & Ryan, Inc., handling account.

Interstate Takes Toll Radio' Committees

(Continued from Page 1)
 or of that state but was interstate, which had all four Democrat and two members in the primaries, other two members in the is week. They were Rep. Edward A. Kelly of and John B. Sullivan of both Democrats. Sullivan representative James P. of Pennsylvania, recently latter transferred to the s and Means Committee. **Leaders Defeated**
 those who suffered defeat primaries were Rep. Jared Y. of Louisiana, author of e bill to reorganize the hich lengthy and exhaus- gs were held last Spring r.
 her Democrats who lost were Representatives South of Texas, Luther Alabama, and Rudolph icicz of Michigan. The Re- ho lost in State primaries Youngdahl of Minnesota A. Paddock of Illinois. defections must be added of Rep. William P. Cole, of Maryland, who re- 26 to become a Federal at state, and Rep. Herron so a Democrat who will withdraw from Congress of his present term.
 e new appointments do rough until the opening nty-eighth Congress next ot much activity in the oadcasting legislation is take place in either com- ing the next two months. s House Bill appears to y settled into a state of s. Pending before the he Clark Bill and resolu- AFM recording situation Morris's resolution for an of the networks refusal o the Cooperative League d States.
Republican Gain General
 House and the Senate are expected to take on blican complexion in the ss. Virtually certain to the bodies are such lead- in the field of Interstate and Communications legis- ators Burton C. Wheeler, f Montana; Senator Wal- e of Maine, House Com- man Clarence F. Lea of nd Rep. Alfred L. Bul- North Carolina, both and among the Repub- Charles A. Wolverton of and James W. Wads- ew York.

Clarification Expected Shortly Of Salary Freeze Regulations

(Continued from Page 1)
 efforts of other unions and agents in obtaining more favorable interpretation of the ruling for its name bands. James C. Petrillo, president of the AFM, and Jules Stein, president of Music Corp. of America, conferred at length on the subject Wednesday. AFM, more so than the talent unions, is faced with the incongruity of having pressed for an employee classification rather than individual contracts for even its name bands, for protection under Social Security. By such classification, the union subjects its members to rigors of salary ceiling.
Sullivan Promises Adjustment
 Spokesman at the local office of the Bureau of Internal Revenue stated that the government has sought in its interpretation to maintain this double check system between income tax and SS so that a person is bound to come under either one. Whether or not the union will scrap its contract Form B which it had invoked about two years ago has not yet been decided.
 In a statement John L. Sullivan, assistant secretary of the Treasury, made directly to RADIO DAILY yesterday, government exec confirmed possibility of clarification soon, and before confusion gathered any more momentum. On the subject of whether

or not an employer could deposit in escrow that portion of an employee's salary which was over and above the ceiling figure, Sullivan made clear that the employer, if in corporate form, could not deduct the amount as a corporate expense. Sullivan would not commit himself on the question of whether an employer could pay the difference between the ceiling and an employee's normal salary (that which is being held in escrow) at some future date, post war, when the ceiling would be lifted. Question of validity of talent contracts involving figures greater than the ceiling permits was something lawyers would have to decide, Sullivan explained.

Additional Interpretations
 Other interpretations Sullivan opined included the following:
 1. Payroll deductions for war bond purchasers which have been pledged are not deductible.
 2. Publicity and entertainment expenses in furtherance of a career cannot be deducted.
 3. Payment of agents' commissions are not deductible in computing the ceiling. Same applies to advertising expenses, despite the seeming incongruity with a recent Bureau ruling which gave the advertising leeway to business organizations.

Org. Complains Of Outlet Distributing Pamphlets

Washington Bureau, RADIO DAILY
 Washington—Letter calling attention to evidence of an alleged "scare campaign" by WGN, has been sent to the U. S. Attorney General and the Federal Communications Commission by the Friends of Democracy, Inc., through its national director, L. M. Birkhead. Allegation in the letter is that the station is using the mailing list of Mrs. Elizabeth Dilling, now under Federal indictment for sedition, for the "distribution of an anonymous pamphlet" designed to destroy confidence in the United States Government and in particular to arouse fear for the freedom of the press in this country. Documentary proof in the form of photostatic copies of envelopes, sent to a fictitious name used by an investigator of the Friends of Democracy and bearing return addresses of both WGN and Mrs. Dilling's organization, accompanied the letter.

Both the FCC and the Department of Justice yesterday were studying the communications. The Attorney General's office has referred the charges to the Criminal Division. FCC attorneys thus far have refused to comment on the matter.

Mrs. Dilling's name has been brought into the recent hearings of the FCC in regard to the rescinding of the license of WBAX, Wilkes-Barre.

Up to late yesterday however, there was no confirmation here that the letters, "copies" of which were distributed, had been received by any government agency.

Hackett Made Chairman Of N. Y. War Savings Com.

Cecil H. Hackett, managing director of WINS, New York, has been appointed chairman of the radio committee of the New York War Savings Staff, it was announced yesterday by Arthur Kudner, chairman of the committee on information. Hackett will devote much of his time at the staff headquarters.

NCAC Signs Kruger

National Concert & Artists Corp. has signed Otto Kruger, stage and motion picture actor, to a management contract. Hollywood office of the talent management firm is preparing a special package show built around Kruger, who returns to New York soon.

Godwin To Address Oil Meet

Earl Godwin, newscaster sponsored by Ford Motor Company seven nights weekly on the Blue Network, will deliver an address before the 23rd annual meeting of the American Petroleum Institute Wednesday, Nov. 11. A substitute will fill in for Godwin from the nation's capital Tuesday and Godwin will resume his broadcasts from Chicago on Wednesday, Thursday and Friday, returning to the capital for the broadcast Sunday, Nov. 15.

George Allen Ill

George Allen, program director of WABC, has been confined to the New Rochelle Hospital, New Rochelle, N. Y., with a serious attack of pneumonia.

Switch Int'l Skeds Of Soldier Programs

(Continued from Page 1)
 ers in mind, affect the following programs:
 "Command Performance," the transcribed variety show presenting headline entertainers in all-request programs produced by the department's radio branch. Except for a few Monday programs beamed on the Far East and Australia from San Francisco stations, all these broadcasts are made on Sunday, and are carried by practically all U. S. stations beamed on Europe, Latin America, and Africa.

Husing Shows Included
 "Here's News From Home," a Monday through Saturday news program produced by OWI in cooperation with War Department, for our armed forces in Austria, Europe, and Africa.
 "G I Jive," an OWI Monday through Saturday swing session produced by the OWI, and beamed from five stations on Australia, North Africa, Europe and Latin America.
 "Your Grandstand Seat" the week end sports roundups by Ted Husing and Bill Stern for American forces in the Far East, Latin America, Australia, and Europe. This is produced by the Radio Branch.
 "Yanks Swing Session," OWI's weekly half-hours, beamed to all the fighting areas and to Latin America.

Hospital Drive On WJZ

Mayor F. H. LaGuardia will officially open the United Hospital Fund drive in a special broadcast on Station WJZ Monday, Nov. 9, from 1:15 to 1:30 p.m., EWT, following a parade from the Battery to City Hall. Appearing on the broadcast will be two naval heroes, Captain Reynolds Hayden, medical officer who was on duty at Pearl Harbor Dec. 7 and Lieut. Com. Samuel Isquith, medical officer and survivor of the sinking off the Solomon Islands of the cruiser Vincennes. The broadcast will be closed by Kate Smith singing "God Bless America."

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



Coast-to-Coast



DENNIS R. DOUGHTY has joined the engineering staff of WFIL and W53PH, Philadelphia as FM transmitter engineer... WFIL has completed arrangements to broadcast the New York Giants-Green Bay Packers football game on Nov. 22 from the Polo Grounds, New York. Byrum Saam has been given the assignment of airing the play-by-plays... Monthly meeting Anice Ives' "Everywoman's Club of the Air" has been cancelled due to transportation difficulties. Annual Christmas party is scheduled for Dec. 7.

Charles Schon, formerly of WORC, Worcester, Mass., has been added to the announcing staff of WTRY, Troy, N. Y.

Haas Bros., food packers, has inaugurated a quarter-hour series on KPO, San Francisco, six times weekly. Show, titled "A Date At Eight," stars Art Linkletter. Milton Seropan, KPO sales representative, made the sale, which was placed by Leon Livingston Advertising Agency. Caryl Coleman is the producer... Wesson Oil & Snowdrift Co. has renewed its "Hawthorne House" series on KPO and stations of the NBC-Pacific Network for another 52 weeks. Show, which is currently written by Ray Buffum and Don Thompson, has been on the regional net since October 1935. Pearl King Tanner plays the leading role. Renewal was signed by Earl Mitchell, NBC sales staff, and Fitzgerald Advertising Agency.

Charles L. Andrews has been added to the staff of WLAC, Nashville, as promotion manager. He was formerly connected with two local stores as advertising manager... Terre Haute Brewing Co. has inaugurated a new weekly quarter-hour series called "Eye Witness News" over WLAC. Series is electrically transcribed.

1942													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

November 6

Mary Louise Anglin
 Leon Hope Gibbs W. I. Hamilton
 Elizabeth Jones John Viggard Olsen
 Ole Olsen Frank Readick
 Selena Royle Gene Sullivan

November 7

Jerry Belcher Ennio Bolognini
 Peter de Lima
 Thomas Anthony Hanlon
 Lester Lee Jack Milster

November 8

Dave Murphy James M. Seward
 Gregory Williamson
 Scott Wiseman

"After Taps" is a once-weekly quarter-hour program now being heard on KLZ, Denver. The program is written and produced by the public relations office at Lowry Field and features the solo voice of tenor Cpl. Bob Bradley with readings by Bradley and Sgt. John Connors. KLZ musical director Les Wheelans provides a piano and celeste background, with Barclay Allen on organ accompaniment. Program is heard 9:15 p.m. Mondays... Gene Amole is a new addition to the announcing staff at KMYR, Denver. The 19-year-old is a recent graduate of Colorado University and is making good at his first radio job.

WSUI, Iowa City, and KBUR, Burlington, Ia., are carrying a radio extension course in air transportation conducted by Iowa Wesleyan College in collaboration with Transcontinental & Western Air, Inc. Course was arranged by Dr. Stanley Niles, the school's president, and Ralph Hinkel, TWA educational supervisor, and is a lecture series which will continue through April of next year.

Newest addition to the announcing staff at WINX, Washington, D. C., is Theodore Tiller, 3rd. Newcomer is a recruit from the theater having been associated with the Willard Players before his entrance into radio... Jack Canter, WINX engineer, has qualified as an aviation cadet in the Army Air Force. He will remain at the station until early next year when he expects to be called for active duty.

Meade Davidson, news commentator on the Sunday night "It Became History This Week" series on WWRL, Woodside, N. Y., handled coverage of election returns for that station Tuesday. Davidson started his summaries at 8:30 p.m. and continued until midnight giving analyses of the local, state and national election returns.

KCRC, Enid, Okla., has taken for its news service the special AP radio news wire from Press Association, Inc., radio subsidiary of The Associated Press. Milton B. Garber is the general manager of the station, which is both a Blue and Oklahoma Network affiliate.

Larry Chatterton, until recently supervisor of announcers at Columbia Square in Hollywood, has exercised his preference for the Pacific Northwest, his former home. He has returned to Seattle and is now announcing and producing for KIRO, CBS western Washington outlet. A past student of the University of Washington, Chatterton worked for 12 years for radio stations in the Seattle area before going south.

Ray Hoff, salesman at CKWS, Kingston, Ont., has been promoted to commercial manager of the station replacing Harold Burley, who has been named Montreal office manager of the Northern Broadcasting & Publishing Ltd.

Amanda Snow, songstress of the airwaves, now has her own show over WLS, Chicago. Amanda's Monday-through-Friday program is entitled "The Voice in the Old Village Choir," and is aired for 15 minutes starting at 10 a.m. (CWT). Amanda comes to WLS from Minneapolis where she has been producing her show for the last three years. She entered radio over WCTN in 1934 and her shows have been aired by both the Blue and NBC networks. In addition to her own 15-minute show, she is a weekly feature on the WLS National Barn Dance.

Martin Bowin, chief announcer of KWK, St. Louis, celebrated his twenty-fifth wedding anniversary last Friday. The Bowins were married in New York and have two children... "Happy Herbie" of the Buckeye Four, heard daily on the "Shady Valley" program over Mutual and KWK has just had one of his songs, "In Shady Valley," published by M. M. Cole. The song is included in a song book entitled "Stuart Hamblen And His Lucky Stars." "In Shady Valley" has been used several times on the programs as a feature song. In private life, "Herbie" is Raymond G. Thompson.

Don McCall, one of the best known radio personalities in the Northwest, has resigned as program director of WEBC, Duluth, to join the army air force ground crew as a radio specialist. Succeeding him is Jerry Deane of the announcers' staff... New to the staff is Herbert Sonnenburg who has been named promotion director. He comes from the Stewart-Taylor advertising agency.

Several staff artists of KOA, Denver, transcribed a special program for KDKN, Ketchikan, Alaska, saluting that station on its recent opening. The wax featured staff announcers Gil Verba, Ivan Schooley and Andrew Gainey; program director Clarence Moore, music clearance editor Beverly Ward, home economist Lora Price and musical director Milton Shrednik. The latter accompanied Gainey in a baritone solo, "Praise The Lord And Pass The Ammunition," sung especially for the troops based in Alaska... Kenneth Raymond is a newcomer on the engineering staff at KOA. He replaces George Poque, who went to the KOA transmitter. Raymond was formerly with RCA-Victor in Kansas City.

In behalf of American soldiers on battle stations around the world, Brigadier General Frederick H. Osborn recently presented a bronze plaque to Ted Collins and Kate Smith, for their campaign under the slogan, "If you don't write, you're wrong." Plaque read: "Fort Ord salutes Kate Smith and Ted Collins for their inspiring slogan, 'If you don't write, you're wrong', which has kept letters from relatives and friends at home girdling the globe for our men in the service. Colonel Roger S. Fitch, Cavalry, Commanding, Fort Ord, Calif."

Louise Wilcher, CBS organizing her spare time composing for what she hopes will be a war song. The lyrics were one of her friends and she is a novel method of testing out of her labors. She has composed different tunes for the lyrics week she tries out one of them camp entertainment. At the month, she will select the that was best received by to submit to publishers. M is the organist on "Stories Loves," "Sing Along" and program on CBS called "Keybo

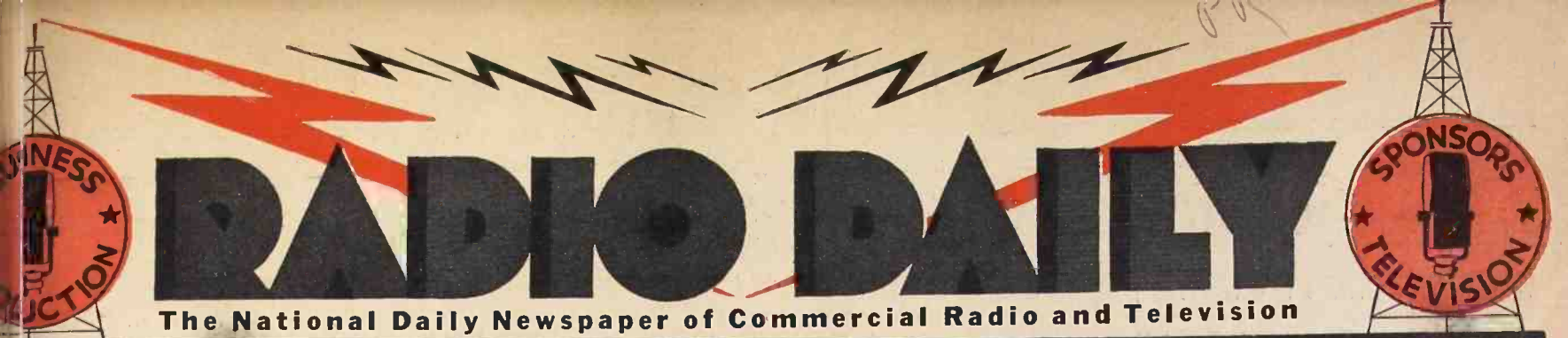
KFEQ, St. Joseph, Mo., a new rate card, No. 7, into effect on December Basic "Class A" rates for airings are as follows: \$100; 30 minutes, \$60; one \$40; five minutes, \$20; one station break, \$10. Card count rates for various schedules and special strips both "Class A" and "Class

Bob Walter returned to W town, N. Y. as staff announcer of the farm program after being employed at W town, N. Y. for the past three Rexall stores throughout New York used four fifteen-minute the "Rexall Parade of Stars" this week in advertising the sales... Maynard B. Davis his duties this week as ch of WWNY, after spending a vacation hunting in Central

Getchell Agency Closes Effective Next

Sharp decrease in billing from the stoppage of motor production and the rationing of gasoline is the reason for announced liquidation of Getchell, Inc., one of the advertising agencies in the Agency will close its doors February 1, 1943 after fulfilling its current contracts, according to announcement by J. V. president and co-founder agency along with the late Getchell.

Agency was founded in were specialists in the m try, having handled the Vacuum, part of the Ch counts, Kelly-Springfield among others. In recent Getchell firm did not handle radio business as other its size; for the most part business consisted of spots for Socony-Vacuum. In the months, the agency has been by losses of employees who entered the armed forces, or nesses. Best known in the is Paul Hollister, former vice-president, who joined recently as vice-president of advertising and sales p



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NOV. 21, NO. 26

NEW YORK, N. Y., MONDAY, NOVEMBER 9, 1942

TEN CENTS

Salary-Stoppage Respite

Soon To Confer Web Wage Boost

Will open negotiations with networks for salary increases, on the National Index figure, a week or two, picking up the demands for the increased living clause in the union's Sustaining Agreement. The conferees the union 30 days after the date of the Index, so that the date would be Nov. 24. The figure was officially published. The union's plan to proceed was specific at an annual mem-

(Continued on Page 6)

Not Giving Up World Series Option

As there will be a World Series in baseball next year, the Safety Razor Company is insisting in holding on to the broadcasting rights. Reports that Gillette added its option because of a WPB order on razor blades notched by Gillette. Firm report as a matter of fact, the WPB ruling provided for a

(Continued on Page 2)

Sutton To New York WBBM Expansion Move

Chicago—Dave Sutton, of CBS Chicago Radio Sales, has been transferred to New York Radio Sales to represent the eastern territory, J. J. Smith, local CBS Radio Sales manager, announced Friday. Sutton, five-year veteran of CBS sales staff and Chicago Radio Sales, has been named eastern

(Continued on Page 2)

Representative

Erwin Steingut, chairman of the board of WLIB, Brooklyn, was victorious in the recent elections being conducted to the New York State Assembly for another two years. He was a candidate of the Democratic and American Labor parties from the 18th Assembly District of Kings County (Brooklyn). Steingut has been a member of the legislative body since 1922.

Plaudits

First-string music critics were lavish in praise of Harold Barlow, CBS conductor, when he directed the Philharmonic-Symphony Orchestra at Carnegie Hall the other night. Not only was Barlow cited as a sponsor of American music and a fine conductor, but it was generally considered that a good deal of his excellent performance was due to his radio-training.

Conservation Orders Issued By FCC-BWC

Washington Bureau, RADIO DAILY
Washington—Taking its long-anticipated action in the interest of conservation of broadcasting equipment, the FCC in cooperation with Board of War Communications adopted one order Friday requiring stations to so readjust their transmitters as to decrease their radiated power by one decibel, and another order permitting stations to make a voluntary reduction in operating time to one-third of the broadcast day.

Under the transmitter readjustment

(Continued on Page 3)

Tetley Soup-Mix Debuts Over Blue Net Hookup

Tetley Tea Co., synonymous with the beverage after more than a century of production, will launch first consumer advertising for its new product, Tetley Soup-Mix, Nov. 10 when it begins sponsorship of "Morn-

(Continued on Page 7)

OES Rules High Salaries Will Continue To Jan. 1, Provided Current Pact Was Made Prior To Oct. 4

Treasury-Army Plugs On Combined Nets

Involving approximately 400 stations, the Treasury Department has completed arrangements for War Bond and Army and Navy plugs on three major networks carrying the Army-Navy Game at Annapolis on Nov. 28, it was revealed Friday by Charles J. Gilcrest, Chief of the Radio Section of the War Savings Staff.

In a three-network tie-up, NBC,

(Continued on Page 6)

All WRUL Broadcasts Now Under OWI Direction

All WRUL broadcasts have been under the direct supervision of the OWI since 12:30 p.m. Thursday, on orders from Washington, it was reported, unofficially to RADIO DAILY,

(Continued on Page 2)

Special Yule Programs Set By NBC Thesaurus

Eighteen of the best known English Yuletide carols, sung by a group of specially selected vocalists, directed by Peter J. Wilhousky, have been recorded as a feature of the Novem-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Relief from the terms of the Oct. 27 salary order was offered Friday under a new amendment issued by Economic Stabilization Director James F. Byrnes. The amendment provides that 1942 salaries in excess of 1941 salaries are permissible provided they are earned under the terms of a bona fide contract entered into before Oct. 4 of this year. The amendment in no way relaxes the 1943 salary order.

Under the original ruling, restric-

(Continued on Page 7)

Majors May Bow Out Re Peabody Entries

Likelihood of major networks withdrawing from active participation in the Peabody Awards this year because of the war and related factors, gained credence over the week-end when one sent a letter explaining the reason for its inability to enter any presentations this year. A second preferred to make no comment; a third,

(Continued on Page 7)

Corwin Given Luncheon; Readies "England" Series

Norman Corwin, CBS writer-producer-director who will shortly resume his series along the lines of "An American In England," which were discontinued from England due

(Continued on Page 5)

★ THE WEEK IN RADIO ★

Legislative Changes

By BOB LITZBERG

POSSIBILITY of any further legislative investigation of the broadcasting industry was lessened as a result of election defeats last week, chief of which was the loss of his seat in the House of Representatives by Jared Y. Sanders. Latter is author of the House bill to reorganize the FCC on which lengthy and exhaustive hearings were held last Spring and Summer. As a result of last week's elections not much activity in the field of broadcasting legislation is

expected to take place in either the House or Senate during the next two months until new appointments will be made to the various committees and sub-committees handling these matters. In addition to the Sanders Bill, the Clark Bill and the resolutions on the AFM recording ban and the Cooperative League of the U. S. A. situation are still pending.

Attention of the industry last week was turned toward talent agencies

(Continued on Page 2)

Ouch!

Lawrence, Kans.—Many an announcer has left the broadcasting industry to become an "officer." But the man bites the dog at WREN, of this city, where an Officer has entered the broadcasting industry to become an announcer. His name James Officer. WREN is the Blue Network outlet in this area.



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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

(November 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tele. & Tel.	129 5/8	128 3/8	129 5/8	+ 1 3/8
CBS A	15 3/4	15 1/2	15 1/2	—
CBS B	15 3/4	15 3/4	15 3/4	+ 1/4
Crosley Corp.	9	9	9	+ 1/4
Gen. Electric	30	29 3/4	29 7/8	—
Philco	10 1/2	10 3/8	10 3/8	—
RCA Common	3 7/8	3 3/4	3 7/8	—
RCA First Pfd.	57	57	57	—
Stewart-Warner	8 1/8	7 7/8	8 1/8	—
Westinghouse	78	76 1/4	78	+ 2
Zenith Radio	16 1/2	16 3/8	16 1/2	+ 5/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	23 1/4	3
FCAO (Baltimore)	19	21
WJR (Detroit)	18	21

Special Yule Programs Set By NBC Thesaurus

(Continued from Page 1)
ber release to NBC Thesaurus subscribers, according to an announcement in the current issue of the Thesaurus Program Service Bulletin. Another important Thesaurus release, announced in the same publication, is the first of a comprehensive series of sound effects recordings. The inaugural record contains five different types of applause, created by small groups of varying sizes. Additional recordings, to be released in coming months, will provide stations with a well-rounded assortment of applause and other sound effects.

As a special Thanksgiving Day feature, NBC's Radio-Recording Division has prepared a script for use with Arch Oboler's radio classic, "The Rich Kid," a play that carries a timely message for Americans at this time. A recording of this sketch is in the hands of all stations subscribing to Thesaurus. Other exclusive Thesaurus artists, whose music is included in the November release, are Dr. Edwin Franko Goldman, Allen Roth, Norman Cloutier, Rosario Bourdon, Xavier Cugat and Vincent Lopez.

★ THE WEEK IN RADIO ★

... Legislative Changes

(Continued from Page 1)

and their relations with radio talent. Following the Treasury Department's interpretation of the \$25,000 ceiling on income, fears were expressed for the very existence of the talent agency business, whose fees were held to be non-deductible. AFRA made the first protective step as far as its members were concerned by sending them a letter warning not to sign any modification to their existing contracts without consulting the union. It was also revealed that a new contract form was now in the stage of completion, which would standardize relations between agent and client. Under the terms of the revised contract network artists' bureaus, long-term (over 3 years) personal contracts and commission over ten per cent would be practically eliminated.

Exhaustive study of the needs of retail advertisers to be financed by the industry was announced last week by the NAB Retail Promotion Committee, chaired by Paul W. Morency of WTIC. Pledges for underwriting the campaign to be based on 1941 income are being sought by the trade association in its current tour of NAB districts... International shortwave stations in the United States began their first week as government-operated outlets, with the signing of formal leasing contracts amounting to the purchase of one-sixth of the available time on the 14 transmitters... New trade association, the American Broadcasters' Association, inaugurated a membership campaign; letter to potential members, including the networks, attacked the NAB and announced plans for a general meeting for the election of directors and the setting up of by-laws as soon as enough stations signify their interest in the new group.

Agendas and speakers for the two national meetings to be held this week were announced by the respective organizations: the Association of National Advertisers revealed the details of its two-day meeting to be held in New York on Wednesday and Thursday; and the program of the concurrent sessions of the Association of Education by Radio and the National Association of Educational Broadcasters, scheduled on the same days, was reported... In a special communication issued by the United

All WRUL Broadcasts Now Under OWI Direction

(Continued from Page 1)
over the week-end. Explained that the broadcasts have been going out under the station's own identity, nevertheless, and that, thus far, there has been no change in personnel. Walter Lemmon, majority stock holder of World Wide Broadcasting Corp. which owns and operated the shortwave station, could not be reached for comment on the government's taking over the station's operations.

Fruit Co., the correct methods of handling commercial broadcasts in Central America were suggested to advertisers and agencies contemplating the use of radio in that market... Canada froze the sale of radio receiving sets and forbade the opening of new businesses for their sale, except under permit... After five days of hearings the FCC ordered a sudden recess of the inquiry into the fitness of Robert J. Doran to head the station operating under the license issued to WBAX, Wilkes-Barre... Curtailment of the OWI activities as a manufacturer of transcriptions in competition with independent firms was indicated in Washington, following receipt of a letter from Maurier Wolsky, secretary of the Association of Recording Studios, which was addressed to several government officials.

CBS reported a nine-month gross exceeding \$45,000,000 and declared a dividend to holders of Class A and B stock... FM Broadcasters, Inc., revealed the details of its survey of FM broadcasting, which showed no curtailment of activities... Blue Network affiliates elected a planning and advisory committee to assist the chain's management in maintaining and enhancing its high program standards... Use of day-time serial characters to promote government-sponsored war messages on "Victory Volunteers" and "Victory Front" programs on NBC and CBS respectively was pronounced unusually effective by the OWI... WOR reported its best 60-day period in the signing of new business in the station's history... Radio, both independent stations and networks, gave all-out coverage to the local, state and national elections.

NBC announced that 23 of its high ranking commercial programs are now being shortwaved to United States armed forces stationed overseas... Mutual Broadcasting System's 10-month billings showed an increase of 45.8 per cent... Radio will find itself one of the greatest benefactors of World War II, Lt. William Eddy, U. S. Navy radio and television expert, told members of the Chicago Radio Management Club at its weekly meeting on Thursday; industry will benefit by the far-reaching experimentation and development made by military and naval radio divisions.

Gillette Not Giving Up World Series Option

(Continued from Page 1)
slight increase in product for the manufacturer. Second phase of this report, that P. Lorillard and Co. had picked up the radio rights for the series, at \$125,000 were denied by both the cigarette company and J. Walter Thompson Co., agency handling the account. Lorillard spokesman added, also, that the firm was not contemplating any other sports sponsorship at this time.

COMING and GOING

WILLIAM A. SCHUDT, JR., eastern field manager for CBS, has returned trip through the Carolinas, Maryland and Virginia, was away about two weeks.

G. W. "JOHNNY" JOHNSTONE, head news and special events division of the Network, leaves tonight for Chicago on...

FRED WEBER, honorary president of the and OSCAR F. HILD, member of the executive committee and official of the Cincinnati were in New York for a few days last week to attend funeral services for Fred Birnback secretary.

STEVE R. RINTOUL, manager of station news in the New York office of the Katz Inc., is back in town following a business trip.

FRED W. BORTON, president and manager of WQAM, Miami, in New York for conferences at the headquarters of CBS.

DIETRICH DIRKS, general manager of Sioux City, in town from Iowa for a short time.

CECIL BROWN, CBS newscaster, is in Philadelphia, from which point he will air his program for Johns Manville.

THOMAS E. MARTIN, station manager of WJNY, Watertown, N. Y., returning to his upstate headquarters after spending a few days in New York on a combined business and pleasure trip. He was accompanied by MRS. MARTIN.

FRANK BUCK returned Saturday from where he had delivered a lecture.

JOHN E. FETZER, president and general manager of WKCO, Kalamazoo, Mich., spent a few days here on station and network business.

PARKS JOHNSON and WARREN HULL, New River, N. C., today, from where they will air tonight's stanza of their "Vox Pop" from the U. S. Marine Base. LT. COL. KIMES, former commander of the Marine Corps at Midway Island, will fly from Washington to New River to participate in the program.

SAM H. COOK, president of WFBL, outlet in Syracuse, in New York Friday morning, paying a call at the network headquarters.

FRANK PARKER, tenor, and DAVID BARNETT, narrator, are at the U. S. Marine Base at Quantico, Va., from where the CBS building program, "Keep Working, Keep Living, America," will emanate tonight.

Dave Sutton To New York In WBBM Expansion Move

(Continued from Page 1)
sales manager of WBBM and will commute to New York with headquarters in Chicago. Ed Furr, formerly manager of WMFF, Philadelphia, N. Y., will be Chicago contact and liaison at WBBM of New York-originated accounts. Rolf Warner, WBBM merchandising manager, continuing in charge of merchandising eastern accounts of the Chicago territory.

The expansion and sales reorganization, according to Smith, is necessitated by the increasing importance of the Chicago market to New York buyers and the need for special service to New York clients and agencies.

BALTIMORE'S BLUE NETWORK OUTLET

National Representatives:
SPOT SALES, INC. - New York - Chicago - San Francisco

Reservation Orders Issued By FCC-BWC

(Continued from Page 1)

Order No. 107, which is effective on the licensed power of stations remains unchanged and the great listeners will notice no change in station performance. Unless, the adjustments called for materially prolong the life of transmitter and receiver equipment.

Engineers, both in the government and in the industry, long ago agreed that one decibel change in power could not be detected by the ear. Among those holding the opinion is Frank H. McIntosh, VPB's Civilian Radio Branch, reported out last summer that a modification of transmitter power increased the modulation and decreasing the carrier.

Decrease Not Noticeable

Earlier, the FCC has been making field tests in cooperation with certain stations in order to substantiate the opinion that a one decibel decrease in radiate power of such readjustments would be unnoticeable.

The course of these tests power in instances was reduced by one decibel, and yet listeners of these tests were unable to determine when the power was reduced and when it was not. Some of them reported improved reception during periods of reduction was in effect, according to the FCC.

The engineering manual on adjustment of standard broadcast transmitters has been prepared and approved by the BWC and its domestic broadcasting committee. Copies of this manual, setting forth the procedure to be followed in readjusting transmitters and in making regular readjustments will be available to all stations.

Adjustment Manual

Adjustments required to retain maximum life of broadcast equipment are divided into two parts, according to the manual. It continues, "the first part involves a readjustment of the transmitter based on an increase in effective antenna resistance and a readjustment of the transmitter by approximately 11 percent. This does not change the transmitter output power but will permit substantial improvement in tube

★ PROMOTION ★

WAAT's Ork Poll

At the conclusion of a 3-week poll of listeners to his "Requestfully Yours" platter show over WAAT, Jersey City, Paul Brenner has announced the final results of his quest for a "dream orchestra." Votes for male and female vocalists found Frank Sinatra and Helen O'Connell in first place with the personnel of the orchestra being made up as follows: Trumpets, Harry James, Charlie Spivak and Ziggy Elman; Trombones, Tommy Dorsey, Glenn Miller and Jack Teagarden; Alto Sax, Jimmy Dorsey and Benny Carter; Tenor sax, Tex Beneke, Charlie Barnet and Coleman Hawkins; Clarinet, Benny Goodman; Piano, Claude Thornhill; Guitar, Alvino Rey; Bass, John Kirby and on drums, Gene Krupa.

Dialers to Brenner's WAAT show were asked to determine their conception of the ideal 16-piece orchestra, together with male and female vocalists. Nominations were presented nightly, at which time Brenner played records of name dance bands with a different musical instrument featured on every program.

UP Reprints

Reprints of current advertising in the trade press are being sent out by the United Press to plug its 16 radio news features. Accompanying the reprint is a letter from Walter Rundle, UP promotion manager, calling attention to the "quotes" in the advertisement. Ad reproduces a large spoon on which is perched a microphone and announcer and is headed "just add an announcer . . . then serve." Prominent black reverse panel presents brief quotes from vari-

ous stations throughout the nation commending the news service on its news features.

ous stations throughout the nation commending the news service on its news features.

Supersedes Previous Order

FCC Order No. 94A, adopted at the same time as the Transmitter Readjustment Order No. 107 supersedes a previous Order, No. 94, and suspends Section 3.71 of the commissions rules and regulations with respect to requiring each standard broadcast station to operate at least two-thirds of the authorized time during the broadcast day, i. e. 6 a.m. to midnight in lieu of the operation for only one-third of the broadcast day is the required minimum.

This permits a voluntary reduction in time of operation from 12 hours daily, in the case of an unlimited time station to six hours daily. However, there is no restriction on maximum hours of operation except as provided by a station's present license and by the Commission's rules and regulations.

Sister-Station Salute

The 20th anniversary of KFPY, Spokane, was celebrated by KIRO, Seattle, in a half-hour salute to the sister station on the occasion of the "successful completion of two decades of service to the Inland Empire." Program included reminiscences by KIRO announcers John Mallow and Frank Cooley, both formerly with the Spokane station, and a special greeting to Arthur L. Bright, vice-president of the Symons Broadcasting Company, from H. J. Quilliam, KIRO general manager.

Front-page stories of the day were recalled on the broadcast, one being titled "217 Human Lives Saved by Radio"! Others dealt with the growing menace of the automobile with "spooning" on dark roads an accompanying problem, the shortage of refrigerator cars for transporting fruit as opposed to the present shortage of farm labor, and a mention of the old silent movie, "Orphans of the Storm." Reminiscences of the early twenties were set off by the music of Jules Buffano and his orchestra, played in jazz time from the original scores which Buffano unearthed. Among tunes of 1922 heard on the salute were "That Old Gang of Mine," "Ain't We Got Fun," Buffano's own "Thanks for the Buggy Ride," and "China Boy," which was vocalized by Maury Rider, KIRO program director.

"Salute to KFPY" was heard simultaneously on KIRO and KFPY.

Bart McHugh To Coast; Will Head MCA Activity

Bart McHugh, a vice-president of Music Corp. of America, will leave for Hollywood, Friday, Nov. 13, to become head of the agency's coast radio activities. Coast office has been minus a titular head for some time now, with the army making considerable inroads on the personnel. Appointment was decided at this time too, because the coast office of the agency is taking on greater importance this year what with most of MCA's productions originating from that point. Such shows include the Kay Kyser "Kollege of Musical Knowledge," the Abbott and Costello program, Screen Artists Guild show and Arch Oboler. Such MCA clients as Tommy Dorsey air from the coast also. Successor to McHugh in New York has not yet been named.

Beadell To McGillvra

Chicago—Walter Beadell, formerly with WAAF of this city as sales promotion manager and before that with WISN, Milwaukee, WOWO, Fort Wayne and WFBM, Indianapolis, has joined the sales force of Joseph Hershey McGillvra in this city.

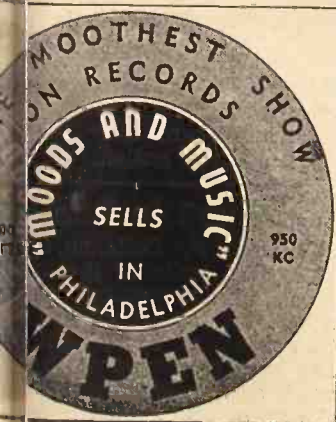
Dominant **NBC** Basic Station
In This Area

DELAWARE
WILMINGTON
1150 KC

**DOING
A STANDOUT
SELLING JOB
FOR
ADVERTISERS**

Recently stepped up to 5,000 watts day and night, it assures advertisers wider and more concentrated coverage than ever, in a market—(Delaware, southern New Jersey, parts of Maryland and Virginia)—booming with war production. Advertise your product in this buying market. WDEL can do a standout selling job for you at surprisingly low cost. Write direct or to:

Sales Representative:
PAUL H. RAYMER CO.
New York • Chicago
San Francisco



Chicago

By FRANK BURKE

CASHING in on "Glenn Miller Presents" billing, Oriental Theater here did excellent business last week with a troupe of personalities from the old Glenn Miller band. Featured among them were the "Four Modernaires," male quartet heard with the Miller band on records and the Chesterfield show. With the decline in "name" traveling orchestras due to enlistments and transportation problems theater men expect to use more "package" shows from radio and band personnels.

Marion Mann, Blue Network songstress, ill with a cold. During her absence, Jeanette Davis and Fran Allison are taking her place on network musical shows.

Alma Kitchell, Blue Network commentator on women's affairs, launched "A Stamp A Day For A Son Who's Away," during a broadcast from the Victory Center of Marshall Field & Co. the other day. Idea is for mothers of sons in the service to organize clubs calling for the purchase of a defense stamp a day.

Proudest director in the Blue Network's Chicago studios is Burr Lee, whose son, Burr Lee, Jr., this week received his commission as a second lieutenant in the U. S. Army Air Corps.

Barbara Luddy, NBC dramatic star, and recent bride of Ned Le Fevre, radio announcer, this week saw her husband off for service with the U. S. Coast Guard. By a coincidence, Barbara plays the role of Judith Clark in NBC's daytime serial, "Lonely Women," drama that portrays women whose men are engaged in the war effort.

Verne Buck, formerly a Chicago orchestra leader, has joined the NBC orchestra staff on the west coast.

Sammy Kaye currently featured with his orchestra at the Chicago theater.

Richard Stark, Chicago NBC announcer, knows the feeling a man has when he's whistled at by 4,500 women. Dick went out to Fort Des Moines, Iowa, recently to announce the "Hour of Charm" show. When he walked on the stage he was the only man in the place and was greeted with the whistles and shouts of 4,500 WAACs.

WGN's Frank Sweeney, 22 years old, was sworn into the United States Navy as an aviation cadet recently bringing the total of WGN's employees in the service to more than forty. Frank will continue his announcing duties at WGN until he is called into the service.

Griffith To KFMB

San Diego, Calif.—Homer Owen Griffith, of the station representative firm bearing his name, has taken over the management of KFMB of this city and will serve as managing director of the outlet in addition to his representative operations. Griffith is taking up the executive duties of the late Warren B. Worcester, KFMB president, who died last month.



A Reporter's Report Card . . .!

● ● ● SEC'Y MORGENTHAU: Radio stars, affected by the \$25,000 "freeze," are wondering how they're going to make good those big War Bond pledges, made while the heavy coin was still rolling in. . . . KAY KYSER: Ginny Simms still denies plans to marry agent Bill Hawks. In fact, she insists she'll remain an "old maid" . . . ARTIE SHAW: They're calling you the John Philip Sousa of this war already. . . . MADELEINE CARROLL: Did you tell Paramount no more screen work for the duration? . . . DARRYL ZANUCK: Madame Chiang Kai-shek will make a movie appearance for China Relief when she visits Washington. . . . CHICO MARX: What's this about your getting tired of batoning already? . . . WALTER WINCHELL: That was a swell job your nine-year-old youngster turned in selling war bonds at Lindy's the other night. . . . BILL BACHER: Your book, "Treasury Star Parade" will be off the Farrar & Rinehart presses today.

★ ★ ★

● ● ● JOE CHERNIAVSKY: That new Boy Meets Girl orchestra of yours with 20 girls and ten men is smart showmanship not to mention a very practical idea. And your "Blind Date" idea for theaters and radio is terrific. . . . TOMMY RIGGS: You will be happy to know that your sponsor, Lever Bros., report that the response on your recent give-away announcement was the largest they've ever had from a radio show. . . . BILL GERNANNT: Strikes us that there never was a better time than right now for the agencies to grab that show of yours, "Meet America," a timely topic if we ever heard one. . . . MARY MARGARET McBRIDE: The Treasury Dep't asked you to make a movie short for them because they regard yours as the "ideal woman's program" . . . BILLY ROSE: One of the best shows in town is a free spectacle and thousands see it daily. It's the Rockefeller Center Ice Pond where dozens of gals skate around in scanty costumes. . . . AMOS 'n' ANDY: That poem you read a few broadcasts ago—the one written by a Marine "somewhere in the Pacific"—is wanted by the U. S. Marine Corps for use on a recruiting poster. . . . PAUL WHITEMAN: Band really sounds swell on the Swan Soap show with Burns & Allen, also going great guns—but, will you get that Jack Lavin guy to drop somebody a line? . . . GEORGE CRANDELL: That was a mighty fine game Saturday.

★ ★ ★

● ● ● JIMMY SAPHIER: The shortest term contract we ever heard of was the deal you set with Matt Dennis, the song writer, and Metro. He started work Nov. 2nd—and Nov. 4th went in the army! . . . FRANK COOPER: That report about "Sing For Dough" being cancelled out for an army show is untrue. Show was merely shifted to a new time—7:30 p.m. Saturday nights. . . . BOB HOPE: Photos from your "Road To Morocco," of all things, will be used as illustrations in a new English text book being published by Scribner's. . . . LEO ROBIN: Your new song-writing partner, succeeding the late Ralph Rainger, may be Lew Pollack. . . . JOAN EDWARDS: Now they're planning to do a play about your uncle, Gus Edwards. Is he well enough to come in from Hollywood to supervise? . . . BING CROSBY: Is Sir Stork headed your way again? . . . LEW LEHR: You're scheduled to make your first air appearance in over a year this Friday night on the Caravan Hour. . . . OSCAR SERLIN: Is it true that Sam Goldwyn gets the screen rights to "Strip For Action"? . . . TED HUSING: That was Joe Cowen announcing the Fordham-L. S. U. game for the Louisiana Network Saturday.

★ ★ ★

— Remember Pearl Harbor —

To the Colors!

STEPHEN PRICE, producer-tor for the Office of War Information in New York, will be wearing a uniform soon. He enters the service early in November. For the past seven years he has been producing, writing, announcing over a number of radio stations, Cleveland and Miami.

—vvv—

LEO J. McDEVITT, of WCOP, Boston, and recently of the annual staff of WFEA, Manchester, N. H., in the U. S. Army.

—vvv—

JUAN TRASVINAS, member of sound effects department of NBC, San Francisco, is now in the U. S. Army.

—vvv—

PAUL GLYNN, publicity director for CBS in Washington, sworn into the U. S. N. R. as a lieutenant.

—vvv—

JOHN BONDESON, staff member of WREN, Lawrence, has received his induction papers and is now a member of the U. S. Army.

—vvv—

FRED GREENLEE, announcer for WNAX, Yankton, was inducted into the Army recently. BERT DUNN, also of the station's staff, is also in the armed forces.

—vvv—

DOROTHY McGAHA, former secretary in the sales promotion department of KPO, San Francisco, enlisted in the WAACs. She is stationed at the station by Lucille.

—vvv—

CLIFFORD RASMUSSEN, announcer at WTMJ-W55M, Milwaukee, reported for duty in the Marine Corps at San Diego, Calif. He enlisted in the U. S. Army.

—vvv—

W. GORDON MERTWEATHER, of the bookkeeping department of WPTF, Raleigh, N. C., has joined the Navy. He is succeeded by Wall.

THEO D. MANDELSTAM, assistant manager of the Ballou office of Henry J. Kaufman, Advertising, of Washington, D. C., and recently production manager for the same firm, is now in Officers' Training School in preparation for duty in the Signal Corps. He is one of the others to join the armed forces. The others are MARSHALL J. JENSEN, production man, and LARRY B. ENFELD.

—vvv—

HUBBARD E. ANDERSON, advertising manager of the Union Oil Co., has enlisted in the Army Air Corps as an aircraft mechanic.

—vvv—

FENTON McCLURE and BARTLEY, news-o-graph operator and pianist respectively of WJOL, Cincinnati, are now in the armed forces of the nation.

Alberti In Bond Post

Vincent F. Callahan, director of press and radio of the War Staff, has announced the appointment of Jules Alberti as chief of relations, radio section. Alberti has been employed at the Blue Network as special director-producer in charge of war bond campaign.

BEST-ING

TEMPLETON, on the Great Series of the "Telephone Day (WEAF-NBC, 9 p.m.).

MIND RUSSELL and CARY in an adaptation of "Take Darling," on the "Screen Players" program, today (BS, 10 p.m.).

HCA LAKE and GEORGE in an adaptation of "Sullivan's," on the "Lux Radio Hour" today (WABC-CBS, 9 p.m.).

HORSZOWSKI, Polish in the "Keyboard Concerts" tomorrow (WABC-CBS, 3:30

Forced To Move; Given 30 Days Notice

London Bureau, RADIO DAILY
 London—NAB learned the bad news last week-end—that it will have to move out of its present spacious quarters on the ninth floor of the 17 Building, which has just been taken over by government control proceedings. The association of other tenants in the building until Dec. 5 to make way for a section of the Reconstruction Finance Corporation dealing with present synthetic rubber

of the condemnation order as reported by RADIO DAILY, the question as to whether the attractive building is to be forced out, or whether some arrangement to remain on an "wartime activity" basis is permitted. NAB has obtained some slight hope it may be permitted to stay on until the end of its lease, but this was with the arrival of notices to tenants without exception from last Thursday to

doesn't know where it will move. Asked about the matter, one official commented, "The best is as good as mine." The condemnation proceedings, issued by the U. S. District Court, were under and by virtue of the War Powers Act," of last

Md. Tele Masts To Scrap Collection

—The 60-foot twin telegraph towers which were constructed at Poolesville, Md., about 15 years ago by the late C. Francis Jenkins, inventor, for the country's first radio station, are joining Montgomery County's scrap heap, it has been announced here. County Saltzman George V. Menke announced that the towers, which constituted a familiar landmark in the district, can be converted into a considerable amount of am-

NEW PROGRAMS—IDEAS

Young People's Series

New program enlisting the all-around talents of the younger generation bowed last week over WTAG, Worcester. Entitled "Uncle Tom's Juveniles," show seeks to develop raw talent by giving local children with dramatic, dancing, or musical ability actual air experience and a chance to be heard by stage, movie, or radio scouts. Program is built around the theme of the "good ship opportunity," bound for harbors of entertainment, with the youngsters in the role of merry-making seamen. In command is "Uncle Tom" Hal Willis who, with Hazel MacFarlane, co-director of the show, have been coaching children as a team for the past ten years. Weekly auditions are held by the duo at the WTAG studios to recruit possible talent for the

"Golden Voices"

New program sponsored by the Belgium Information Center was inaugurated on Sunday on WQXR, New York, under the title of "Golden Voices." Broadcast consists of the presentation of songs and artists, whose origin is Belgium. The first "golden voice" heard on the hour, which is from 5:45 to 6:00 p.m. every Sunday, was that of Lily Pons, in recordings of arias from Donizetti's "The Daughter of the Regiment" and Meyerbeer's "Dinorah." Other artists whose voices will be heard in the series are John Charles Thomas, Maggie Teyte, Feodor Chaliapin, Grace Moore, Roland Hayes, and Charles Panzera.

show. Program clears the WTAG air-planes Sundays from 9:30-10 a.m.

Corwin Given Luncheon; Readies "England" Series

(Continued from Page 1)

to atmospheric and other conditions which interfered with suitable reception here was tendered a luncheon Friday at the Barberrry Room where, for the edification of the press he explained various phases of broadcasting in England, particularly as it compared to our system here.

He also answered numerous questions at length along the same angle, revealing England under wartime conditions broadcasting merrily on its way without interruption at any time, due to an elaborate system of dispersed, yet always centrally controlled studios and transmitters. Corwin returned from abroad some days ago.

Stations Pledge Support To NAB 'Retail' Plan

Washington Bureau, RADIO DAILY

Washington—Signed pledges have already been received from 59 stations for funds to support the NAB Retail Promotion drive, NAB announced Friday. Pledges have been promised from eight others. This response during the first week since pledges were called for and the general interest in the plan evidenced at NAB district meetings has proved most encouraging, according to the retail promotion committee, of which Paul Morency, of WTIC, Hartford, is chairman.

Hawley To Address Club

Adelaide Hawley, conductor of the "Woman's Page of the Air" on WABC, New York, will address the Personality Plus Club of the New York Ordnance District of the War Department today. Her subject is "Speech as a Factor in Personality Development" and is given in connection with an "on your toes" course conducted by the club.

New Music Clubs' Drive For Service Men Disks

Intensifying its efforts of last year, the National Federation of Music Clubs is currently launching a new drive for phonograph records, new and used, for men in the armed forces of the United States. Mrs. Vincent Hilles Ober of Norfolk, Virginia, past national president and present war service chairman, this week issued an appeal to state war service chairmen in the 48 states to speed up this endeavor until every good record available is corraled for camps and naval bases in this country and for outgoing transports.

In making this appeal to her state chairmen, Mrs. Ober summarized some of the results of last year's efforts along this line, as based upon reports from 16 states, which presumably represent only about one-third of the Federation's total accomplishments. In that period, she said, approximately 100,000 records were collected in the 16 states and either shipped to port depositories for use in outgoing transports or distributed to military and naval centers in the United States. 478 pianos were provided for similar use.

Collection Figures Impressive

More than 2,200 phonographs were collected and distributed; 633 radios, nearly one thousand orchestral instruments and many thousands of sheets of music were also assembled. War bonds in the amount of \$185,189.90 were purchased.

In addition to providing music and musical instruments, phonographs and radios for use in camps and naval bases, many states organized talent bureaus and supplied programs to the cantonments. Towards the end of the season, several State Federations also began to service troops in transit with crossword puzzles and cartoon scrapbooks to while away weary hours of travel.

All these avenues of activity have again been recommended to State Chairmen this year, with particular

AGENCIES

HAVENOR ADVERTISING AGENCY, INC., Albany, N. Y., has been named as advertising agency for Fillmore Farms, Inc., Bennington, Vt. Radio and other media will be used.

ALFRED O. BUCKINGHAM, vice-president of Cluett, Peabody & Co., is today's scheduled speaker of the advertising and selling course, conducted by the Advertising Club.

OMEGA CHEMICAL CO. is releasing its largest campaign in a number of years through Cecil & Presbrey, Inc. Spot radio and other media is being used.

IRWIN ROBINSON has resigned as executive editor of "Advertising Age" to become director of information for the Advertising Council.

91 Recorded MBS Shows Shipped To Servicemen

West Coast Bureau, RADIO DAILY

Hollywood—Total of 91 disks, involving 22 hours of programming transcribed from the Mutual network were shipped to Alaska by the Don Lee network for the entertainment of service men.

The platters included complete operas on last season's "American Opera Festival," eight complete Alfred Wallenstein "Sinfonietta" programs, four "Chicago Theater of the Air" operettas, 13 Morton Gould broadcasts, and six Dave Rose-Maxine Gray "California Melodies" shows. West Coast program librarians reviewed 1,209 transcriptions to make this selection.

WHN-Local 802 Confab

Conferences between WHN and Local 802 over replacement of a house band at the station will get under way today. Herbert Pettey, director of the station, explained that the band with the exception of Don Albert, leader, had received its notice, and that he has followed the policy of making such changes in his musical group every few years. Rumors that the station was looking around for a "name" aggregation were unfounded, Pettey stated. Pettey will meet with William Feinberg, executive secretary of the local.

Lopez On "Gloom Dodgers"

Starting today, Vincent Lopez and his orchestra, will head the WHN show, "Gloom Dodgers," for regular Monday appearances. Lopez will play weekly predictions of coming song hits, and will present guests from the band and music fields.

emphasis upon the drive for phonograph records. Owners of records which they are willing to contribute for this purpose are urged to communicate with local music club presidents or war service chairmen, who will put them in touch with the state chairmen.

AFRA Soon To Confer On Web Wage Boost

(Continued from Page 1)

bership meeting of the New York local, Thursday night, at the Hotel Astor. Bill Adams, president, presided. Attendance was fair.

Since there are some AFRA members whose salary would exceed the \$5,000 figure, the application for salary increase, after agreed to by the networks, would probably have to be submitted to both the Treasury and the War Labor Board for approval.

In presenting his annual report to the members, George Heller, executive secretary of the local reported that the union had made collections of \$73,280.57 on 1,456 individual checks over which there had been some question or dispute.

Elect Local Board Members

Results of the election for local board members was as follows: Actors Bill Adams, John Brown, Alan Bunce, Ted de Corsia, Eric Dressler, Betty Garde, House Jameson, Anne Seymour and Ned Wever; announcers: Mel Allen, Ben Grauer, George F. Putnam, Jr., Ken Roberts and Warren Sweeney; singers: Gordon Cross, Phil Duey, Felix Knight, Evelyn MacGregor, Alex McKee, Walter Preston and Claude Reese.

Speakers' Bureau of the American Theater Wing presented a ten-minute sketch, written by Tom Powers, to show how radio and AFRA are participating in war activities.

Temporary Board Of ABA Will Meet On Wednesday

Washington Bureau, RADIO DAILY

Washington—Armistice Day has been selected by the temporary board of directors of the newly-organized American Broadcasters Association as the date for its next meeting, which will be held in Chicago to chart the group's future course of action.

Stations which received the ABA's membership invitations sent out from here about 10 days ago have been urged in a follow-up communication from President John Shepard, 3rd, head of the Yankee Network, to answer immediately so that the board may give "due consideration" to their opinions at Wednesday's meeting. He added, "I feel sure that we can rely on your cooperation to at least give us the benefit of your opinion."

Debut Of CBS 'Showcase' Sets Bernie, Kate Smith

Two of radio's outstanding daytime programs, Ben Bernie and "Kate Smith Speaks," are presented to evening listeners as Columbia's "Daytime Showcase" has its premiere today from 10:30-11:00 p.m.

In opening its "showcase," Columbia plans to introduce to the after-dark listeners examples of the entertainment to be found during the day. Symphonic music, popular numbers, drama and humor are among the ingredients on the menu.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Oct. 29-Nov. 4, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAf of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs heard in New York and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
White Christmas (Berlin)		1222	1063
Praise The Lord And Pass The Ammunition (Famous)		1036	1258
Dearl Beloved (Chappell)		855	1011
Mister Five By Five (Leeds)		726	356
Manhattan Serenade (Robbins)		708	564
There Will Never Be Another You (Mayfair)		700	352
I'm Getting Tired So I Can Sleep (Army)		689	389
When The Lights Go On Again (Campbell-Loft-Porgie)		656	364
I Met Her On Monday (A B C)		636	404
I Came Here To Talk For Joe (Shapiro-Bernstein)		534	413
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		511	487
At Last (Feist)		501	513
Gobs Of Love (Paramount)		471	598
I Get The Neck Of The Chicken (Southern)		460	364
Daybreak (Feist)		445	599
Hip Hip Hooray (Robbins)		425	279
Army Air Corps (Fischer)		418	223
Be Careful It's My Heart (Berlin)		418	351
My Devotion (Santly-Joy-Select)		395	336
Why Don't You Fall In Love With Me (Harms)		390	227
Ev'rything I've Got (Chappell)		334	332
By The Light Of The Silvery Moon (Remick)		332	408
Idaho (Mills)		310	497
Pennsylvania Polka (Shapiro-Bernstein)		306	314
When You're A Long Long Way From Home (Broadway)		396	181
At The Crossroads (E. B. Marks)		283	235*
I Left My Heart At The Stagedoor Canteen (Army)		265	239
Cow Cow Boogie (Leeds)		259	290
Rolleo Rolling Along (Miller)		255	140*
He's My Guy (Leeds)		245	324
Steam Is On The Beam (Crawford)		244	...
This Is The Army Mr. Jones (Army)		237	457
Brazil (Southern)		236	173*
Wonder When My Baby's Coming Home (Crawford)		222	577
Major And The Minor (Famous)		203	147*
Touch Of Texas (Southern)		200	171
Every Night About This Time (Warock)		198	258
Serenade In Blue (Bregman-Vocco-Conn)		178	616
Street Of Dreams (Miller)		174	305
Moonlight Becomes You (Famous)		172	231
Boy In Khaki (A B C)		163	143*
Love Is A Song (Broadcast Music)		153	221*
Velvet Moon (Witmark)		138	173
Abraham (Berlin)		134	207
This Is Worth Fighting For (Harms)		130	307*
He Wears A Pair Of Silver Wings (Shapiro-Bernstein)		129	276*
Strictly Instrumental (Cheerio)		126	189
Ten Little Soldiers (Lincoln)		122	257
Goodnight Little Angel (Wells)		116	...
I Don't Care What You Think (Dorsey)		108	187*

(Continued on Page 7)

Treasury-Army Plan On Combined

(Continued from Page 1)

CBS, and Mutual, will carry the program nation-wide. The Standard Broadcasting Co. of New Jersey sponsors the program on the Atlantic seaboard. The remainder of the networks will carry War Bond-Army program in plugs of equal proportions.

The arrangements have been provided by the Army, Navy, Schalk & Pratt, Standard Broadcasting Co., Treasury Department and OWI.

As civilian travel is restricted by Government regulations, this program is to be one of the largest stay-at-home audiences of all time.

NBC Engineer Perfects New Precision

Installations are now being made at NBC divisional headquarters in Chicago, Hollywood, San Francisco, Washington, Cleveland and other cities. The clock, which will not vary more than one-third of a second per day, is similar to the equipment already installed in NBC, New York, and was developed and produced under the direction of O. B. Sweeney, NBC vice-president in charge of engineering.

Created by the need for accurate time-keeping systems of the heavy electric power plants of war industries, it is based on the use of a tuning fork operating in a vacuum chamber. According to Hammett, the new system is now transmitting signals to the NBC network and at 5 p.m. These signals are received by all affiliated stations.

Godfrey Adds Sponsor On Program Over WABC

E. Fougere & Co. and the Peppermint Co. have both been signed for participating sponsorship on the Godfrey early morning program on WABC. Fougere business cooperation will be three times weekly on the 7-7:45 a.m. program in the east of Magi-Tex Dog Shampoo was placed by Birmingham, Alabama & Pierce, Inc. Peppermint Co. has purchased twice weekly announcements on the 6:30 to 6:45 portion of the show for its toothbrushes. Agency for Peppermint Co. is Lord & Thomas, Inc. Addition of two new accounts brings Godfrey's total of sponsors to ten.

Porter In New G. E.

Schenectady, N. Y.—John G. Porter has been placed in charge of the promotional activities of the General Electric Company, mitter and electronic tube division of the General Electric Company, radio, television and electronics department, according to an announcement by H. J. Deines, advertising manager. Porter was formerly in charge of the GE publicity department.

Peabody Entries

(Continued from Page 1)
 confirm the withdrawal though indications pointed in that direction. The signature of Harrison B. Director of Public Service, Network explained to Dean Drury of the Henry Grady Journalism, University of which administers the that especially in these times radio has so many vital to perform as a factor in morale as well as a medium of propaganda, that go- looking for prizes for which it should perform did easily into the scheme of look right. Network ex- belief that radio should its time to its fundamental of serving and entertain- that that effort should be could be mustered. Letter the Committee that the net- always pleased to receive recognition for its con- closed with friendly wishes mmittee's project.

More Members on Board

Coulter, Director of Broad- CBS, returned Friday, coast, and had not yet made statement for the network matter. It was reported on erty, however, that the net- made no plans to enter any

ould not commit itself. k the award board had re- additional members in- lph Casey of the University eta; Joseph Henry Jackson, itor of the San Francisco Beatrice Rossell of Quarrie Chicago; Keith Tyler of ate Institute of Education Earl J. Glade of KSL, Salt

cial policy meeting of the ntly, it was decided to pre- awards recognizing both and stations, regional and io DAILY, August 21, 1942.) or entries is December 15.

on Bureau, RADIO DAILY

on—Whether or not the works enter programs will ed by the judges, accord- eph L. Miller of the NAB ay knowledge of reports NBC and the Blue Net- decide not to enter the mpetition this year. Miller DAILY that if the report e nets may be forced to

awards. es are not limited by the er explained, pointing out e are people who listen to and doubtless form ideas year on the merit of program series. There is noth- vent them from awarding e six prizes to programs e not formally been en- the competition.

the prizes would probably work shows. Of the six red, one each goes to a

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK *

SONG TITLE	PUBLISHER	ACI
I Know That You Know (Harms)		211
Shine On Harvest Moon (Remick)		211
Make Believe (T. B. Harms)		209
Summertime (Chappell)		148
Pretty Girl Is Like A Melody (Berlin)		131
Smoke Gets In Your Eyes (Harms)		119
I Got Rhythm (New World)		113
PATRIOTIC		
Anchors Aweigh (Robbins)		332
Marines' Hymn (E. B. Marks)		271
Yankee Doodle Boy (Vogel)		109
Caissons Go Rolling Along (Shapiro-Bernstein)		103

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

Tetley Soup-Mix Debuts Over Blue Net Hookup

(Continued from Page 1)

ing Market Basket" three times week- ly on the Blue Network. Tetley will sponsor the Tuesday, Thursday and Saturday broadcasts of the 15-minute program, aired at 10 a.m., EWT, on eight Blue stations. Duane Jones Company handles the account.

Faced with government restrictions on the importation and production of tea for civilian use and confident in the future of the dehydrated soup field, Tetley brought out the Soup-Mix in April of this year. Aiming to keep its brand name alive, the company will promote the Soup-Mix by emphasizing the Tetley name, in its radio commercials, as the famous maker of tea.

Distribution of the Soup-Mix is strung along the Eastern coast from north to south. It is put out in six flavors: chicken noodle, beef noodle, vegetable noodle, 3-minute pea soup, old-fashioned potato soup and Yankee bean soup.

At the same time that Tetley turns to radio for first promotion of its new product, C. F. Mueller Company, which has been sponsoring the Wed- nesday, Thursday and Friday broad- casts of "Morning Market Basket" on 20 stations, will drop the Thursday and take over the Monday airing. The program, featuring good hints by Isabel Manning Hewson, well-known radio commentator on women's af- fairs, has been aired Monday through Friday, twice on a sustaining basis. With an extra day, Saturday, added to the schedule to accommodate Tet- ley, the program is now completely sold out.

Ward OWI Consultant

Nashville, Tenn.—J. Truman Ward, owner of WLAC, here, has been ap- pointed as consultant to the radio bureau of this Office of War Informa- tion, representing the 6th NAB dis- trict.

"local" and a "regional" station for the best "innovation" serving the pub- lic, said Miller, and four are awarded for the best program series featuring respectively News, Music, Drama and Education.

NBC Shortwave Talk In Congressional Record

Mrs. Lorna Farrell's address to the women of Germany, broadcast over NBC's shortwave stations, WNBI and WRCA, on Sept. 27, has been re- printed in the Congressional Record at the request of Senator Robert R. Reynolds of North Carolina. The Senator explained that the address, in his opinion, had significance for American women.

Mrs. Farrell will make another ad- dress in German on Monday, Nov. 16, using the same NBC facilities.

Joins BBC To Organize North American Shows

Montreal—Rooney Pelletier, form- erly of Montreal and for some time head of the CBC overseas unit in Great Britain, has left that post to join BBC as organizer of North Amer- ican programs, it was announced here last week.

John Kannawin, now in Winnipeg as regional representative of CBS for the prairie provinces, will go to Lon- don as director of the overseas unit. He will be succeeded in Winnipeg by Herbert G. Walker, now station man- ager of CBL and CBY, Toronto.

"Ham" Tube Campaign

Washington—A campaign to obtain transmitting tubes from amateurs for broadcast use will get under way shortly under the joint sponsorship of the NAB and the American Radio Re- lay League. It is hoped that many tubes difficult to obtain from manu- facturers will be made available in quantity, thus releasing new tubes for military use. The plan will be- come effective with the publication of the December issue of the League's official organ, QST.

NBC Chicago Bond Sales High

Chicago—NBC employees of the network's central division sold during October a total of \$101,850 in War Bonds. Begun early in October, the campaign sought \$27,000 in sales, with 270 employees each responsible for a \$100 quota. The selling champion was William Wendell, network sales- man, sold \$30,300 in bonds.

High Salary Payments Okayed To Year-End

(Continued from Page 1)

tions on salaries in excess of \$25,000 did not become effective until Janu- ary, but as a stop-gap to prevent the payment of large bonuses and salary increases in the two-month interim, the director stipulated that total compensation paid an individual in 1942 could not exceed that paid last year. The immediate termination of compensation to those persons whose 1942 salary had already exceeded their 1941 salary in some instances where prior commitment had been made, created a hardship. The modification of Paragraph (e) of Section 4001.9 of the Regulation will alleviate this condition and permit payment for ser- vices rendered during the balance of the calendar year.

The Department emphasized that the amendment relates solely to 1942 salaries and has no effect whatsoever on the application of the \$25,000 limi- tation for 1943, and further, that em- ployers and employees should arrange their contractual relationship for 1942 so as to comply with the salary limitation period. Release granted under this amendment will in no in- stance carry over until 1943.

New Stars Hard Hit

Before amended ruling was causing considerable hardship to radio artists, particularly those who have come to the top only within the past year. This difficulty was forcefully brought home to Washington officials last week.

The amendment was prescribed for the nation as a whole. Individual problems of radio, such as guest star bookings and free lancing received no consideration, nor would anyone in the Treasury or OES venture an interpretation at this time. Suggested only that each person affected thus, communicate with the OES. Com- mission contracts with talent agents were said to be covered by this amendment so that they can be ful- filled for the remainder of 1942.

The text of the amended regula- tion is as follows:

"(e) Unless payment thereof is re- quired under a bona fide contract in effect on October 3, 1942, no amount of salary shall be paid of authorized to be paid or accrued to the account of any employee or received by him after October 27, 1942, and before January 1, 1943 if the total salary paid, authorized, accrued or received for the calendar year 1942 exceeds the amount of salary which would otherwise be allowable under Para- graph (a) of this Section and also exceed the total salary paid, author- ized, accrued or received for the calendar year 1941."

The foregoing amendment shall be effective as of October 27, 1942.

Stork News

Bill Edmunds, WHN announcer has just become a daddy for the first time. A little girl, Elizabeth Allen was born Sunday, October 18th. Mother and daughter are doing fine at the Astoria Sanitorium.



Coast-to-Coast



TRIBUTE to sportscaster Floyd J. Keese of WBNY, Buffalo, was paid in a special transcribed program on the occasion of his retirement from radio recently. Keese, who has been in radio for ten years, the last five of which have been with WBNY, is retiring from broadcasting to take up a business in Providence, R. I. He had been doing a two-hour daily sports review on WBNY. Tribute was aired on his final broadcast.

CHML, Hamilton, Ont., reports two new accounts: Laura Secord Candy Co. has contracted for two fifteen-minute programs weekly which feature Rex Battle, concert pianist; John Northway & Son, Ltd., woman's clothier, is currently sponsoring on thrice weekly schedule a series titled "Christmas On the Moon."

Ben Wills, formerly with WGPC, Albany, Ga., has joined the staff of WRBL, Columbus, Ga. "Lucky Lady" program on WRBL, which was formerly conducted by Betty Allen, is now under the baton of Billy Wismer, who also handles a regular announcing shift and incidental women's programs along with Gertrude Handley, the station's assistant program director and musical director. Bama Club, Phenix City, Ala., night club, has purchased time on WRBL for nightly broadcasts of "name bands" appearing at the spot. Programs are emceed by Jack O'Connor of the WRBL staff. Latter also emceeds the station's "1230 Club," recording programs, aired three times daily.

Daughter of J. Van Straten, comptroller at WHN, New York, has just been inducted into the WAVES, and will leave for Smith College, today, for training as an ensign. Dr. Florence Van Straten is on leave from post on the chemistry faculty of New York University.

New quarters of WSPA-WORD, Spartanburg, S. C., were formally opened last week, with civic leaders participating in the ceremonies. "Radio Day" was proclaimed by the mayor of the city in recognition of the stations. Special section of the Spartanburg "Herald" was devoted to the event.

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

November 9

Lieut. Vera O. Adams
Nyles Barry Courtney
Lucille Goldin Bill Harding
Lieut. Betty Lawson Lou Lubin
George ("Stoney") McLinn
Paul Rittenhouse Ed Wynne

More than 40 per cent of the \$3,550 raised among Detroit's Polish population to assure Christmas remembrances for the Polish Army in England was obtained by WJBK, Detroit. James F. Hopkins, manager, announced last week. Four other local agencies took part in the drive, as a result of which 562 gift boxes and more than 20,000 packages of cigarettes will be sent abroad. In addition, \$1,000 in cash has been sent via Gen. Walter Sikorski, prime minister of the Polish Government in exile, for the aid of refugee Polish children now living in Iran. Stanley Altschuler, director of foreign language broadcasting for WJBK, and Eugene Konstantynowicz, director of the Polish Hour, had charge of the station's part in the campaign, which netted \$1,441.10.

New personnel on the staff of WSB, Atlanta, are the Sunshine Boys, quartet made up of Ace Richmond, "Pat" Patterson, "Smitty" and "Tennessee" Smith. They are donning the shoes of the popular Swanee River Boys, who have disbanded for the duration. Another addition to the regular entertainment is D. H. Aderhold, 17-year-old electrical guitar player who is being billed as "Slim Idaho" to WSB audiences. Coming from WMAZ, Macon, Ga., where he has been working with the Texas Rangers, the youngster reports that his hometown is Anderson, S. C.

Peter Donald, the "Can You Top This?" comic, has been made the permanent master-of-ceremonies of "Answering You," a two-way broadcast between here and England, heard Sundays at 5:30 p.m. on WNYC, New York. Peter's guest this Sunday is Louis Sobol, famous Broadway columnist.

Sam B. Schneider, KVOO, Tulsa, farm director, attended the American Royal livestock show in Kansas City. Walt Dennis, sales promotion manager, received an achievement award of merit from the Southwestern Association of Industrial Editors for 1942 for KVOO-DOO, station house organ. Hank Stanford, yodeling cowboy, has left KVOO to join the staff of WSM, Nashville. Kansas City's WHB "Sons of the Range" group has joined the KVOO staff of artists. Nelle Marie Peterson, KHBG, Okmulgee, has joined the KVOO continuity staff. Ben Henneke, Tulsa university dramatics instructor, is the station's new part-time announcer. Paul Miner, KVOO sports announcer, has joined the Navy as a 3rd class yeoman.

Second phase in a series of "women in the war" programs on WWRL, Woodside, N. Y., will be inaugurated on Armistice Day by Helena, the Baroness de Polenzske. The Baroness has just completed "Australian Women in the War" and will start a new feature "Russian Women in the War" on Wednesday. Future series will be devoted to other women's activities of the United Nations.

Nelda Ormiston and Mary Lewis of KROW, Oakland, attended the recent regional conference in Oakland called by Dorothy Lewis of NAB to discuss children's programs and the possibility of forming a local listeners council. KROW's "Story Teller" received high praise and was pointed out as one of the very few thoroughly acceptable children's programs in the country. It is written by Miss Ormiston and sponsored by H. C. Capwell Company, Oakland's largest department store. Miss Lewis represented the station's management in the discussion. John K. Chapel, KROW news commentator, was the speaker at the Navy Day meeting of the Emeryville Industries Association.

Election returns on WTOL, Toledo, were sponsored by the local Red Cab Co., who urged listeners to use their service only when absolutely necessary. WTOL announcers Roger Bacon and Henry Stambaugh handled the results of the voting.

New business on KNX, Los Angeles: Pan-American Coffee Bureau, through J. M. Mathes, Inc., has contracted for a thirteen week participation in Housewife's Protective League and Sunrise Salute programs; Petrol Corp., through Dan Jones Co., has purchased a half-hour period on Monday evenings for the broadcast of "P. D. Q. Quiz Court"; Bekins Van & Storage Co. has renewed its contract for the thrice weekly sponsorship of Hary Flannery's new analyses. Series is heard on five CBS-Pacific stations including KNX.

Herb Kennedy, formerly announcer and newscaster at KLX, Oakland, Calif., has been named to the announcing staff of KSFO, San Francisco, by program director, Clifton B. Naughton. Another newcomer to the KSFO announcing staff is Charles F. Pendleton, formerly announcer and in charge of merchandising at KIEM, Eureka.

Rocky Clark, radio editor of the Bridgeport "Post," is currently conducting a full-hour jazz and popular record session titled "Rock 'n' Rhythm" on WNAB, Bridgeport, from 4 to 5 p.m. on Sundays. Series is sponsored by a local department store.

H. M. Feine, program director of Springfield, Mass., has rounded than thirty weeks of broadcasts mentator for the Springfield Defense Council. These broadcasts and given by Feine, alternated analysis of current happenings of civilian effort, and present backgrounds of the civilian's of each broadcast was given appeal for recruits for the Warlian Defense services.

David H. Harris, recent manager of WXYZ, Detroit, named program-production at WTAG, Worcester, replaced liam T. Cavanagh, it was an this week by managing direct Hill. Harris assumed his ne at WTAG this week. He associated with the King Broadcasting Corporation for nine years, the last year a manager of the Michigan network at WXYZ, where his d cluded supervision of progr Prior to this, as traffic ma WOOD-WASH, he handled cial programming and speci for the Grand Rapids stat has also been connected with Battle Creek, Michigan, an advertising agencies.

WOR-Mutual introduced Vera their coast-to-coast audience, lo Miss Barton, whose CBS singl to war production plants aw Army-Navy "E" were a Thursd of Columbia until recently, sang Arres and his orchestra on the "Tropical Serenade."

New personality on WPEN delphia, is David V. Bush, and lecturer, who recently on a 52-week contract on WOC, port, and who is now being the Philadelphia outlet on times weekly schedule. New called "Voice of Courage" publicized by newspaper ments before its debut. Ser go under local sponsorsh shortly. Lew London, WH gram director, has been nam licity chairman of the newly "Neighborhood Victory Bon mittee."

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 27 NEW YORK, N. Y., TUESDAY, NOVEMBER 10, 1942 TEN CENTS

Radio's AEF Coverage

Price Ceiling Phonograph Disks

Washington Bureau, RADIO DAILY
Washington—A catch-all price order issued to clarify the entire situation regarding to commercial phonograph records has been issued by the effective Nov. 13. Most important features are the setting of prices of scrap records and to outlaw the practice of using old records for scrap as to the sale of new records. This practice has been condemned by regional offices in the past as complaints have been re-out OPA now recognizes the

Of Charm" Leads Musical Show Ratings

... rating lead among half-musical programs for the of October is Phil Spitalny's "Charm" with a CAB 11.5 rating, and 11.7 coincidental. Other programs of similar their ratings include "The Firestone" with 9.05; the "Family Hour," 8.8; Andre Metz' "Pause That Refreshes,"

Sets Of Announcers For Army-Navy Game

different sets of announcers for the broadcasts for the Army football game, Saturday, over the three major networks having just been announced. Mel Allen and Connie Des-ve been set for Mutual, Bill

To The Minute

George F. Putnam's listeners apply consider his nightly reports "up to the minute news," CAF, New York, as timeless of an everchanging. Last Monday George a request from one of his for a "summary of the news" night as I missed your

No Paper Tomorrow
Tomorrow being Armistice Day, a legal holiday in all states of the Union, Radio Daily will not be published.

WPB Explains Order Re Equipment Makers

Washington Bureau, RADIO DAILY
Washington—To stop manufacturers from converting radio and RADAR equipment "to change its purpose or mode of operation" where that change involves the use of vacuum or gaseous tubes, the WPB has issued an interpretation of its General Limitation Order L-183, effective Oct. 3, concerning electronic equipments. Clarification is obtained by redefining "manufacturer" to exclude one who "merely distributes or maintains and repairs"

NBC Appoints Director Of Femme War Activity

Jane Tiffany Wagner, formerly director of the Home Economics Department of Standard Brands, Inc., has been named by NBC to the post of director of Women's War Activities, it was announced yesterday by William S. Hedges, vice-president in charge of the network's stations department. Miss Wagner will advise NBC and affiliated stations on the planning of special activities in behalf of feminine listeners. Hedges, in making the appoint-

Special War-Bond Telegram Urged As No. 1 OWI Priority

Amer. Legion Commander On Fred Waring Program

Roane Waring, newly elected commander of the American Legion, comes to New York tomorrow to join Fred Waring on his Chesterfield "Pleasure Time" broadcast on NBC in a program of patriotism and faith. Earlier in the day, Roane Waring is to appear with high government of-

Uses Much Ingenuity In First Big Rush When Details Meager; Webs' Reps With U. S. Troops In Africa

Wartime Radio Role Topic Of Educators

Columbia, Mo.—Responsibility and obligation of radio as a wartime morale builder was stressed by Charles Siepmann of the Office of War Information and Dr. Louis Berg, New York psychiatrist, speaking before the Association of Education by Radio regional conference, which was held at Stephens College here last

Retail Inventories Up Special Survey Reveals

Following the announcement of the proposed study of department store and retailers' advertising needs by the NAB Retail Promotion Committee, the findings of a Dun & Bradstreet survey of 20 representative retail lines showing an average gain

Dominion-Wide Changes Affect Personnel Of CBC

Montreal—Extensive staff changes throughout the system have been announced by Canadian Broadcasting Corp. Chief among the appointments

Radio, on its own initiative and resourcefulness, brought the news of the American troops' invasion of Mediterranean and African points with a blanket coverage including news bulletins which interrupted programs and feature broadcasts assembled soon after the news was released from Washington, D. C. Apparently, the OWI exercised no formal control once the Presi-

'Radio Homes' High In 3 Midwest Areas

Washington Bureau, RADIO DAILY
Washington—Radio coverage figures for four more cities have been released by the U. S. Census Bureau, based on the 1940 count. Highest of the four is the Akron, Ohio, area where listeners in 88,736 homes of

W53H Granted Okay; Other Activity By FCC

Washington Bureau, RADIO DAILY
Washington—FCC has granted a license to the Travelers Broadcasting Service Corp., of Hartford, Conn., for FM station W53H to broadcast on

Remote Remote

Peter Donald, the "Can You Top This?" comic, heard Dick Gilbert of WHN talking about him on his bond-selling program and promptly phoned in a bond purchase. Record-spieler asked Donald for a few gags which Gilbert repeated line by line to his listeners. Amusing part of incident was the amazed listener hearing Donald phone same gags he was hearing on radio.

(Continued on Page 5)

(Continued on Page 5)

(Continued on Page 6)



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M. H. SHAPIRO : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, Nov. 9)

NEW YORK STOCK EXCHANGE

	High	Lo	Close	Net Chg.
Am. Tel. & Tel.	130 1/8	129 1/8	129 5/8	- 3/8
CBS A	15 1/2	15 1/4	15 1/4	+ 1/4
CBS B	15 3/4	15 3/4	15 3/4	+ 1/8
Crosley Corp.	9 1/8	9 1/8	9 1/8	+ 1/4
Gen. Electric	30 3/4	30	30 1/4	+ 1/8
Philco	11	10 5/8	11	+ 5/8
RCA Common	4 5/8	4 1/8	4 5/8	+ 5/8
RCA First Pfd.	57 1/2	57 1/4	57 1/2	+ 3/4
Stewart-Warner	8	8	8	+ 1/4
Westinghouse	79 1/4	78	78 3/4	+ 1/4
Zenith Radio	17	16 3/4	17	+ 3/8

	Bid	Asked
Farnsworth Tel. & Rad.	3 1/8	3 1/2
WCAO (Baltimore)	19	22
WJR (Detroit)	18	20

OVER THE COUNTER

No Luncheon Tomorrow For Radio Execs' Club

Because of Armistice Day, tomorrow, there will be no luncheon meeting of the Radio Executives Club. For the meeting on Nov. 18, the guest speaker will be John Vandercook, NBC commentator.

Sullivan On WMCA

Paul Sullivan, formerly a CBS commentator, started a news period on WMCA, yesterday, 9:30-9:45 p.m., for a Monday through Friday series. On the inaugural broadcast, two of the station's long established commentators, Johannes Steel and Sydney Moseley welcomed Sullivan on the air.

Dominion-Wide Changes Affect Personnel Of CBC

(Continued from Page 1)

made by the Board of Governors is the naming of Harry W. Bramah as assistant treasurer, effective as of Aug. 1 last, with a corresponding increase in salary which has received the approval of the National War Labor Board.

Ray MacKenss, Vancouver; Jack Kannawin, general representative in the Prairie Provinces, and Rooney Pelletier, Ottawa and Montreal, have been transferred to England, the latter as head of the CBC overseas unit to serve BBC as director of North American broadcasts.

Walter Anderson, station manager of CBO, Ottawa, since 1927, has been named night manager of the Toronto studios, and Clarence O'Dell CBO announcer, also moves to Toronto. Charles Wright, Winnipeg, will succeed Anderson in Ottawa, while Donald Pringle, former CBO announcer now in Halifax, will replace O'Dell in Ottawa.

Herbert Walker, station manager of CBL and CBY, Toronto, is shifted to Winnipeg and will be succeeded by D. C. Clarringbull, Ontario regional representative.

Three Sets Of Announcers Set For Army-Navy Game

(Continued from Page 1)

Stern and Ken Carpenter for NBC, and Ted Husing and Jimmy Dolan for CBS.

Esso Marketers, sponsors for the broadcasts among 160 stations along the Eastern Seaboard, will pay \$100,000 for the broadcast rights, the sum being divided equally among the Navy and Army Emergency Relief societies. The commercial allotment is set for 61 Mutual affiliates, 51 NBC stations, and 48 CBS outlets. Remainder of the networks' stations will carry the sportscast on a sustaining basis, with total coverage running into 400 stations. In place of the commercials on the bulk of the networks, Army, Navy and Treasury Department messages will be aired.

On the Mutual beam, Mel Allen who helped Red Barber in handling the World Series baseball games, will do the play-by-play chores, while Desmond will do the color angles of the game.

WPB Explains Order Re Equipment Makers

(Continued from Page 1)

electronic equipment." The term does, however, include one who converts electric equipment to change its purpose or mode of operation.

The interpretation also makes it clear that while persons buying replacement parts for home sets do not need preference ratings, distributors of such parts must obtain them exclusively under form PD-IX, the usual distributors' application for preference ratings. Many distributors have been getting parts without using this form, radio and RADAR chief Frank H. McIntosh told RADIO DAILY.

In cases where distribution of parts and production are carried on by the same firm, it was restated, the two functions must be completely separate. It is required that separate records be kept for each branch of the business.

An interpretation of WPB's tin conservation order has been issued to make it clear that tin required for radio and RADAR equipment for the armed forces is exempt from the restrictive provisions of the order.

AFM Official Asks Cut In Gratis Appearance

Washington Bureau, RADIO DAILY

Washington—Gratis performance at Washington's Stage Door Canteen by AFM members must be limited to two appearances monthly, according to a new edict by the Washington local. "This move is a conservative measure" said President Paul J. Schwartz. "Our men who are members of known bands are called upon to appear almost every night at either the Stage Door Canteen or for some other soldier-charity performance. It was reaching the point where the men had to appear whether they wanted to or not.

He said he had suggested that single players be sent over to entertain, with large groups only on week-ends or especially popular nights. Milton Shubert, co-chairman of the National Stage Door Canteens, said he thoroughly understands the musicians' viewpoint, and added, in conclusion that "they have been wonderful."

COMING and GOING

L. W. BROCKINGTON, former chairman of CBC board of governors and now connected with BBC in London, leaves shortly for New York where he will broadcast talks concerning the war effort of the British Empire and the Nations.

LYMAN BRYSON, director of education for CBS, and **LEON LEVINE**, assistant director in Chicago, where they are scheduled to address at the meetings of the National Broadcasters Conference and the Music National Conference.

S. A. CISLER, president and manager of WLSV, Louisville, is expected in town today on a short business visit, before joining the A. J. Rouse Co.

DAVE ALBER left last night for Washington, D. C., where he will confer with officials of the Treasury Department.

BRUFF W. OLIN, JR., station manager of WKIP, Blue Network outlet in Poughkeepsie, N. Y., on a one-day business trip here yesterday, visiting with the station reps and at headquarters.

HAL MEYER, station manager of WSRF, Springfield, spent yesterday in New York on business and returned last night to his local headquarters.

Cecil Brown, who airs the news on WJLA, Johns Manville over CBS, will broadcast from Rochester, N. Y. Wednesday's broadcast will originate at Providence, R. I.

ADAM GARNER, **HENRY HOLT**, **ROBERT** and **VLADIMIR PADWA**—known nationally as the First Piano Quartet—will appear on the first leg of a concert tour to include Baltimore, Washington, Atlanta, New London and Rochester.

EDWARD POBER, formerly on the staff of WBYN but now with Pan-Am Airways, visiting yesterday at the studios, announcing his return from six months of service in Africa.

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

- 1 The feature boxes of news 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.

WXYZ

WILL DELIVER* LION'S SHARE OF
DETROIT
AT LOWEST COST



*WITH ANY WXYZ CHAMPION SHOW

Chicago

By FRANK BURKE

WAIT's informal Navy show, "Blue-jackets Calling," gets a 5:15 p.m. spot Monday through Fridays with boatswain's mate John L. Sullivan introducing bluejackets reading letters to the home folks.

Watson Humphrey, producer of "Morning Reveille" and "Plantation Party" shows for the Russel M. Seeds agency resigned to join the production staff of the Blue Network in San Francisco. Humphrey had been with the Seeds agency two years.

WGN rendering exceptional service to the Treasury War Bond sales by picking up the noon-day appearance of orchestras and artists from Treasury Center in the Commonwealth Edison building.

**Retail Inventories Up
Special Survey Reveals**

(Continued from Page 1)

of 22 per cent in inventory dollar values during the 12 months ended June 30, 1942, appear especially significant. Despite the fact that the number of department store users of radio has been on the increase in the past few years, this field of radio business is practically virgin in most markets of the country. Realizing this, the NAB, through its committee, is attempting to open this field for stations at time when there is a need for discovering new avenues of income to replace time-purchases cancelled as a result of war activities.

The Dun & Bradstreet survey goes far in emphasizing the department store and retail advertiser as the logical successor to industries lost to broadcasting for the duration. Covering more than 5,000 retailers throughout the country, the survey reveals that department stores with a 73 per cent gain almost doubled the gains of women's ready-to-wear shops. Inventory reduction occurred where it was most expected: in the lumber and building materials and filling station categories.

Pile Up Inventories

The most significant result of the survey is the contrast between the stories told by large and small retailers. Big operators with ready cash or good banking connections have been piling up inventories spectacularly in several trades, while the small retailers' holdings swelled but little, or were even depleted. "Big" as used here means in most lines sales in excess of \$50,000 in the first half of 1941, roughly equivalent to \$100,000 a year.

In seven of the twenty trades analyzed, the stores above this sales volume accumulated stocks at a notably faster rate during the past



Notes From A Ringside Seat. . .!

● ● ● Watch for a new P.&G. daytimer to bow in after the 1st of the year via Compton. . . Geo. Tucker, AP's B'way columnist, leaving for Cairo to serve as correspondent. . . Any truth to those Tin Pan Alley rumors that big bands are doomed and that six and seven piece units, Dixieland style, will be the vogue? . . . Abe Lyman put in 4-F. High blood pressure. . . Most bandleaders with children are having their press agents rush pictures of them with their kiddies into print, but fast! . . . Orson Welles often runs from theater to theater watching about 20 minutes of each picture in town. . . Raymond Scott (the only man in the world who calls a seven piece ork a "quintet") opens at the Roxy tomorrow. . . Bernie Schubert auditioning "Potash & Perlmutter." Script is by its original author, Jules Eckert Goodman. . . Dennis Day, who is waiting for Jack Benny to drill oil so he can be paid off, signed to a five-year picture contract with Charles Rogers Productions. . . Score a beat for Kate Smith who brings Major John Smith to her show Friday night. He's the top American ace, having sent 17 Jap planes to their doom in the Solomon Islands.



● ● ● Eddie Cantor's show has furnished more material for transcribed records short-waved to troops overseas than any other program, according to War Department's Special Services Branch. . . John Schramm is the latest addition to production staff of WJZ and will specialize in Public Service shows. . . Ann Eden bedded for a week after tonsilectomy. . . Paramount interested in Mildred Murray. Mildred, incidentally, scheduled to go to Chapel Hill, N. C., Friday to entertain students at Naval Pre-Flight School there. . . "Mr. & Mrs. North" auditioned by Lennen & Mitchell with Claudia Morgan. . . Tim Marks reported Thursday for induction—and was back at his desk Friday labelled 4-F. The Doc took one look at him and said: "If you always look like this, don't bother to strip!" . . . Conrad Nagel, emcee on "Radio Reader's Digest," flew 6,000 miles to cast his vote in the past elections. . . Which reminds us that Jackson Beck says a lot of candidates who were sworn in last week—will be cussed out before long. . . Bert Gordon is trying to get Eddie Cantor to change his billing from "The Mad Russian" to "The Glad Russian." Says after watching the Russians lately he can't understand what he has to be mad about!



—Remember Pearl Harbor—

twelve months than did the smaller stores. These seven lines are: household appliances, hardware, filling stations, dry goods, groceries, variety stores and auto accessory stores. In four more trades the breaking point was a bit higher. In those trades—women's ready-to-wear, men's clothing, furniture, and shoes—stores selling more than \$150,000 in the six month period reported the spectacular inventory increases; while all of the smaller size groups hung together with less impressive accumulations. Supporting this were scattered comments from small merchants that large competitors had apparently cornered the available supplies.

Inventory figures alone are not very satisfactory. Their significance can best be judged in conjunction with sales trends. For most of the twenty trades covered by this survey, inventories at the midyear point registered a more rapid increase than sales volume. Naturally these trends dif-

fer widely among the various trades. Some of these trades as a whole appear actually to have depleted stocks, some have no larger physical inventories than a year ago (allowing for price changes) while others appear to be heavily loaded in comparison with the reported sales increase.

The trend of indebtedness was also requested in this survey. The holding of exceptionally large inventories usually means an increase in debt and an indication of this trend can be helpful both in appraising individual credit standing and the degree to which present retail inventory holdings are a factor of financial instability in the business structure.

These indebtedness trends are somewhat less consistent and significant than either sales trends or inventory trends. The main point they show is that the majority of retailers in almost all trades have seized the prosperity-borne by chance to reduce debts.

Los Angeles

By JAC WILLEN

TOMMY COOK, the "Little Bear" of Art Rush's Blue Network "Ryder" show, has been signed for a role in the Universal picture, "Buddy."

In the "warm up" talks which precede the Nelson Eddy broadcasts on KNX-CBS Wednesday afternoon, star and Dick Joy, his announcer, conducting what amounts to a competition, the object of which is to tell the "corniest" gags. Each week the contestants, digging down in Joe Miller's famed joke book, resurrect gags which smell of the balls. So far it looks like a tie.

Charles Dant, NBC musical director will make his bow into the motion picture field by scoring "The PRC Off," PRC picture produced by J. Schwarz with Lee Tracy star. Dant will compose considerable original music for the score.

**NBC Appoints Director
Of Femme War Activities**

(Continued from Page 1)

ment, stated, "The assignment of Miss Wagner to the special task of supervising women's war activities is in recognition of the important part women can and will play in winning of the present war."

Born in Kalamazoo, Mich., Miss Wagner was graduated from Iowa State College, Ames, Iowa, taking home economics in the public school of Audubon, Iowa, and received her master's degree in home economics at Columbia University, New York. She is married and the mother of two daughters, aged ten and eight years.

Have You Heard...

"Imperial Leader"

The sensational story of Winston Spence Churchill, one of the great Defenders of Democracy. Each episode provides a thrilling dramatization of incidents affecting the lives of every American. "IMPERIAL LEADER" is one of the most dramatic and up-to-the-minute radio features ever produced.

SOME OF THE SPONSORS:

- Embry-Riddle School of Aviation, Miami
- Old Regal Beer and Ale, New Orleans
- Moncrief Furnace Co., Atlanta, Ga.
- James Allan & Co., Charleston, S. C.
- El Paso Electric Light, El Paso, Texas
- George Weston Crackers, Canada

Write for Samples and Prices

KASPER-GORDON, Inc

140 BOYLSTON STREET
BOSTON, MASS.

Have You Met The Voices

GILBERT MACK

LEX. 2-1100

Special War-Bond Telegram Urged As No. 1 OWI Priority

(Continued from Page 1)

the OWI had approved the wire for use by radio. The telegram follows:

"The second front is opened. Every headline shouts the news. American troops, our friends, brothers and husbands, are in the battle with every ounce of their strength. Sure, we are cheering them on, but that is not enough. We too must take part in the second front. There are many things you and I can do to help our fighting men.

"Right now, one of the most important is to buy more war bonds to give our boys more weapons, better weapons than the enemy ever dreamed of. Tell your employer or shop representative to arrange to buy bonds for you with 10 per cent and more of your pay. Get into payroll savings now and buy at least another

bond at your radio station, bank, post office, retail store or savings and loan association. Work harder. Work faster. Buy more war bonds. Cheering is not enough. Our boys on the second front cannot hear our cheers, but they will get the weapons your War Bonds will buy. Do it now."

Understood that Callahan wrote the wire at 10:30 a.m. yesterday and 15 minutes later sent it to Lewis whose approval was received at 11 a.m. By noon time the wire had already been heard on a national hookup, as a starter.

Stork News

Len Sterling, announcer for Boake Carter and McKesson-Robbins newscasts, is celebrating the arrival of a son, who has been named Ian Jerome.

AGENCIES

RUTHRAUFF & RYAN will continue to handle the radio advertising for Quaker Oats as well as for Mother's Oats, Oaties, Quaker Corn Meal and Ken-L-Rations. Sherman & Marquette has acquired the Quaker Oats account for magazine, newspaper and outdoor advertising according to announcement by Don B. Douglas, v.-p. of the latter agency.

MELVILLE H. SMITH, JR., assistant advertising manager of White Laboratories, Newark, (Feenamint), has resigned and will join the James G. Lamb Agency, Philadelphia.

ALEXANDER CHARLES, formerly of WINX, Washington, D. C., has joined the Kal Advertising Agency, of that city, in the capacity of time-buyer.

WEST-ING

JEN. FRED S. BORUM, D. G. LANDIS, LT. COL. CHASE, CAPT. MICHAEL HY, SGT. HAROLD L. and SGT. BIRSTEL L. prominent figures in my aviation—on Horace "Measure Chest" program, to-F-NBC, 8:30 p.m.).

FADIMAN, at "Duffy's," Blue Network, 8:30 p.m.).

S KULLMAN, tenor, on "Ments in Music," tomorrow CBS, 10 p.m.).

MANNING, vocalist feature film, "Yankee Doodle" the Nelson Eddy production tomorrow (WABC-CBS, 8

ORNGOLD, as conductor on the program of the Concert Orchestra, tomorrow CBS, 3:30 p.m.).

DINSDALE, 15-year-old on Eddie Cantor's "Smile," tomorrow (WEAF-

Region Commander and Waring Program

(Continued from Page 1) ceremonies at the Tomb of Unknown Soldier in Arlington Cemetery.

be the first meeting of warings, who are not—so they know—related. The chief comes from Memphis, the orchestra leader is a Wronne, Pennsylvania. Their however, have—since the of the war—been along one—urging Americans at et behind the leaders in win the war. Roane has it in speeches; Fred in

ing's latest musical con- the war effort is a new "We've Got to Put It" which he will introduce during the Armistice Day. It was written by Dale formerly a New York who now lives at Vero Florida. Wimbrow—native of eastern shore—is a vet- World War I, and still suffers of a severe gassing which "frog-voice" quality fa- radio listeners of his song programs.

Edna May Oliver, char- lienne of radio, stage and yesterday at the Cedars Hospital following a long was 59.

Another ST. LOUIS LEADER Selects

FORUM CAFETERIA



KSD

Recently Union-May-Stern, one of the leading furniture stores in the United States, selected KSD for its entire St. Louis Radio advertising appropriation.

Another largest advertiser of its kind in St. Louis and shrewd buyer of advertising is The Forum. This popular restaurant serves more meals than any other cafeteria in the state.

The Forum has made a contract, using KSD exclusively in their St. Louis radio advertising.

It is significant that both of these keen value-discerning buyers of advertising should make KSD their choice of the seven St. Louis stations.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

ATLANTA

SAN FRANCISCO

HOLLYWOOD

'Radio Homes' High In 3 Midwest Areas

(Continued from Page 1)

the 92,394 described a coverage of 96 per cent. Within the city limits of Akron the figure is even higher, with only 2,373 of the 64,760 dwelling units without radios. This amounts to 96.3 per cent coverage.

Another Ohio city, Canton, reports 95.1 per cent radio coverage in 28,605 dwelling units. In the Metropolitan area 49,008—94.5 per cent—of the 51,884 homes described contain receiving sets.

The figure is only slightly smaller for Peoria, Ill., with 94.2 per cent of the 44,361 homes in the Metropolitan area reporting sets. Coverage of 93.9 per cent—27,626 of 29,423 homes is offered in the city itself.

An entirely different picture is presented in the Johnstown, Pa., area. In the city of Johnstown itself, 14,940 of 16,058 units described—93 per cent, contain radio sets. In the Metropolitan area, however, the proportion of homes with radios drops to 63.3 per cent, with only 22,301 of 35,215 units reporting sets. It becomes obvious that the poorer radio coverage in the area surrounding the city is part of the local economic picture. The medium rent of dwelling units in the city of Johnstown was \$24.69, while that for non-farm units in the area but not in the city of Johnstown was only \$16.48.

W53H Granted Okay; Other Activity By FCC

(Continued from Page 1)

45,300 kilocycles, covering an area of 6,100 square miles.

Further postponement of a hearing designated on the Crosley Corporation's application for modification of WLW's license to operate the station with 500 kilowatts daytime power is viewed as inevitable in view of the fact that the Commission has adopted on its own motion an order to supplement issues in connection with the application. The hearing, originally scheduled for Nov. 2, was postponed by the Commission to Nov. 26, but since petitioners are allowed 30 days to meet issues, further postponement is certain.

The Crosley Corporation recently amended its original request for 650 kw. power for WLW before sunset to one for 500 kilowatts, using the W8XO transmitter, now operating on that power experimentally after midnight. The critical materials issue on which a hearing had been scheduled was automatically eliminated since the modification obviated necessity for new construction. However, FCC engineers are expected to supplement the original issue with such questions as superpower and conservation of materials.

In another action, the FCC permitted the Puerto Rico station, WIAC, operated by Enrique Abarca San Feliz, to move its main studio from San Juan to Hato Rey.

Consent also was given to the trans-

WARTIME PROMOTION

WKRC Coverage

WKRC, Cincinnati, is using a four-page black-and-white folder to tell the story of its coverage in towns in its listening area. Titled "Of the Great Miami Valley, Cradle of Ohio War Industry," the promotion piece is based on a Ross Federal study of the town of Middleton, which is claimed to be representative of other cities in the area. Results of the survey are graphically pictured with microphones leading to the percentage figures revealed by the study in which WKRC placed second. Promotion piece is a self-mailer.



GE Signal Corps Promotion

Merchandising its current magazine campaign encouraging men to join the Signal Corps, General Electric Co. has sent radio dealers and service men a reprint of one of the ads. Letter accompanying the reprint urges recipient to pass the ad along to prospective Signal Corps enlistees and states as its purpose, in addition to aiding the Signal Corps, the fact that this branch's training of young men will help the industry in the post-war period when trained men will be in-

Strong List Of Speakers Set By "Trib" Forum

Annual "Forum on Current Problems" presented by the New York "Herald Tribune," will have tie-ups with WOR-Mutual, WJZ-Blue, and WQXR, an indie station, this year, the eleventh for the series which was formerly broadcast exclusively over NBC. The Forum will be conducted at the Waldorf-Astoria, next Monday and Tuesday, Nov. 16 and 17, and will feature addresses by President Roosevelt; Wendell Willkie; Sumner Welles, Under-Secretary of State; Claude R. Wickard, Secretary of Agriculture; Elmer Davis, Director of the Office of War Information; Juan T. Trippe, founder of Pan-American Airways, and Archbishop Francis J. Spellman.

Thus far, only WOR-Mutual's radio plans for the series have been set,

fer of control of the Southern Minnesota Broadcasting Co., operating KROC at Rochester, to Agnes P. Gentling from the estate of her late husband, Gregory P. Gentling. Gentling was president of the company at the time of his death last summer.

A Commission order denying "as in default" the application of First National Television Inc., of Kansas City, for renewal of the license of KXXX has been adopted by the FCC, which also designated for hearing on the critical materials issue applications of Long Island and Ohio companies which has made application for new station permits.

The Eastern Broadcasting Co., Inc., of Huntington, L. I., had requested a construction permit for a station to operate on 1,520 kilocycles, calling for

Newspaper Plugging

Slam-bang merchandising and publicity fanfare was given to Mildred Bailey's "Modern Kitchen" program on WTAG, Worcester, last week as it went under 52-week sponsorship of Brockelman Brothers, large Central New England grocery chain. The Worcester "Sunday Telegram" radio section carried a picture and story of the WTAG blonde pantry expert and her program while the sponsor also featured Miss Bailey and her WTAG stint in quarter-page advertisements. Short editorial in the ads advised readers that "We feel this new radio program will place us in a position to keep our customers posted not only on current food prices but also on the constantly changing picture of war-time kitchen economy." Show, formerly open to participating sponsors, now airs thrice weekly on WTAG from 8:30-45 a.m., bringing listeners an early-morning round-up of food facts.

valuable in building radio, television and electronics into the great industry that it is destined to become. A folder of the Signal Corps is also enclosed with the letter and reprint.

"Hour Of Charm" Leads All-Musical Show Ratings

(Continued from Page 1)

8.6; "Cities' Service Concert," 7.9 and the "Telephone Hour," 7.4.

The "Album of Familiar Music" achieved an 11.3 and the "Manhattan Merry-go-round," 11.5.

Mutual carrying the president, Tuesday at 10:30 p.m.; Claude Wickard, Monday, 3-3:45 p.m.; Juan Trippe on Monday, 9:15-9:30 p.m.; a recording of Wendell Willkie's talk on "Economic Freedom of the World," 11:15-11:30 p.m. Monday. Elmer Davis will be heard Tuesday, 3:30-3:45 p.m., and Sumner Welles, via recording Tuesday, 11:20 a.m.

Other outlets have not yet completed arrangements, but are expected to carry recordings of the president's address at least.

the use of a power of one kilowatt.

The second company requesting permission to construct a new station is the Fort Hamilton Broadcasting Co., of Hamilton, Ohio, which would like to use the 1450-kilocycle channel for a local station with 250 watts power.

Action by the Commission regarding KXXX is based on the Kansas City corporation's failure to enter an appearance for hearing on Oct. 5, and also on notification reaching the FCC two days later that the station lacked funds to continue operating the station. Besides denying the renewal application, the Commission terminated the temporary operating license under which the station had been functioning, pending the hearing and a decision on its application.

Clarify Price Ceiling On Phonograph Discs

(Continued from Page 1)

right of manufacturers, wholesalers and dealers to demand scrap when new are purchased.

Ceiling prices for new records the highest March 1942 catalog price are reaffirmed, with provision for the adding of sales and excise taxes. When required as a condition for the sale of new records, minimum retail prices for scrap are set at 10 cents for ten-inch solid stock, 12 cents for 12-inch solid stock, one cent for ten-inch laminated, one cent and half cents for 12-inch laminated four cents per pound for broken record bulk.

Maximums are set at two and a half cents for ten-inch, four cents for 12-inch and six cents per pound. The latter figures are the maximum which a manufacturer may pay for scrap.

Shellac Situation Critical

This order was prepared some time ago in outline, and was delayed apparently because of personnel changes in the OPA. One of the immediate causes for it was the bidding by manufacturers of the price for shellac which went from six cents per pound in March up to as high as 18 cents in July. Another cause was the insistence of some manufacturers that dealers turn in scrap when they chased new records, which caused much complaining because manufacturers did not have the requirement.

OPA attorney George Galland admits that the order may become an academic thing shortly, because of the shellac shortage. Manufacturers were allowed 30 per cent of 1941 shellac consumption when WPB took control of shellac in August. For the past few months the allowance has been 15 per cent, and this month it is only five per cent. Unless it changes its plans no shellac will be available for home record manufacture next month.

Although the three to four per cent required for a new 12-inch record can be cut down by about 80 per cent if a scrap base is used, no record has admitted that a satisfactory product can be turned out entirely from scrap. Attempts to substitute other materials have not worked out because the materials tried are as scarce or more so, than shellac.

Cross To Emcee 'E' Award

Milton J. Cross, Blue and White announcer, will be master of ceremonies at the presentation of Army-Navy "E" award to the Radio Manufacturing Co. at the Eastern Auditorium in Rochester, N. Y., today. Cross was booked for the event by National Concert & Artists Co.

Wedding Bells

Seattle, Wash.—Lyle Burt, announcer at KOMO-KJR of this city, has announced his engagement to Helen Dyser of Spokane.

**Prime Radio Role
Poetic Of Educators**

(Continued from Page 1)
Slepman told broad-
and educators attending the
that much responsibility for
wartime morale rests on the
of local radio stations and
OWI's work consisted of
policies, coordinating pub-
lication procedures, eliminat-
and duplication of the past,
being uncertainties.
Slepman, Dr. Berg fur-
erated on the obligation of
create morale. Berg stated
the necessary morale building
fully being carried out and
actual and repetitive drama
pack emotional and poetic
stirring listeners to real
the war aims and in creating
ness to die if necessary.
that this cannot be done
the imagination and emotional
put into plays and suggested
a form for this purpose;
propaganda is not the effec-
ve propaganda which must
d by the government and
dustry. He concluded with
ht that more good marching
s needed.

Gilllin Lauds NAB Code
Gilllin of WOW, Omaha, and
director, pointed out that
Code was a stabilizing factor
current crucial times. He
out that the AFM recording
as both morale and educa-
that amateur and classical
as more affected by the ban
lar music. Gilllin said that
AFM president, was putting
ding industry, with whom
o quarrel, out of business
to reach radio stations and
icians are unemployed in
w large cities as contrasted
ortage of musicians in other

annels at the two-day meet-
Religious broadcasting un-
airmanship of Paul Weaver
ns College; program organ-
wartime under the chair-
of John W. Tinnea of KWK,
Mo.; station use of wartime
school broadcasting; sta-
ems, conducted by Gillin;
radio. Over one thousand
attendance at the various
held during the two-day

Man To Signal Corps
L. Winston, Jr., son
Winston, sales manager of
inting Co., printers of RADIO
ported for service in the
ps at Camp Crowder, Mo.,

REEVES
Recording Studios Inc.
Complete Sound Recording
Service in New York City
New York City
mm. Film, Acetate and Wax
g Facilities. Complete Location
Equipment.

**Radio's 2nd Front News Coverage
Settles Down After First Big Rush**

dent gave the go sign. Check
up reveals that for the most
part the race for beats was
orderly, and when the heat of
the first part of the race was
over, Saturday night, the net-
works found that their heavy
schedule of news and comments
throughout Sunday and yester-
day, were sufficient to take
care of follow-up developments, with
the result that no special events
came through yesterday, and thus far
none is contemplated today.

CBS Given Lead

Time check of the first bulletin
on the networks gives the lead to
CBS, clocked at 9:02-9:05 p.m., soon
after the Lucky Strike "Hit Parade"
had gotten underway. The interrup-
tion consisted of a ten second an-
nouncement. Six minutes later, at
9:08 WOR-Mutual broke through its
"Chicago Theater of the Air" which
was originating at WGN. Mutual left
the break-ins to the individual sta-
tions along the network line. NBC
followed at 9:26, during its "Barn
Dance" from Chicago, while the Blue
held up the Coca-Cola "Spot-light
Bands" for 25 seconds to announce
the bulletin at 9:30 p.m.

Both Mutual and NBC engineered
other firsts for themselves via special
events. NBC, in conjunction with the
Blue to conserve wire lines, at 11:30
p.m. aired a recording of President
Roosevelt's French speech which was
addressed to the French and short-
waved to France and French African
possessions. This marked the third
time in NBC's operations, that a re-
cording was broadcast. The other
two exceptions occurred during the
burning of the Hindenburg and the
abdication of King Edward. Permis-
sion to air the recording was obtained
directly from the White House after
NBC had cut its own off the air re-
cording. Recording lasted five min-
utes, so NBC filled the remainder of
the quarter of an hour with commen-
tators.

WOR-Mutual Delayed

WOR-Mutual requested the record-
ing from NBC, but WOR sought re-
lease for its broadcast from the OWI.
Permission was slow in coming, so
that the recording over WOR-Mutual
was held up until 5:15 p.m. Sunday,
WOR then carried a complete English
translation as well and took on
French recordings, fed through BBC,
of General Charles De Gaulle's appeal
to the French to revolt against the
Nazi yoke now. At 11:15 a.m. WOR-
Mutual again aired the French and
English of Roosevelt's appeal, and
added the English translation to the
De Gaulle French recording, so that
there were four complete recordings
repeated. NBC also serviced the Cana-
dian Broadcasting System, at 12:01
a.m., Sunday, with the recording of
Roosevelt's French speech.

By way of initiative in special

events programs, WOR-Mutual pre-
sented Andre Philipe, Free French
Commissioner of the Interior at 1:55
a.m. Sunday. Outlet also presented a
two-way conversation between Dave
Driscoll, head of WOR's special events
with Paul Shubert, commentator, who
was in Bridgeport, Conn., at the
time. Broadcast came through at 1:20
a.m. Sunday. Station supplemented
with its regular policy of news every
half hour.

Columbia "Serenade" Help Up

CBS had no special programs, but,
following its initial bulletin, came on
the air again at 9:45, holding up the
Pet Milk "Saturday Night Serenade"
at 9:45 p.m., Saturday, for 2 minutes
and 13 seconds with more details on
the event. Network did not carry
any of the recordings, but summar-
ized the texts, and remainder of
broadcasts to its regular news and
commentary programs for the re-
mainder of the week-end and on up
to the present.

NBC interrupted its commercial,
"Can You Top This?" at 9:40 p.m.,
with George Putnam's reading an
English translation of Roosevelt's
French address. Ten minutes later
the network brought on the first Lon-
don reaction with a broadcast from
Alex Dreier in the British capital.
Following its regular news at 11, NBC
then presented a special invasion
round up including Dreier, Ernest K.
Lindley, Washington Correspondent
for Newsweek, and Upton Close, from
Chicago.

Two Bulletins On Blue

The Blue supplemented its first bul-
letin with a second at 9:55 p.m., and
cancelled two band remotes at 11:30
and midnight, Saturday, to carry the
French and English recordings of the
President's address. (French portion
was simultaneous with that carried
by NBC). Then the remainder of the
time was filled in with comments by
William Hillman from Washington,
and Major General Paul B. Malone,
from San Francisco, with personal
color on Lt. Gen. Eisenhower. At
12:30 a.m., the network carried a
special program including Hillman
again, Roy Porter from New York
and Dean Dickason, San Francisco.
Remainder of air time has been nor-
mal schedule on the Blue also.

Overseas Division of the OWI be-
gan broadcasting shortly after 9 p.m.,
Saturday night airing Roosevelt's ad-
dress and government communiques.
Normally, the outlets are devoted to
the Office of Inter-American affairs
between 7 p.m. and 12, however, the

Rockefeller Committee turned over a
limited number to the OWI which
started its ball rolling in six lan-
guages. After midnight, the OWI
shortwave lined up all its facilities
into three networks.

Then the OWI picked up reactions
of workers in the Brooklyn Navy and
shipbuilding yards, and at Times
Square where soldiers, aviators, etc.,
of the Allied nations were picked up
for comment.

BBC, via telephone, sent the FDR
speech to London when it was short-
waved and longwaved to the Con-
tinent repeatedly throughout Satur-
day and Sunday. BBC brought in the
De Gaulle speech for Mutual, and ser-
viced those stations which carry its
news programs.

Fall Back On Press Ass'ns

Following the early bulletin and
special event stage, also the added
commentator viewpoints both net-
works and stations settled down to
their regular coverage by press as-
sociations, plus the use of foreign
correspondents on their usual periods.
Many radio men originally looked to
the OWI for guidance but apparently
the OWI hadn't considered the news
its baby.

At least three networks have rep-
resentatives covering for them with
the AEF in Northern Africa. They
are, John McVane, of NBC who is
representing both NBC and the Blue
Network, and Charles Collingwood,
for CBS. Both men along with the
newspaper correspondents in London
who went along knew some time
ago that they were going but could
not very well inform their American
offices.

Future Broadcast Method in Doubt

Possibility of direct broadcasts from
the invaded French-African territory
by the networks in the near future
is only a conjecture. All depending
upon what facilities are either seized
or constructed and whether the army
considers it feasible to allow such
broadcasts, either relayed to London
or otherwise. Whatever the method
used of communication, it is expected
that all will go through England for
further censorship and expedition.

RADIO ARTIST?
Call
LExington 2-1100
FIRST AND FOREMOST

WHAT'S WHAT IN BOSTON
17—WCOP has a plan and
program to fit your very
needs . . .
yours for the
asking.
REPRESENTED BY
HEADLEY-REED CO.
WCOP
BELONGS
ON YOUR
SCHEDULE



Coast-to-Coast



WLAW, Lawrence, Mass., reports that Betsy Ross Bread has for the third year renewed their contract calling for 1,154 announcements... Lynn (Mass.) "Item" broadcast state and county election returns as did the Lawrence "Daily Eagle" and Evening "Tribune" through the facilities of WLAW. The Lawrence newspapers gave the returns from one end of the county while the Lynn paper took the other end... Summerfield Furniture Co. of Boston with a store in Lawrence has purchased an additional fifteen-minute newscast on Sunday making a total of 13 fifteen-minute programs and 27 spots weekly.

The "Korn Kobblers," who feature washboards, gas pipes, peanut whistles, automobile horns, etc. in their musical arrangements, will begin a new six-time-a-week broadcasting schedule via WJZ-Blue Network tomorrow from Rogers Corner, New York night spot. The Kobblers will be heard each night, except Monday, from 6:30-6:40 p.m.

Complete coverage of election results, including frequent bulletins and summaries, was provided Central New England listeners on Election Day by WTAG, Worcester. Although normally signing off at 12:05 a.m., station remained on the air until 2:20 a.m. until definite trends in the major contests had been established. Handling election returns were announcers Phil Brook and Barry Barents, assisted by a special staff of compilers working solely for the WTAG bulletins from the city room of the "Worcester Telegram and Gazette."

Sylvia London has resigned from the Accounting Department of WOR, New York. She is replaced by Carolyn Musch... Wendene Wilson, formerly of WOR's program department, has replaced Loreita McEvoy as secretary to Al Ross, commercial program manager... Audrey Miller has joined the general staff as receptionist.

John B. Kennedy, news commentator on WNEU, New York, and Lucille Manners, featured vocalist on the Cities Service Concert on NBC, have been booked by National Concert & Artists Corp. to participate in the presentation ceremonies of the Army-Navy "E" to the Central Cable Co. at Perth Amboy on Nov. 17.

New members of the announcing staff at WCCO, Minneapolis, are Rolf Harold Hertsgaard from WROC, Rochester, Minn., and George William Johnson, WHLB, Virginia, Minn. Ed Wegener has left the staff to go to WLB... Jane Davis Wall (Mrs. Malcolm Wall) is the new member of the Publicity department at WCCO. Mrs. Wall is a graduate of the Columbia University (New York) School of Journalism, a Pulitzer prize winner and acted as editorial assistant on the Richmond, Va., "News-Leader"... Marion Leisure is now WCCO's first page girl. Another addition to the staff is James Caplan, page boy... WCCO began 24-hour operation recently and is currently providing listeners with news, entertainment and educational features on a continuous basis.

Changes in the continuity department of KOY, Phoenix, Ariz., finds a new addition in the person of Peggy Hoffman Brennen, formerly with J. M. Mathes, Inc., New York. Glenn Horton has resigned from the staff to be married... Three new commentary periods weekly have been added by KOY with Edwin M. Clough, formerly of Chicago and now news editor of the station, in the speaker's role... Bill Lerma, director of Spanish-speaking programs at KOY, has added Josephine Varella as featured soloist with the staff orchestra... Wendell Noble, KOY staffer, is taking over announcer-producer Jack Wages' duties, while the latter is laid up with the flu.

Recent special event broadcast on WELI, New Haven, was the awarding of a medal for bravery to a New Haven hero, which took place at a weekly meeting of the local advertising club. One of the speakers on the program was governor-elect Raymond E. Baldwin of Connecticut... Elida B. Sterling, who conducts WELI's "What Are You Reading" programs, had for her guest last week LeGrand Cannon, Jr., author of November Book-of-the-Month selection, "Look To The Mountain"... WELI has added a number of Blue Network programs: "Don Winslow of the Navy"; "The Victory Hour"; Richard Eaton, commentator; and "America's Town Meeting of the Air."

New personnel at WHBF, Rock Island, Ill., includes Charles Sebastian, announcer, formerly with WDAN, Danville, Ill., and KSCJ, Sioux City, Ia.; Catherine Dalch, continuity writer, formerly with WDWS, Champaign, Ill.; Miss Dalch will write and announce "Listen Ladies," formerly handled by Millicent Polley, who is currently devoting her time to selling... Van Patrick, WHBF sportscaster, will handle this Saturday's broadcast of the Iowa-Wisconsin football game to be aired on Mutual.

WDRC, Hartford, has appointed its first girl control room operator. She is Jean Kirwan, 20-year-old receptionist, who has just completed a special training course. She will be on full-time at the control board, and will be replaced by Louise Gates as receptionist. All other girl employees at WDRC have recently completed special control room courses, and chief engineer I. A. Martino believes other girls probably will be named to the mechanical jobs soon. Miss Kirwan starts her new job today.

The first in a new series of programs entitled "Madison Barracks Salutes" was broadcast direct from the army post over WWNY, Watertown, N. Y. last Wednesday evening from 7:30 to 8. The program dedicated to the Army engineers who built the Burma road and the great Alaskan highway included a radio drama presented by the post theater group... The frontier League championship football game was broadcast last week over WWNY and sponsored by a local fur and leather goods dealer.

Carson Furniture Company, St. Louis, has just inaugurated "The Gift Chest" on WIL of that city. Program is a 30-minute nightly stint, with listeners invited to write in accurately describing what gift they would like to receive from Carson's, and why. They are also asked to include the date they celebrate their birthday and wedding anniversary, if married. Winners receive their gift, regardless of what it is, from the Gift Chest... The Portal Players, St. Louis tributary little theater organization, recently completed its 240th broadcast on WIL. The half-hour feature is heard Sunday afternoons, and has developed into a proving ground for aspiring thespians. Fredric Thad directs.

James Monks, radio and stage actor, will again play the leading role on "Tag 1184463," the David Levy drama, which will be presented on "Manhattan at Midnight" as a special Armistice Day feature on Wednesday, at 8:30 p.m., EWT, on the Blue Network. Monks originated the role of "Joe American" when the drama was first presented on the Columbia Workshop some months ago. He is currently appearing in "The Eve of St. Mark" on Broadway in which he plays the role of a modern soldier facing death in the Philippines. "Manhattan at Midnight" is sponsored by Cummer Products Co. for Energine and was placed by Young & Rubicam.

Lillian "Goldy" Golden, former WMCA, New York, and for the with WBYN of the same city, promoted to the post of publicist of the latter station... WBYN inaugurated a five-day-a-week quiz series featuring Nick Kenny, a columnist and radio editor. Program consists of news and gossip similar daily column in the New York and originates by direct wire from newspaper office.

What's Your War Job? Government-sponsored series debuted yesterday at 7 p.m., on the Blue Network, will feature Woody Herman and his orchestra. To be aired weekly, the series will be presented in cooperation with OWI, assisted by the U. S. War Relocation Authority, War Relocation Service and the War Relocation Commission. The program will show listeners how they may be of their talents to our war effort. Herman, it will be his first air series.

Devoting their birthday energy to War Bond selling, members of the WSB Barn Dance (Atlanta) moved recently to Rome, Georgia. "Victory Jubilee," sponsored by the American Legion. Two years ago, the WSB Barn Dance troupe members has already travelled miles in making personal appearances before audiences totaling over a million. In 23 theaters and throughout the southeastern states, the show has broken existing attendance records.

Accounting department of KJR, Seattle, has two new members, Alice MacLean, who was on the stations several years before turning to the business broadcasting; and Alice Selan. Fred Barry, KOMO-KJR technician has resigned in order to do work at the Massachusetts Institute of Technology... Joe Pine, KOMO orchestra conductor, headed the special features committee of the Seattle War Chest program.

1 9 4 2

BIRTHDAYS

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

November 10

S. Hogan Bayles	Gary C. Breckner
Charles Carroll	Jane Froman
Ray McDermott	Al Simon
George B. Storer	

November 11

Joseph Bloom	Henry Brown
Patsy Weiss	Martin Horrell
Brad Robinson	Bob Shaw
Nancy Sheridan	Henry Shope
Ruth Weil	

WBNX NEW YORK

WITH THE MOST INTIMATE AND EFFECTIVE PROGRAM APPROACH TO AMERICA'S LARGEST MARKET

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

When you buy time

BUY AN AUDIENCE

WTAG WORCESTER

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 28

NEW YORK, N. Y., THURSDAY, NOVEMBER 12, 1942

TEN CENTS

Nelson Sets Ad Course

ns In Upstate N. Y. Radio-Equipped

Washington Bureau, RADIO DAILY
Washington—Better than 95 per cent coverage in five large mountain areas was reported yesterday by the U. S. Bureau of Census, based on a survey of 1940 figures. In two mountain areas, Buffalo, Niagara and Westport, the coverage was reported to be over 97 per cent. In 219,715 homes described in the Buffalo-Niagara area, 97.5 per cent, or 214,149, contained radio receivers. (Continued on Page 2)

ell Retains Lead West Coast Favorite

Washington Bureau, RADIO DAILY
Washington—Among the ten leading radio stations in the Hooper Pacific Prognosis for October is held still by KGO in San Francisco with a 22.5. Most change was the jump made by KGO from ninth in the "Sublime" from ninth in the November listing, to fourth in the latest report. The listing is as follows:

"TOP 10"	
Whelan	22.5
Daily	21.1
San-Fanny Briece	20.4
Time	16.6

Resume Hearing BAX License Nov. 30

Washington Bureau, RADIO DAILY
Washington—Examiner Harrison B. FCC Attorney Marcus George Porter, attorney for Eastern Pennsylvania Broadcasting Co., have agreed upon Nov. 30 as the date for the resumption of the hearing in which the Commission is to decide on the BAX license. (Continued on Page 5)

Unafraid

Robbins, vocalist on the radio program on CBS for "Chewing Gum," doesn't believe in superstition. Tomorrow, Nov. 13th, she will sing on a radio broadcast for the Ole Miss before embarking on a new career. She will be replaced on the program by Elisse

Stimulant

Ordinarily, WMCA has been averaging \$50,000 bond sales on its "Bond Wagon" Saturday nights. Saturday, Nov. 7, the news flash of the American invasion in Africa broke in on that program at 9:04 p.m. As a result the returns, at final count, reached \$150,000.

Southwest Ad Execs For Full War Support

Dallas—Recognition of work done by the Advertising Association of Houston, as presented with comprehensive exhibit by Robert Dundas, president of a coordinated publicity and advertising campaign for war agencies was accorded by the directors, 10th District, Advertising Federation of America, at a two-day session at the Adolphus Hotel, here. The campaign has attracted national attention. (Continued on Page 7)

Several Personnel Changes In NBC Production Staff

Appointment of Mel Ferrer to the production staff at NBC, replacing William Wilgus, resigned, is one of several personnel changes just announced by Wynn Wright, director of the network's eastern division production department. Ferrer has been writing and producing programs on the West Coast.

Other changes include the promotion of Elizabeth Shay, formerly in charge of the production department. (Continued on Page 2)

Chicago School Conference Draws 500 At 2-Day Session

Higgins To McGillvra As V.-P. In Chicago

Harold Higgins has been elected vice-president in charge of the Chicago office of Joseph Hershey McGillvra, Inc. Higgins, a veteran radio man, was for the past five years manager of the Chicago sales office of WOR, New York, and before that held a similar position with Paul H. (Continued on Page 2)

WPB Chief At ANA Meeting Cites Need For Advertising During Wartime; Lauds Business Co-Operation

CBS Revamps Skeds Of Three Int'l Outlets

Revised radio program schedule for CBS' three international stations, WCRC, WCDA, and WCBX, beamed at Central and South America, goes into effect at once, it was announced yesterday. A summary analysis of the revision includes additional dramatic and educational programs; news broadcasts every hour on the half-hour. (Continued on Page 6)

AAAA Completes Plans For Annual Eastern Meet

Discussion at the eastern annual meeting of the American Association of Advertising Agencies to be held on Nov. 17 at the Hotel Roosevelt, New York, will be devoted to "What Advertising Is Doing in the War Effort" and "What More Should Advertising Do?" Afternoon session will be devoted to "Current Problems" Forum. (Continued on Page 2)

"Current Problems" Forum Sets Greater Radio Time

Fuller radio schedules for the annual "Forum on Current Problems" presented under the auspices of the New York "Herald Tribune," were announced yesterday, to supplement the radio time. (Continued on Page 6)

Setting up the measuring stick of "essentiality," War Production Board Chief Donald Nelson last night told the Association of National Advertisers, Meeting at the Hotel Commodore, that the federal government feels advertising has an "essential role to play" in our wartime economy. Predicting even more difficult conditions for the advertising profession because of industry concentration and the manpower and materials shortages, Nelson outlined the following: (Continued on Page 5)

Ask More Radio Shows For Defense Workers

Washington Bureau, RADIO DAILY
Washington—Smartering from the string of "brushoffs" allegedly received from "many advertising agencies," the District of Columbia Office of Civilian Defense yesterday called upon radio for more of an effort to bolster the morale of civilian defense workers throughout the country. A list of radio stations is being compiled. (Continued on Page 6)

All 'Frisco Daily Papers In 100% Station Co-Op

San Francisco—For the first time in five years all four daily newspapers are cooperating with local radio stations. Partially due, apparently, to the need for greater collaboration in the war effort, the local approach is being taken. (Continued on Page 6)

No Go!

Blind phone dialing by WBYN's Lew Walker and Clive Davis to give away War Bonds on the "Keep Freedom Ringing" program led to an embarrassing situation recently. Following a call, the operator cut in and said "You are calling the Japanese Embassy; that number has been disconnected." William Norins, WBYN manager, ad-libbed at that point.

(Continued on Page 7)



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FINANCIAL

(Yesterday, being Armistic Day and a legal holiday throughout the United States, all New York stock exchanges were closed.)

Higgins To McGillvra As V.-P. In Chicago

(Continued from Page 1)

Raymer Co. He succeeds Joseph R. Spadea, who has taken a leave of absence to join the Army Air Corps at Dayton.

Winchell Retains Lead As West Coast Favorite

(Continued from Page 1)

Table with 2 columns: Name and Rating. Includes 'Adventures of the Thin Man' (16.2), 'Kay Kyser' (15.1), 'One Man's Family' (14.4), 'Great Gildersleeve' (13.7), 'Mr. District Attorney' (13.5), 'Fred Waring' (13.3)

Coward Salute On WINS

Special salute to Noel Coward and his yet to be released motion picture, "In Which We Serve" was aired via WINS, New York, yesterday. Appearing on the program was Gracie Fields, English actress and radio star; Peggy Wood, who is currently featured in Coward's "Blythe Spirit" on Broadway; Bert Lytell; and Elsa Maxwell. Part of the broadcast was a two-way transmission by short-wave via BBC between the guests at the studio and Coward, who is in Africa. Music for the program was supplied by Hank Sylvern.

YOUR SALES TARGET

Advertisement for WCOP Columbus NBC, featuring a logo and text: 'in Central Ohio's Richest Market. WRITE OR WIRE DIRECT FOR STATION DATA'.

AAAA Completes Plans For Annual Eastern Meet

(Continued from Page 1)

closed to AAAA members only but will be followed by an evening session to all advertising agency personnel. Evening meeting will be devoted to aims, policies, projects and accomplishments of the Advertising Council.

A comprehensive exhibit of material, prepared for various government departments working through and with the Advertising Council, will be shown. Included in the exhibits are examples taken not only from campaigns which have already been run, but other projected campaigns which have not yet been released. Chester J. LaRoche, chairman of the Advertising Council, and Dr. Miller McClintock, executive director, will be the speakers on this part of the program.

The afternoon subjects will include a talk by Ken R. Dyke, chief of the bureau of campaigns of the Office of War Information, on "The Job Ahead for Advertising as Seen by the Government." Dr. Kenneth Dameron, director of the committee on consumer relations in advertising, will speak on "The Consumer Looks at Advertising in War Time." Walter von Tresckow, economist, writer and president of the Halstead Traffic Communications Corp., is to take the subject, "What is the Place of Advertising in a Changing National Economy?" C. B. Larrabee, president, Printers' Ink Publishing Co., Inc., is to discuss "Problems Confronting Advertising Under a Shift to a War Economy."

Other highlights of the program are a discussion of magazine, business paper and other advertising by Col. Willard Chevalier, publisher, Business Week; an analysis of current newspaper advertising and its part in the war effort by Frank E. Tripp, general manager, The Gannett Newspapers; and a report on "How Radio is Meeting War Conditions," presented by Paul Hollister, vice-president, CBS. The New York Council of the AAAA is sponsoring the meeting.

Frankel Leaves Lyons; Joins Frederick Bros.

Henry Frankel has resigned his post as head of the radio guesting department of A. & S. Lyons Inc. to set up and head a radio department for Frederick Brothers' artist bureau. He will handle functions similar to those in his old post, as well as help produce package shows and service clients all around. Charles V. Yates heads the artist bureau. Frankel's switch went into effect Tuesday.

Advertisement for WBYN News Minute: 'NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M. NEWS AS IT HAPPENS 1430 ON YOUR DIAL'.

Several Personnel Changes In NBC Production Staff

(Continued from Page 1)

charge of talent booking and auditions, to night administrative assistant; also the advancement of Alberta Hackett, to the position of day administrative assistant, replacing Sue Foster, who resigned recently.

Winifred Law, who has assumed the duties of Miss Shay, will be assisted by Eleanor Kilgallen, daughter of James L. Kilgallen of the INS and sister of Dorothy Kilgallen, newspaper columnist. Louise Welsh has been assigned the position vacated by Miss Hackett, with Marie Brehart as her assistant. Anne Howard has been named staff secretary.

Wright also has announced that Gordon Whyte, who substituted for Lester Vail, while the latter was on a leave of absence to direct the stage play, "Mr. Sycamore," will be retained as a permanent member of the production staff. The resignation of James Hayes, NBC production director, to join the OWI as assistant studio manager, was announced last week.

Homes In Upstate N. Y. 97% Radio-Equipped

(Continued from Page 1)

ceivers. In the city of Buffalo the proportion was exactly the same, with sets in 144,000 of 147,727 dwelling units. In the city of Niagara Falls the coverage was barely less impressive, with 19,516 of 20,031 units equipped with radios. This amounts to 97.4 per cent.

The latter figure, 97.4 per cent, was reported also for the metropolitan area at Rochester, with sets in 106,876 of 109,752 units. In the city of Rochester 83,975 units—or 97.1 per cent of 86,444 reported radios.

Next highest ratio announced by the bureau was 95.8 per cent for Bay City, Mich., with sets in 11,899 homes out of 12,425. In the city of Saginaw 20,804 units—95.4 per cent—of 21,797 are reached by broadcasters. In the combined metropolitan area of the two cities, 95.2 per cent of the 39,817 homes described—37,922 units—are equipped with radios.

Radio coverage in the two important cities of Dayton and Columbus, Ohio, is also well above 95 per cent. Of the 95,849 units in the Columbus area, 91,491—or 95.5 per cent—contain radios, while 76,513 of the 80,284 units described in the city of Columbus

COMING and GO

NEVILLE MILLER, LEW AVERY ARNEY, JR., are in Los Angeles, where they are in charge of the 16th District. NAB, will today and tomorrow at the Ambassador.

J. M. RIVERS, president and station manager of WCSC, Columbia outlet in Charleston, S. C., in town from South Carolina on Tuesday for conferences at network headquarters.

COL. B. J. PALMER, chairman of the Central Broadcasting Commission, in New York this week with William S. Hedges, vice-president in charge of the stations department.

CHARLES R. RYND, treasurer of the National Association of Broadcasters, and G. W. "JOHNNY" JOHNSON, head of news and special events, have returned from short business trips to Chicago.

CARTER M. PARHAM, commercial manager of WOOD, Chattanooga, Tenn., in town at the CBS offices.

HERMAN FAST, sales manager of WJLA, Richmond, Va., spending a few days here on network business.

KEITH KIGGINS, vice-president of the National Association of Broadcasters, is recuperating from a severe attack of influenza.

FRANK F. CROOK, president of WFLA, Tampa, Fla., left for Rhode Island Tuesday having spent the day in New York on business.

AL and LEE REISER, duo pianists from Lancaster, Pa., today, where they will appear in recital at Franklin and Marshall College.

HERB SHRINER, of the "Camel Caravan" on CBS, is in Waterbury, Conn., for a two-day appearance at the local radio station.

NAT KALSHEIM, of the local office of William Morris Agency, has returned from a business trip to Chicago.

BOB FEAGIN, general manager of WJLA, Jacksonville, Fla., spending three days in New York on station business.

DAVE ALBER, back from Washington on business trip.

EMIL BRISACHER, of the San Francisco office of Brisacher, Davis & Co., en route to Chicago and New York on the latter trip.

FRANK E. MULLEN, vice-president and general manager of NBC, is in Chicago on business.

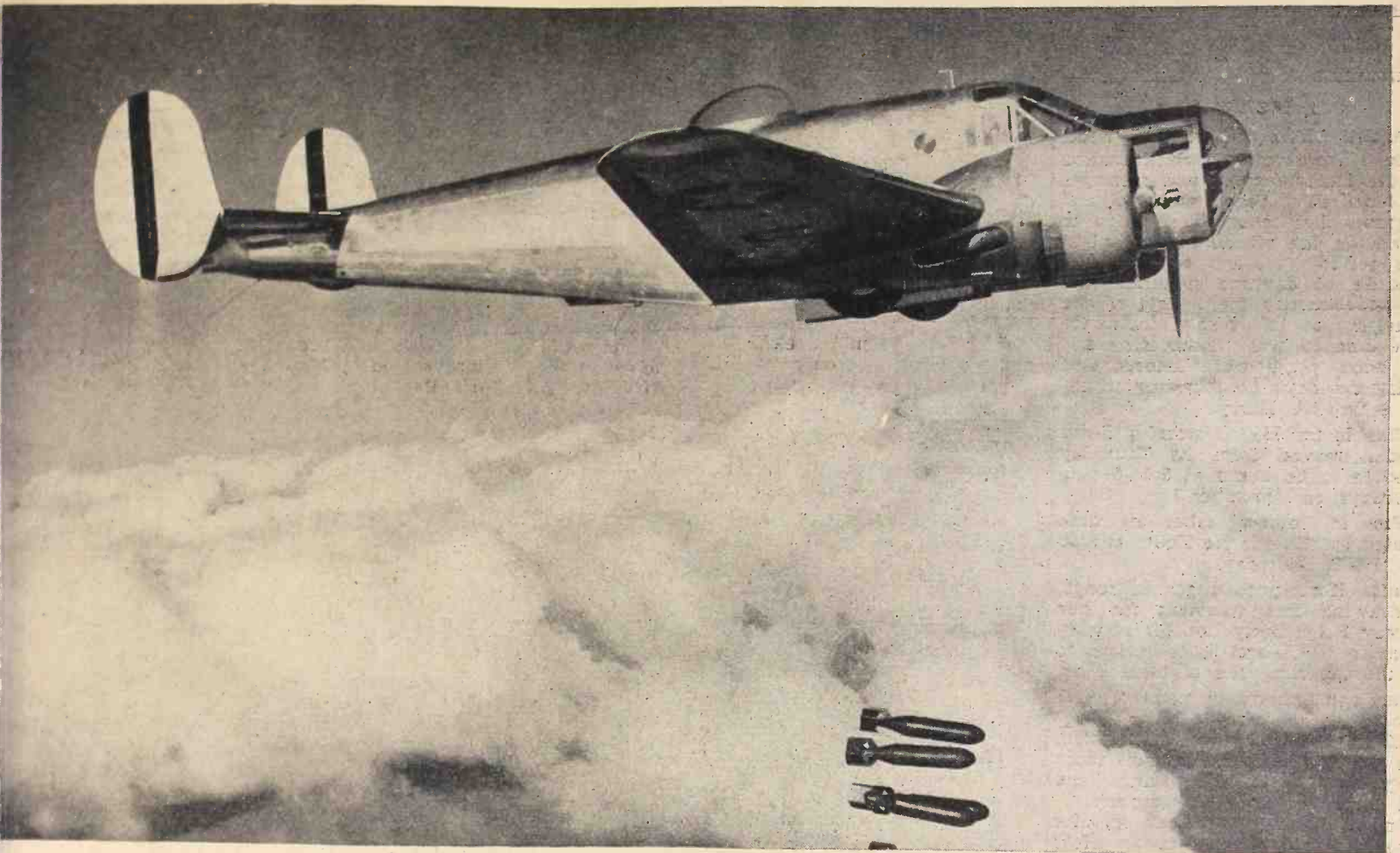
ARTHUR HULL HAYES, manager of WJLA, has returned from his annual vacation.

DICK GEORGE, manager of Bob Allen's station, is back from Boston, where he arranged for a special appearance at the RKO Metropolitan.

reported receivers—95.3 per cent of the total. The latter proportion also for the metropolitan area of Dayton, with sets in 70,099 of 73,614 units. In the city of Dayton the figure is 95.2 per cent, representing 55,291 of 58,064 dwellings.

Advertisement for WPEN: 'THE PENTHOUSE SERENADE with Latin American Tunes Does A SELLING JOB IN PHILADELPHIA WPEN 5000 WATTS 950 KC'.

Advertisement for WCOP: 'WHAT'S WHAT IN BOS... 18 - WCOP will give you more, dollar for dollar, any station in the East... make it us prove it! REPRESENTED BY HEADLEY-REED CO. WCOP'.



Smart Advertisers have found a

BOMB SIGHT TO HIT BALTIMORE!

Near misses don't count in radio. National and local advertisers are learning that. In Maryland they've discovered that WFBR covers the vital Baltimore market as effectively as some of the recently introduced Allied "Block Busting" Bombs. You hit the target you aim at!

And when you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Vir-

ginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

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

Los Angeles

By JAC WILLEN

HARRY MAIZLISH, KFWB head, set a fine example of consideration for the importance of war messages the other day. Faced with political programs that caused the station to remain on the air during the night time period . . . and with a tight schedule of daytime material that left little chance for inserts of the messages, at Maizlish's insistence more than 25 war conservation and war bond plugs were incorporated during the day's broadcasting schedule. A fine job, Harry.

"This Is the Hour," starring Betty Rhodes, moved from its Thursday schedule to be heard at 5:30-6 p.m. Saturdays, on November 7.

"Pass in Review" takes the time vacated by "This Is the Hour" at 8:30 p.m., PWT, Thursdays.

Anita Kert, pert singer of songs, is drawing fine comment for her Tommy Riggs-Betty Lou air appearances on NBC—and looks certain to hit the top rung one of these days.

Lum and Abner may premiere their new picture, "Two Weeks to Live," in Chicago, site of most of its action. The Ozark pair, got their first radio program in Chicago, replacing Gene and Glenn for a cereal company.

One of Lionel Barrymore's favorite quotations was printed in the New York "Sun" in 1918. It is still applicable. It is: "Beyond the Alps sighs Italy!"

Victor Borge tells of a man who eats nothing but patriotic food. It all goes to the front.

Shirley Dinsdale, West Coast radio's newest and youngest ventriloquist, on the Eddie Cantor "Time To Smile" program of Nov. 11. Young Shirley and her talking doll "Judy Splinters" made her first radio appearance in San Francisco, and currently is in Hollywood for her major debut as a radio performer. The talented Miss Dinsdale has met with appreciable success as an entertainer among the soldier camp contingents on the West Coast.

Presenting

"Twilight Tales"

Starring Elinor Gene

52 TRANSCRIBED
1/4-HOUR PROGRAMS

One of the finest juvenile series ever produced—and endorsed without hesitation by the P.T.A. and Board of Education of Los Angeles County. Sponsored continuously by KNUDSEN CREAMERY OF CALIFORNIA for 2 years. Now available on a syndicated basis.

Write or Wire for Audition samples, prices, and availabilities.

KASPER-GORDON, Inc.
140 BOYLSTON STREET
BOSTON, MASS.



Radio Is My Beat. . .!

● ● ● The Canadian Government went "all-out" recently to fulfill its pledge to H. V. Kaltenborn to return him to NBC's N.Y. studios in time to air the nation-wide election returns. Kaltenborn addressed a Victory Loan Drive in Winnipeg, Manitoba, on the day preceding the elections here and the Canadian government, in appreciation, guaranteed his return to N.Y. in sufficient time. On Tuesday morning, when a snow storm delayed the regular transport plane from Winnipeg, an RCAF pilot was ordered to stand-by in Toronto to fly him to Buffalo. Another order was issued to delay the scheduled take-off of a transport plane from that city. In spite of all this official cooperation, Kaltenborn reached Radio City exactly ten minutes before air time!



● ● ● In his new show, "Thanks To The Yanks," Bob Hawk has drawn anything but a soft assignment. Working from the stage and gagging with seated contestants, Bob's chores may not be entirely appreciated by the dialing audience. He works some 28 minutes of a thirty-minute frame, even selling the commercial copy. It's nimble tomfoolery and with minor production wrinkles erased, Hawk should be a cinch to build an impressive survey rating.



● ● ● If you happen to run into Jay Somers, of the Blue script dep't, and he hands you a surly greeting, don't be too harsh on him. Jay's got a reason for his peeve. Seems he handed a Col. Stoopnagle script to one of the girls for re-typing and this is what happened: The girl was new in the department and not being familiar with Stoopnagle's double-talk and grammatically incorrect phrasing, etc., proceeded to clean up the script until it was practically flawless—and just as useless!



● ● ● **SHORT STORY:** He was a vaudeville and musical comedy headliner back in the early '20's. One of the things we remember him in was "Listen, Lester," in which he created the role of Lester. We'd seen him often as a Palace attraction during the lush days of that theater. The other day we saw him again—for the first time in years. He was still at the Palace—but his role now is a doorman!



● ● ● Of all the Errol Flynn stories making the rounds, we like Leonard Lyons' the best. He reports that some troubled Warner execs were discussing the case—which came coincident with the release of "Gentleman Jim"—in which Flynn plays the role of James J. Corbett. "What'll we do?" asked one exec. "Maybe," suggested the other, "we ought to change the picture—and have John L. Sullivan win!"



● ● ● Dick Rogers adds this one to the Wilson Mizner saga. The fabulous wit was driving through a small town in the Middle West when he was stopped by a policeman wearing a uniform right out of a Keystone Kop movie. "Why, officer," protested Mizner, surveying the cop from head to foot, "how can you try to arrest me when even that uniform you have on is a misdemeanor!"



● ● ● Charlie Martin will pay more attention to his hunches in the future. Last week, his vehicle on the CBS Playhouse was "Rebecca." The same day he noticed in the racing sheets a horse entered by the name of "Lady Rebecca." He paid no attention to the hunch—but the horse trotted in paying off twenty to one!



— Remember Pearl Harbor —

Chicago

By FRANK BURKE

BOOKING agency executive personal managers of radio befuddled over the salary ceiling and wondering if the doing business at the same rate this time next year.

Phil McCombs of the Allen C. Bureau, San Francisco, visited friends in Chicago last week while en route from the west to New York.

Lou Breese is back at the Paree with an NBC wire local orchestra. Lou disbanded travelling orchestra for the fall and may remain at the Chicago leader until after the war.

When Russ Morgan's band to the Edgewater Beach next they will be there "for the duration."

Ted Williams, horse-racing formerly of KFAC, Los Angeles, more recently public relations man for Arlington and Washington tracks, takes over the turf writing job on WIND's "Sports Review" today.

"Victory Spotlight," new six-week program from 2-5 p.m. Monday on WAIT with Tom as emcee. The show will include a potpourri of good music, functional bits, "Chicago At Work" and other features.

The engineering staffs of Dyer's stations are feeling the effects of wartime enlistments. Gene McClanathan of WAIT goes to the Army Signal Corps as a second lieutenant and Howard M. Zile, station, is now a private in the Corps. Marshall Seacrist of WGN has become a chief petty officer in the Navy and Roy Roberts of WFLD has accepted an ensign's rank in the Navy.

For COMPLETE COVERAGE

ALABAMA

it's

The ALABAMA

Today smart advertisers who want complete coverage of Alabama war production market—where advertising rolls are at their highest peak—specifying the ALABAMA. Its power blankets the entire state and you get a 10% reduction.



BIRMINGHAM MONTGOMERY REPRESENTED BY HEADLEY-REED

GUEST-ING

ME EAGLETON, professor of International Law at New York University, MALCOLM BINGAY, editor-director of the Detroit "Free Press," VERNON NASH, executive director of the National Peace Council, and DAVID H. WILLS, director of information for the British Supply Council in Washington, will appear on "Should a Federal World Government Be Established," on the Town Meeting of the Air," (WJZ-Blue Network, 8:30 p.m.)

KERMIT ROOSEVELT, ADOLPH ALBERT B. RANDALL, JESSIE LANDI and LILLIAN GISH, will appear on the "Army-Navy Game" program, (WJZ-Blue Network, 7 p.m.)

DR. ROBERT D. WORKMAN, Chairman-in-Chief of the U. S. Navy, will appear on "Mutual's Radio Chapel," Sunday (Mutual, 11:35 a.m.)

To Resume Hearing
WBAX License Nov. 30

(Continued from Page 1)
to show that Northeastern's attorney, Robert J. Doran, should not be allowed to operate WBAX, Wilkes-Barre.

Porter, former assistant general counsel for the FCC, sought to have the hearing adjourned to Wilkes-Barre where it is thought he intended to produce local character witnesses in Doran's behalf, but the request was denied by the Commission. Things stand now, hearings are continued in Washington and the conclusion Porter may seek testimony taken in Wilkes-Barre.

Porter's ability that he would seek to have testimony taken in Wilkes-Barre was denied to RADIO DAILY this morning by Porter, who pointed out that he would have to meet three conditions laid down by the Commission: it denied his petition to have the session to the Pennsylvania State House before such evidence may even be taken, Porter must inform the Commission of the identity of the witness subject of his testimony and he is unable to attend a hearing on the session.

THIS LITTLE BUDGET
WENT TO THE
"920
CLUB"
WORL
BOSTON, MASS.

WPB Chief Nelson Cites Need
For Advertising During War

(Continued from Page 1)

what he considers to be the most important wartime functions of advertising, "First, where a manufacturer continues to have goods to sell to the civilian market," he said, "advertising has the same role it has always had—to help him sell them."

"Second, the manufacturer who is now selling his goods to the government instead of to the civilian may still have a very proper need for advertising. He can very usefully, for instance, tell his former customers how to use and conserve and service the goods which he has previously sold them. Those goods in service may very well constitute the country's sole remaining stock of such articles—a stock which will have to do until the war ends. It is certainly right for the manufacturer to use advertising to help make that stock last.

Name Publicity

"Then there are companies which, as far as the consuming public is concerned, are virtually out of business—either actually, or through conversion to war production. Where such a company expects to return to the civilian market after the war, it has a perfect right to use advertising to preserve its name and its good will. The Government fully recognizes the propriety of reasonable expenditures for advertising to preserve the value of those assets.

"Lastly, advertising has a very great usefulness as a means by which a company can participate directly in the war effort. Some extremely valuable work has been done by the national advertisers, the great advertising agencies and the various advertising media in supporting such things as the salvage drive, for example. I would like to pay my tribute right now to the innumerable organizations and individuals which have contributed time, money and skill to such campaigns. They have a direct and genuine help toward winning the war—and I'm sure that's all the thanks any patriotic American wants in these days."

Deprecates "Social Reform" Cry

Reaffirming previous statements that no changes are being made just for the sake of change, that "we are not using the war to cloak a move for social or economic reform," the production chief assured his audience that although conditions under which advertising is done a year from now will be more serious than they are today no restriction has been applied, and none will be applied, just because some one doesn't like advertising, or thinks advertising practices ought to be reformed. Everyone of these restrictions is a product of the stern necessity of war, Nelson said.

Declaring that "the successful working of a mass production system is basic to modern America's way of life," Nelson referred to advertising as a part of our communications system essential to industry. Advertising is, therefore, indispensable for peace-

time America, he continued, but these are not normal times, and the normal course of our distributive and marketing mechanism has got to undergo great changes until the war is won.

Calls War the "Urge"

"These modifications are especially noticeable in the way in which they affect the role of advertising," said Nelson, and added, "while in ordinary times it is advertising which provides the urge for mass production, today it is the war itself which provides that urge. Advertising has nothing to do with it, and the vital role which it ordinarily fills is denied to it for the duration of the emergency.

"Therefore," he continued, "it is utterly impossible for any of us to think of advertising in peace-time terms today, just as we can no longer think of any other part of our economic structure in peace-time terms. We can agree at the start that whatever role advertising may have in this war, it won't be the role it has known in the past. 'Business as Usual,' has been dead since Pearl Harbor, it has been dead for the manufacturer, who today operates under such conditions as he never before dreamed of, it has been dead for labor, which has surrendered its right to strike, and it is dead for advertising as well."

Asks More Conversion

Repeating his conviction that advertising has an essential role to play in the war economy, the production head outlined the further need for conversion of industry to war production and the accompanying process of industry concentration. At the same time, he said, "I see no reason to assume that the field is going to tighten up so much that ad-

AGENCIES

H. C. McCOLLUM, JR., has been named space buyer at Benton & Bowles, Inc., replacing Bronson Tweedy, now an ensign in the United States Navy.

HENRY J. TAYLOR of the North American Newspaper Alliance will be the guest speaker at the weekly luncheon of the Advertising Club of New York on Wednesday.

SOLAR MANUFACTURING CO., makers of electronic capacitors, has named O. S. Tyson & Co., as its advertising agency.

Advertising will not still have an important job to do in the distribution of goods.

"For advertising, I must repeat, is an essential part of our communications system. We dare not destroy or cripple that system in war time, and we have no remotest desire to do so. Indeed, precisely because some of the functions of that system must be restricted in time of war, the proper exercise of the remaining functions becomes more important than ever."

"Business As Usual" Out

Nelson then outlined the four wartime functions of advertising, as quoted above. In summing up, he repeated his belief, and that of the government, that advertising has a useful role in the war effort and assured his listeners that any further restrictions imposed will be dictated solely by the exigencies of the war effort. "We ask you to recognize in turn," he said, "that you can't hope to have business as usual during this war, and that until peace comes, the field in which you can operate will be rather sharply restricted—but the field will continue to be there, and it won't be restricted anymore than is absolutely necessary."

The Coca-Cola Company presents

SPOTLIGHT BANDS

America's leading bands — playing from War Camps and War Plants

BLUE NETWORK 9:30 P.M. EVERY NIGHT EXCEPT SUNDAY

E. W. T.

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"Current Problems" Sets Full Radio Time

(Continued from Page 1)

the listings which will be carried by WOR-Mutual during the two day session, Nov. 16 and 17 from the Waldorf-Astoria.

The Blue Network will carry 12 highlight addresses; WMCA has tentatively listed another dozen including that of President Roosevelt; WABC is offering four. In making arrangements for the radio tie-ups, Mrs. Ogden Reid, vice-president of the "Herald Tribune," arranged exclusive coverage for the outlets on most of the features, exceptions being the President, Elmer Davis and Wendell Willkie.

Mrs. Roosevelt on Blue

The Blue's share is headed by Mrs. Franklin D. Roosevelt and Sir Stafford Cripps, the latter speaking from England. On Monday, November 16, the Blue will air the speeches from 2-3 p.m., and from 4-4:55 p.m. On Tuesday, November 17, the Blue will air from 1:55-2:30 p.m., 3-3:30 p.m., and 4-4:15 p.m. List of speakers on this network will include Mrs. Reid; President Ernest Martin Hopkins of Dartmouth College; Major General Allen Wyant Cullion, Provost Marshal General, U. S. A.; Professor Philip C. Jessup, Columbia University; Robert Bellaire, former head of United Press in Tokyo; Sir Stafford Cripps, Lord Privy Seal and leader of the House of Commons, and William M. Jeffers, national rubber administrator. On Tuesday the roster will include Leverett Saltonstall, governor of Massachusetts; Mrs. Dwight Morrow; Commander Thomas M. Rivers, MC, USNR, director of the Rockefeller Institute Hospital on leave of absence; Mrs. Nancy Harkness Love, Women's Air Ferry Service, and Mrs. Roosevelt.

WABC Schedules Byrnes

WABC will carry James Byrnes, Director of the Office of Economic Stabilization, and Wendell Willkie at 8 and 10:30 p.m., respectively, Monday, November 16, and Elmer Davis, director of the OWI, and John L. Sullivan, assistant to the Secretary of Treasury of U. S., Tuesday, November 17 3:30-4 p.m.

WMCA's schedule for Monday is as follows: "What Help from the German People?" by Paul Hagan, 3:45-4 p.m.; "Responsibility of Management and Labor for Economic Stability" by Eric A. Johnston, president of the U. S. Chamber of Commerce, Mrs. Mary Agnes Hamilton, former Labor Member of Parliament, and Robert J. Watt, international representative of the AFL, 8:15 p.m.; Major Alex Seversky on "Democracy's Weapon for World Order" at 9:30 p.m., and (tentative) Henry J. Kaiser at 10 p.m. "There are No Frontiers." For Tuesday, WMCA has billed "Human Gains for the Next Generation," by William Burden, aviation assistant to the Secretary of Commerce, and Prince Hubertus zu Loewenstein, on the subject, "International Universities."

CBS Revamping S. A. Schedules Of Three Shortwave Outlets

(Continued from Page 1)

hour, and three hours of additional air-time at the end of each day. "Cultural News" and "The Mail Bag" are two new programs on the revised Latin American schedule. "Cultural News," to be conducted by Jose Santos Quijano, is devoted to the latest news in the worlds of art, science, literature and music. Quijano, a native of Colombia, South America, has a large radio audience there as a result of his broadcasts for the Colombian Government's official radio outlet, Radio Nacional, before he came to the United States.

"The Mail Bag" is a program to be conducted by Carlos Videla who will attempt to answer questions that have been raised by listeners. Videla has gained an extensive knowledge of this country and of Latin America in the pursuit of his work as a journalist and lecturer since 1923. Both Quijano and Videla are regular members of the CBS Short Wave Department.

Music Programs to Continue

A new dramatic program, "Hacia un Mundo Mejor," will supplement others already established as features of Columbia's program service for its Latin American network, La Cadena de las Americas. An innovation for the Portuguese schedule on WCBX will be a series of interviews once a week with eminent Brazilian citizens visiting the United States.

Columbia's Latin American musical programs will continue under the direction of Terig Tucci. Among the artists to appear on these programs are Juan Arvizu, Eva Garza, the Charro Gil Trio, and Alfredo Antonini conducting the Orquesta Panamericana. Popular and classical music, Hollywood News, and sport programs will continue to round out the weekly program fare.

With the new schedule in effect, broadcasts to Spanish-speaking South American countries are to be made on WCRC starting at 5:30 p.m., an hour and a half later than before, and will continue till midnight. The Central American program service over WCDA will begin daily at 7:30 p.m., instead of at 5 p.m., and will continue till 2 a.m. instead of the former 11 p.m. sign-off time. Broadcasts in Portuguese over WCBX are to be from 5-11:30 p.m., instead of as formerly from 4-11 p.m.

Heavy Rush Ceases

After broadcasting an uninterrupted and unprecedented Latin American war news service from 9 p.m. Saturday till midnight Sunday, the three international radio stations of CBS have resumed a normal schedule for the first time since news of American forces landing in French North Africa was announced.

News of the North African offensive was broadcast to Latin America forty seconds after 9 p.m., Saturday night by Carlos Videla, CBS short wave staff member. The number of Latin Americans who heard the first bul-

letin is considered to be very large in view of the fact that the program on the air at the time is regularly rebroadcast by some forty Latin American stations. Several of these stations in turn rebroadcast the program to their own local networks, all part of the CBS Latin American network called La Cadena de las Americas.

President's Talk Broadcast

President Roosevelt's speech in French to the French people and Vice-President Wallace's message to Latin Americans describing the implications of the North African offensive were broadcast repeatedly. Latin American official and press comment on the new war development was covered thoroughly on Monday's news programs. On Sunday night, a regular weekly program dramatizing the outstanding news events of the week in Spanish and Portuguese was rewritten up to a few minutes before airtime to include the latest bulletins about the progress of American landings.

To augment the news broadcasts which were given in fifteen-minute periods every half-hour from Saturday till Sunday night, a steady flow of background material was broadcast from the CBS short wave studios by Mario Camargo, Alejandro Sux, Julio Barata, Roberto Unanue, and Alberto Zalamea, all prominent in Latin America as news analysts.

Fed Other Stations

From time to time during the week-end emergency, the CBS Latin American programs were being fed to a number of other stations for rebroadcast. Among the stations that carried the CBS programs were WRUL, WRUS, WRUW, WLWO, WOO4, WRUX, and WGEA. In addition, broadcasts to a dozen Latin American countries were made using for the purpose commercial point-to-point radio facilities.

The entire program staff of Columbia's international stations was on hand throughout the crisis. Many of the staff members went sleepless from Saturday till Monday.

An added difficulty to making the broadcasts was the fact that the critical war news was issued at the same time that important technical and programming changes were being made in the Latin American set-up.

The first word of the North African offensive reached the CBS short wave department a few seconds after the start at 9 p.m., Saturday of "Your Hit Parade" program which was being transmitted to Latin America at the same time that domestic audiences were hearing it. By a carefully prearranged cue system for such broadcasts to Latin America, all announcements in English are faded out and replaced by Portuguese announcements on station WCBX beamed at Brazil, and by Spanish announcements on stations WCRC and WCDA beamed at Central America and the

Ask More Radio Shows For Defense Work

(Continued from Page 1)

bouquet was tossed in the dining room of J. Walter Thompson Agency gate - Palmolive - Peet and Hagen's "True or False" show—comes to Washington Dec. 14 for an audience of civilian defense workers. However General N. of the "Arm-Band Army" charged by U. S. Coordinator Russell Young.

Considering the "sacrifice and willingness of volunteers in danger in the protection of the community, civilian defense workers entitled to as much consideration as the service camps, USO, Stage Canteens and civilian workers in defense plants," said Young, who is chairman of the District of Columbia Board of Commissioners. He said that because their work is essential, voluntary civilian defense workers might need morale-building entertainment even more than some of the other paid groups.

Agencies Sponsors Solicited

The D. C. office approached agencies and sponsors with the hope of securing their participation shows to try to get them to appear at the capital civilian defense workers, but the one exception mentioned above have not been encouraged. The point particularly to the police, which is probably its most popular show from defense plants and army camps.

All 'Frisco Daily Paper In 100% Station Coverage

(Continued from Page 1)

ment between press and radio gone beyond that stage in the of the "Chronicle" and "Examiner." The former is working closely with KGO in a new series of programs noting the best features of each. "Chronicle staff members taking in direction of numerous other shows, such as music and news, elementary, in which their talents are to be utilized.

The "Examiner" and KPO, are doing the same, but to a somewhat lesser degree. The "Daily News" Scripps-Howard sheet, has collaborated recently with KYA in several big downtown promotion shows for the war effort, recent election, other events, and the "Call-Bull" is thawing out by means of call reciprocal arrangements involving both KSFO and KQW.

Haakon H. Hammer

San Francisco—Haakon H. Hammer, Pacific coast director of International News Service died here Saturday night following a heart attack. Hammer was 56 years old.

other South American countries. When the unexpected news bulletin interrupted "Your Hit Parade" CBS short wave department translated it and broadcast it at once in Spanish and Portuguese.

Southwest Ad Execs More War Support

(Continued from Page 1)

and will be adopted in other parts throughout the District. Harris, twice district governor, spoke at the luncheon as well as the dinner dance arranged by the Advertising League for visitors. Members of the Southwestern Association of Advertising Agencies. The luncheon was recorded at the District directors' sessions. A plaque and certificate were presented to Harris for his services.

Directors' Meetings at Dallas

Implementation of restrictions of war production, and an all-out effort to speed the War Production program were discussed by the group. Because of long distances from Tulsa to San Antonio and from New Orleans to Dallas, it was unanimously agreed to hold directors' meetings at Dallas and Fort Worth, if transportation facilities

were available. "Wishful thinking to believe that the government is going to make changes to suit our desires," Harris said at the luncheon meeting. "The only way to tailor your way of doing business to the war effort, the success you will have in dealing with governmental agencies. Only for the things you must do to serve the public. Cut the fat and start doing things the hard way. You expect to survive the war under these conditions."

Stanley Campbell Speaks

Stanley B. Dealey, Dallas News advertising pioneer in Texas newswork, related numerous experiences in the advertising field in his address. He declared that it is a time in Dallas when full advertising services had to be rendered in a lack of facilities. By conducting another period, an advertisement that his ad be placed at the head of the column met with compliance.

"Up and Win" was the subtitle of a speech by Stanley Dealey, secretary of the 10th District, which ranged from Rabelaisian to poetic magnitude.

"To forget the chaos of this war is to look up to see the sun, moon and stars in their fixed courses in an unchanging universe," he counseled. "To develop that divine something within each of us."

"Continuous hard work will assure the conduct of business as a part of war production," he declared. "Only from this source will come the income which citizens may use for taxes to pay war bills," he said.

Egolf Elected Governor

Speaker condemned a current advertising campaign being conducted in the district, and stated that he had seen how the Federal Trade Commission had overlooked prosecution more than ever before, we have truth in advertising."

W. R. Egolf, Tulsa, vice-president of the Advertising Federation of

WARTIME PROMOTION

KLZ Booklet Giveaway

Blackout instructions with information on what to do before and during possible air raids, including preparation of a "safety" room and fighting incendiaries, are incorporated in a booklet being offered free to listeners writing to KLZ, Denver, for it. Entitled "Manual For Civilian Defense," the booklet has been reviewed and passed by the OCD and the Denver Defense Council.



"Freedom Booklet"

Importance of the local heating service man in the national fuel conservation program is emphasized in a booklet now offered free to dialers of the "Alias John Freedom" drama, which originates weekly at KGO and is relayed to 123 other stations of the Blue Network.

The booklet lists economies in heating which can be effected by making the home easier to heat. The booklet

Local 802 Lacks Quorum

Claiming there were only 390 in attendance at the monthly membership meeting, Monday, officials of Local 802 called off the session as lacking in a quorum which is 500. Unity group, which is opposing the administration in the forthcoming election, had sought to obtain a vote to discontinue the Escrow Department. Meeting wound up in an uproar and fracas. Election will be held Dec. 3 under supervision of the Honest Ballot Association.

Coast Office For Foreman

Chicago—The Foreman Company, station representatives, will open a West Coast office in Beverley Hills, Cal., it has been announced by Edwin G. Foreman, Jr., president.

America and commercial manager of KVOO, was elected district governor, succeeding Harris.

"I pledge you to make this a full-time job for the coming year, and to assist in every way possible in carrying out our war-time efforts," he declared at the closing session.

"I appreciate more than anything else the contacts I have made in this association, and I realize that it takes such an organization to force advertising men to reach a friendly understanding of each other's problems."

Officers Elected

Other officers elected were Rowland Broiles, Fort Worth, first lieutenant-governor; Herbert Kenney, New Orleans, second lieutenant-governor; J. Robert York, Tulsa, secretary-treasurer.

The directorate includes: Sam Turner, Beaumont, White House Department Store; Dallas, Robert Johnson, Texas Power & Light Co.; Stanley Campbell, Campbell Advertising Agency; Ira Dejernett, Ira E. Dejernett Advertising Service; Les Harris, Safeway Stores. Houston, Robert Dundas, Foley Brothers; W. R. Laugh-

WCKY Scrap Drive

Drive to collect relic cannon and field pieces for scrap and salvage use was inaugurated this week by the City of Cincinnati, Cincinnati Ordnance District and WCKY, Cincinnati. A program opening the drive was broadcast Sunday by the station, which will also air a Fountain Square celebration during which donated cannon and field pieces will be cut up by local scrap and junk dealers. Jerry Belcher, public events director of WCKY, is chairman of the project committee, and other members are Lieutenant L. A. Rice, of the scrap and salvage unit of Ordnance District, and Edwin L. Potts, of the Cincinnati maintenance department.

is offered by the Minneapolis-Honeywell Regulator Co., which sponsors the program every fourth week. Sponsorship of the program is arranged for companies, on a "teamed sponsorship" basis, who no longer are producing for the consumer.

On Blue Production Staff

Kenneth Michael, formerly on the night program staff, will shift to the production staff of the Blue as assistant to Robert Tormey in the handling of recorded programs, effective next Monday. Michael replaces Edward Carroll who will join the U. S. Coast Guard on the same day.

Scripter Shevin Wins Award

Fred Shevin, radio script writer, has been informed that his farce-comedy, "It's A Great Life" has been awarded second prize in Stanford University's national play competition, leading the field over 67 other comedies. In between radio chores, he recently completed a second stage play called "While We Live," described as a sophisticated and timely drawing room comedy.

lin, Sears-Roebuck; Dale Rogers, Jr., Rogers-Gano Advertising Agency. Fort Worth, Charles C. Johnson, Jr., Stafford-Lowdon; Rowland Broiles, Rowland Broiles Co.; James W. Pate, KGKO.

New Orleans, Moise B. Bloch, Bloch Display Advertising; Herbert A. Kenney, Maison-Blanche Department Store; Nelson R. Swayze, Times-Picayune. Little Rock, Earl Saunders, Saunders Advertising Agency. Tulsa, Willard Egolf, Robert York, Tulsa World-Tribune; B. A. Jumper, Brown-Dunkin Co. Shreveport, Fred C. Bessler, B & B System; Richard Hale, Times.

Gene Roth Included

Oklahoma City, Gene Cooper, E. V. Braun & Co.; George Knox Jr., Knox Advertising Agency; San Antonio, Jack Pitluk, Pitluk Advertising Agency; Gene Roth, Station KONO. Wichita, Kansas, Clark Luther, KFH radio station; Leo Malone, Wichita Beacon.

Director-at-large, Lowry Martin, Corsicana Sun, Corsicana, Texas.

Sustaining Director, Sid H. Dunken, Magnolia Petroleum Co., Dallas.

Chi. School Confab Opens Two-Day Meet

(Continued from Page 1)

addressed by Dr. Lyman Bryson, educational director of CBS and chief, bureau of special operations OWI, on the subject of "Radio In Wartime." Dr. Bryson dwelled on radio's responsibility to the nation in wartime and complimented the educators on their program contributions to the war effort. Hudson, who received the award of merit from Major Harold W. Kent, Executive Chairman of the School Broadcast Conference, was recently named regional consultant, Rocky Mountain States, Radio Bureau, OWI.

500 Registered

Previous winners have been Judith Waller of NBC and Sterling Fisher, director of the NBC "Inter-American University of the Air." Approximately 500 had registered for the SBC and concurrent sessions of the Association for Education by Radio, the National Association of Educational Broadcasters and other group meetings as compared to 1,000 last year. Fall off in attendance was attributed to the fact that teachers in elementary schools were unable to attend because of gas rationing registration duties in Midwest public schools.

All of the panels and clinics staged yesterday stressed wartime messages. The social studies radio program clinic under the chairmanship of Clarence Moore, program manager of KOA, Denver, witnessed productions of "Pieces of Eight" and "Igor Sikorsky," a part of the in-school series produced by the Chicago Radio Council.

Nelson Olmstead of NBC and John Frederick of CBS's "Of Men and Books" elaborated on "The Place of Literature in Radio" with emphasis on wartime subjects. Despite the attendance disappointment, George Jennings, acting director of the School Broadcast Conference, said a "representative crowd" was on hand and that much was being accomplished to crystallize the educational aspects of wartime radio broadcasting.

Priorities Affect Attendance

It was pointed out that the fall off in exhibitors at the SBC was due to priorities affecting several of the manufacturers who previously attended.

Among those present who were heard yesterday were Lt. Col. Edward M. Kirby, chief of the radio branch of the War Dept. information branch, who acted as chairman of the panel discussion of "Radio's Contribution and Responsibility in a World at War."

Second day of the meeting continues today.

Remote On Atlantic Net

Remotes from the Central Theater, Passaic, N. J., will be carried, starting Monday, Nov. 16, by the Atlantic Coast Network. Local outlet will be WOV. Programs will air nightly, Monday through Friday, 7:15-7:30 p.m., with the initial remote featuring Shep Fields and the Merry Macs.



Coast-to-Coast



WITH signing of two more sponsors, entire schedule of news programs on WGN, Chicago, has become sponsored. The Corn Products Refining Co. of N. Y. has contracted for John Holbrook's Tuesday, Thursday and Saturday newscasts. The deal is for 13 weeks and was placed through C. L. Miller Company of New York. Charles Irving's Monday, Wednesday and Friday newscasts have been taken by the Local Loan Company of Chicago for 41 weeks. The contract was handled by Van Hecker-MacLeod, Inc., Chicago.

Cliff Evans, "Brooklyn Eagle" columnist, is being presented over WLIB, Brooklyn, thrice weekly in an analysis of world news... Argus Optical Co., New York, has purchased 15 spot announcements weekly over WLIB for an indefinite period through Furman, Feiner Co.... WLIB is readying a dramatic review series covering Broadway stage shows with Joan Sack, as dramatic critic.

Charles Crutchfield, program director of WBT, Charlotte, N. C., has scheduled a new 15-minute musical, "The WBT Showcase" to be aired on Thursday evenings and starring Jane Bartlett, organist and vocalist, and Charlie Friar, pianist, plus a guest star. Series is written and produced by Adele McCarty of the station's continuity staff... Ray Hunt is the newest addition to the WBT announcing staff.

Harvie Schwartz, Jr., staff transmitter engineer of WTRY, Troy, seems to have nothing but radio on his mind. He's a freshman student at Rensselaer Polytechnic Institute, is an engineer on the school's station, WHAZ, and now, along with two other freshmen, he's starting a campus station, WRPI, 540 kilocycles with equipment that has been assembled from old, spare parts.

Sydney Moseley, commentator on Mutual network, and on WMCA, New York, locally, is at work on his 31st book which is tentatively titled, "The Battle for America." In his autobiographical book, "Truth About A Journalist" Moseley had promised not to write any more. Conditions in the world, he explained, have caused him to break that resolution.

Studio orchestra at WTAG, Worcester, under the baton of Dol Brissette, contributed an evening's entertainment recently at a USO dance for Camp Devens soldiers in Shirley, Mass.... Former WTAG orchestra members now in the armed forces include Emil Haddad, trumpet player, stationed with the 132nd Engineers' Band, Camp Framingham, Mass. and Dave Robertson, piano player, with the 505th coast artillery band, Camp Edwards, Mass.

Richard Harkness, Washington commentator on NBC's morning world news round-up since July, has begun a new series of morning news commentaries over WRC, Washington. The programs are being heard from 8:05 to 8:10 a.m. five times a week, three times under the sponsorship of Beaumont Laboratories, Inc. Harkness, a member of the Philadelphia Inquirer's Washington bureau, is one of the capital's leading newsmen on Congressional matters. He was formerly on the United Press Washington staff. Under the terms of a thirteen-week contract, Harkness's commentaries will be sponsored Monday, Wednesday and Friday. His Tuesday and Thursday broadcasts will be sustaining. The agency is H. W. Kastor & Sons, Chicago, and the product is "Grove's Four-Way Cold Tablets."

Mel Powell, piano star of the new CBS jump band and ex-Benny Goodman ace, is having two more new tunes published. They are "A Mood at Twilight" and "Home Town Shout." The first was created in a moment of inspiration while Mel was recording with his band. During the cutting session, which took place as twilight occurred, Powell and the men were ad-libbing in a subdued manner when Mel, inspired by their improvisations, composed and recorded "A Mood at Twilight." The second was suggested to Powell by Harry Goodman, brother of clarinetist Benny, who is now a corporal in the army.

Charles Blaise has been made a permanent member of the program department of WWL, New Orleans. Starting as extra help, Blaise is now responsible for the listing of every program and every announcement on the station's daily program log.

Slater Barkentin, who had been sustaining continuity editor at WOR, has been made commercial continuity editor for the station, following announcement that his predecessor, Peter Steele, will report to Dartmouth College Nov. 21 as an ensign in the Navy. Lucille Martin moves into Barkentin's job.

HELP WANTED

Announcer with a sincere, selling voice who can either sell or write copy—Draft exempt—Good salary and commission to right man.

WKPT, Kingsport, Tennessee

The favorites of the air waves are responding enthusiastically to the call of the USO Radio Stars Picture Fund, which is campaigning to have artists charge 10 cents for fan pictures, the dimes to be turned over to the USO.

Barry Wood, who is chairman of the committee in charge, announces that the plan has already been endorsed by Howard Barlow, Gertrude Berg, Joan Blaine, Irving Caesar, Frank Crumit and Julia Sanderson, Helen Claire, Joan Edwards, Dave Elman, Al Goodman, Ben Grauer, Bob Hawk, Edwin C. Hill, Warren Hull, Parks Johnson, Jay Jostyn, Felix Knight, Fibber McGee and Molly, Andre Kostelanetz, Frank Lovejoy, Dorothy Lowell, Nila Mack, Lucille Manners, Charlotte Manson, Lauritz Melchior, Jack Pearl, Minerva Pious, Hal Peary, Lily Pons, Alan Reed, Alice Reinhart, Nellie Revell, Lanny Ross, Gladys Swarthout, Mark Waring, Fred Waring and Irene Wicker.

WJNO, West Palm Beach, Fla., has begun its new series of dramatic programs with all soldier talent from Camp Murphy. Cast of twelve men is augmented by the Camp's orchestra, which provides the musical bridges and musical settings... WJNO is cooperating with the Women's Division of the War Savings Staff in presenting a series of four programs in the War Bond Campaign. Local Parent-Teachers Association participates in the broadcasts.

Connecticut Broadcasting System scored a "home run" in last Tuesday night's and Wednesday morning's presentation of state-wide election returns. While each station gave local returns, the six network affiliates joined for round-robin broadcasts Tuesday night from 10:30 to 11:00 with WSRR, Stamford; WNAB, Bridgeport; WATR, Waterbury; WNLC, New London; WELI, New Haven, and WNBC, Hartford, taking over for five minutes each. At 11:30 p.m. and again at 12:30 WNBC fed the network the election news from the capital city of Connecticut... Announcement has been made of the appointment of Richard W. Davis, WNBC general manager, as chief yeoman, in United States Coast Guard Auxiliary.

Jean Grover Casper, secretary commercial manager Loren Stone KIRO, Seattle, has resigned to her husband, who is in the army. Ethel Mulholland, secretary to sales manager, replaced her and Madison, newcomer to the staff has been added to the staff to Miss Mulholland's old post... Huff, formerly with the Cat Northwest Progress, is now a member of the switchboard crew of KIRO.

"Easy" Gwynn, WGAC, Augusta, sports announcer, did the color cast on the Georgia-Alabama football game on the Blue Network. Pictures WGAC announcers are included series of large ads being placed in Augusta newspapers on "Meet the Stars" theme... Hub Jackson, WGAC, manager gave a talk on broadcasting at a recent monthly meeting of the Advertising Club.

Tom Slater, emcee and announcer started a new program called "Night" last Thursday, at 7:45 over the Mutual network with repeat over WOR, New York, at 9 p.m. Slater interviews popular personalities each Thursday and the inside gossip of the ringside this week's program, Slater will interview Tami Mauriello and Arsell. Slater is the network's and special events director.

WEVD

NEW YORK'S STATION OF
DISTINCTIVE FEATURES

now 5000^W 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 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 WHAMland

900,000 radio homes make it a better buy.

Nat'l Rep. George P. Hollingsbery Co.
50,000 Watts... Clear Channel... Full Time... NBC Blue and Red Networks
"The STROMBERG-CARLSON STATION"

ROCHESTER, N. Y.

Showmanship!

WNBC
HARTFORD
5000 WATTS Basic Blue
A GREAT RADIO STATION

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 29

NEW YORK, N. Y., FRIDAY, NOVEMBER 13, 1942

TEN CENTS

ABA Decides To Quit

Revenue Field Reps Get 'Salary' Advice

Washington Bureau, RADIO DAILY
Washington—Radio's salary heads will be brought to field offices of the Bureau of Internal Revenue according to advice from the bureau yesterday. The bureau announced the opening of a New York office for the new salary stabilization plan at 63 Broadway, to be directed by James A. Drake, veteran of 20 years with the bureau. Additional offices are planned for Los Angeles and other large centers. Field offices will have the authority to...

(Continued on Page 3)

52-Week Renewals To WOR Accounts

Washington Bureau, RADIO DAILY
Washington—Fifty-two week renewals for programs up to seven within four weeks, WOR has just announced the acquisition of four new accounts including Fischer Baking Co., Hoffman Beverage Co., C. Headache Powders and others for Sal Hepatica. In addition acquired two more for its "Pure Food Hour,"...

(Continued on Page 6)

Selects Officers; Former Heads Directors

Washington Bureau, RADIO DAILY
Washington—The annual meeting of the National Advertisers Association held at Philadelphia this week, elected Charles G. Mortimer of General Sales Co. as chairman of the board. Other officers elected are...

(Continued on Page 3)

Turnabout

Washington Bureau, RADIO DAILY
Washington—The contestants on the radio this Friday the when Deems Taylor will substitute Walter O'Keefe, Ted Cott, Bob and Ralph Edwards with the treatment they have been given out to contestants on their live programs. Broadcast in aid of the United Hospital Fund aired via WEA, New York.

Eulogy

Chicago—Ben Bernie delivered the eulogy at the Memorial Service for the late George M. Cohan held here yesterday at the Erlanger Theater. Father Edward V. Dailey, chaplain of the Catholic Actors Guild, gave the invocation. Among those attending the services were Lou Holtz, Willie Howard, Bert Wheeler, Boris Karloff, Lois Wilson and Chico Marx.

Watch Co. Innovation; 2-Hour Holiday Shows

Elgin Watch Co. will sponsor a special institutional broadcast, Thanksgiving Day and Christmas Day, from 3 to 5 p.m., on CBS coast to coast, with a short wave tie-in. Program will be dedicated to the armed forces, and will feature name stars from Hollywood.

Don Ameche will emcee the two shows. J. Walter Thompson, Chicago, is servicing the account.

Fanny Farmer Budget Going Mostly To Radio

Based on tests made this summer in Detroit, the main body of advertising for Fanny Farmer Candies will be switched to radio supplemented by other media, according to J. Walter Thompson Co., agency for the account. Radio campaign, for the most part, will consist of sponsorship on women's participating programs of...

(Continued on Page 2)

WMCA Completes 2-Yr. Drive In Educational Programming

Stars Make Recordings For Xmas Seal Appeal

High-ranking radio stars including Kay Kyser, John Nesbitt, Jack Benny, Bob Hope, Ezra Stone, John Kieran, Jay Jostyn, Lanny Ross, Rudy Vallee, Ted Husing, Raymond Gram Swing and Dinah Shore, have contributed their services via transcriptions for the National Tuberculosis Association...

(Continued on Page 2)

Chi. Board Meeting Votes Dissolution Following Canvass For New Members; Group Against NAB Methods

Canadian Ad Men Hear Radio Research Plans

Toronto—Efforts by the Canadian Association of Broadcasters through its Research Committee to establish an "authoritative measurement" of coverage was explained yesterday to the Association of Canadian Advertisers by G. Walter Brown, research expert who is a member of the committee. Brown spoke at the annual meeting being held here by the ACA.

Brown told the gathering of the...

(Continued on Page 7)

"Draft-Board Trouble" Cuts Language Activity

Detroit—Sharp curtailment of WJBK's foreign-language propaganda activities within 90 days was forecast by James F. Hopkins, manager of the station, who said that "draft board trouble" was responsible. Local boards, he said, show a strong dis...

(Continued on Page 2)

2 New MBS Commercials Each On 56 Stations

Two new 56-station commercials will start this month on Mutual. Upton Close, who is already on NBC for W. A. Sheaffer Co., Sundays, 3:15...

(Continued on Page 2)

Chicago—Following a meeting yesterday by the board of directors of the American Broadcasters Association held here at the Drake Hotel resolutions were adopted dissolving the organization. John Shepard 3rd representing Yankee Network as spokesman for ABA, issued the following prepared statement to the press:

"The Board of Directors of the American Broadcasters Association at its meeting in Chicago today made the following statement:

"The organizers and directors of the...

(Continued on Page 3)

KOIN Bond Campaign; \$3,500,000 In Month

Washington Bureau, RADIO DAILY
Washington—KOIN, CBS affiliate in Portland, Oregon, reaped a "Victory Harvest" of barely under three and a half million dollars in War Bonds during the course of an extensive October drive. A series of broadcasts from a number of small communities...

(Continued on Page 6)

Marie Houlahan To WEEI Director Of Publicity

Marie Houlahan has resigned as publicity director of KQW, CBS San Francisco affiliate, to become publicity director of WEEI, CBS Boston O. & O.

(Continued on Page 2)

Finally Made It

It took Larry Elliott a long time to attain a guest star status on Adelaide Hawley's "Woman's Page of the Air" program on WABC. Elliott was recently interviewed on the program after handling the announcing stint for five years. Among the many guests who superseded him were both his children, who appeared several times with Miss Hawley's youngster.



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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, Nov. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	130	129	129 1/4	- 3/8
Crosley Corp.	9 3/8	9	9	- 3/8
Gen. Electric	29 3/4	29 3/8	29 5/8	+ 1/8
Philco	10 3/4	10 3/4	10 3/4	- 1/8
RCA Common	4 1/2	4 3/8	4 1/2	+ 1/8
Stewart-Warner	8	8	8	- 1/8
Westinghouse	78	77	77 1/2	- 1/8
Zenith Radio	17 1/8	16 7/8	17 1/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	3	3 1/4
Stromberg-Carlson	6 5/8	7 1/8
WCAO (Baltimore)	18	21
WJR (Detroit)	18	20

Stars Make Recordings For Christmas Seal Drive

(Continued from Page 1)

tion's 36th annual Christmas Seal Campaign, which starts Nov. 23. Kyser and Nesbitt each have cut 15-minute transcriptions and a third disc consists of spot announcements by the other artists. Pressings are available from national headquarters of the Association or from state and local associations throughout the country.

Former CFCF Man "Missing"

Montreal—Sgt. Observer J. H. Godbehere, 22, Royal Canadian Air Force, who before enlistment was on the staff of CFCF, Montreal, is posted as missing, and presumed dead from operations overseas.

WBYN
NEWS AS IT HAPPENS
● 1430 ON YOUR DIAL ●

NEWS EVERY MINUTE ON THE MINUTE 12 NOON TO 6 P.M.

"Draft-Board Trouble" Cuts Language Shows

(Continued from Page 1)

inclination to exempt persons not engaged in actual war production, even though Selective Service headquarters has sanctioned such action in the case of key workers in radio.

"We are having extreme difficulty maintaining our foreign-language staff," Hopkins said. "The director of our Italian hour was drafted, and our very extensive work among the Polish is now threatened by draft inroads among the Polish staff. What the draft boards don't seem to understand is that you can't drive out Chene Street, pick up any idle Pole, and put him to work on propaganda. The job takes a lot of highly-specialized ability, on top of a specialized background.

"Our broadcasts to Detroit's 400,000 Polish-speaking people are handled by men and women with actual experience under Nazi conquerors, so there is no question of their all-out pro-Ally feeling in this war. They have to be familiar with Polish and with English, and they must be accepted by the listeners. When these conditions are fulfilled, they do a marvelous job. We were notified the other day that WJBK leads all radio stations in this district in U. S. War Bond sales—and practically every cent of this volume came through the foreign-language programs."

What seems to be needed, Hopkins said, is a little more understanding of the relative importance of various phases of the war job, on the part of draft boards. "A man who reaches 400,000 Polish listeners with patriotic appeals that they act on is certainly doing more to win the war than he could hope to do with a gun," he said.

Fanny Farmer Budget Going Mostly To Radio

(Continued from Page 1)

which 21 have already been scheduled in key markets throughout the country. Additional spot business will be used, especially in markets where there are no outstanding women's commentators.

Typical of the programs purchased are Mary Margaret McBride on WEAF, New York; "Consumer's Foundation" with Ruth Lyons on WKRC, Cincinnati; "What's New In Milwaukee" on WTMJ; "Women's Matinee" with Ruth Chilton on WSYR, Syracuse; "Marjorie Mills Hour" on the Yankee Network; Mary Mason on WRC, Washington, D. C.; Bea Baxter's "Household Forum" on KSTP, Minneapolis; Evelyn Gardner's "Home Forum" on KDKA, Pittsburgh; Ruth Wells' "Woman's Home Counselor" on KYW, Philadelphia; other markets which are contracted for are Des Moines, Buffalo, Rochester, Detroit, Harrisburg, Pa., and Cleveland.

Stork News

Los Angeles, Calif.—Son was born recently to Mr. and Mrs. David Horton at the Wilshire Hospital. Mother was formerly publicity director of the Don Lee Broadcasting System.

2 New MBS Commercials Each On 56 Stations

(Continued from Page 1)

p.m., will start another Sunday afternoon series, Nov. 22, at 5:15-5:30 p.m., for Lumbermen's Mutual Casualty Co. His first program on Mutual will originate in Washington, with subsequent broadcasts coming from Chicago, New York and San Francisco. This represents Close's first series on Mutual. Leo Burnett Co. handled the account.

The second network account is that of Pegeen Fitzgerald's "Strictly Personal" sponsored by Gotham Silk Hosiery Co. Commercial has been on WOR since August 3, and represents the sponsor's first crack at radio advertising, past campaigns having been limited to publications. Contract varies from the standard in that the network hookup will go into effect Nov. 16, for only five weeks. There will be a layoff then until early in 1943 when the sponsorship will resume to complete the deal calling for 104 broadcasts. Though the commercial will lapse temporarily, the program will continue on its 56-station coverage on a sustaining basis. Commercial covers the Monday, Wednesday and Friday broadcasts from 1:35-1:45 p.m. The Tuesday and Thursday broadcasts will go out on the network sustaining. Sale did not go through an agency.

Marie Houlahan To WEEI As Publicity Director

(Continued from Page 1)

station. The change becomes effective next Monday. Harold E. Fellows, general manager of CBS in Boston, announced yesterday. Miss Houlahan has been in the advertising and publicity fields more than ten years. After her graduation from the University of California with B.A. and M.A. degrees, she was employed by an import-export firm in San Francisco as a Spanish-English stenographer.

She joined an advertising agency in San Francisco soon afterward, and in 1932 was placed in charge of publicity for CBS and KFRC, then the Northern California Columbia outlet. Miss Houlahan continued in this capacity when CBS switched its San Francisco outlet KSFO to KQW.

She replaces Walter J. Murphy as WEEI publicity director. Murphy returns to the CBS publicity department, New York.

In Philadelphia Its
WPEN
THE STATION THAT SELLS
5000 WATTS 950 KC

COMING and GOING

W. E. POWELL, assistant commercial of Canadian Broadcasting Corp., has returned from Toronto for a few days on news.

LINUS TRAVERS, vice-president in sales and production for the Yankee and WNAC, Boston, arrived in town last night for Massachusetts.

MARJORIE SPRIGGS, director of programs for the War Savings Staff of the Department, returned last night to Washington following a conference at the Marshall agency anent the Army-Navy game.

WILLIAM MORRIS, JR., head of the Morris Agency, expected in New York after 11 months on the West Coast, work out of the New York office for few months.

JOHN M. OUTLER, JR., sales manager for WSB, Atlanta, left for Georgia last night having spent the better part of the week on station business.

KATHRYN CRAVENS, commentator of off by plane today for Chicago. She will be in time for her broadcast on Monday.

WILLIAM T. LANE, station manager in Syracuse, in New York yesterday for a week with the local representatives station.

JULES ALBERTI, of the Radio and Television of the War Savings Staff, arrived from the Capital on Treasury Department news.

S. A. CISLER, president and manager of WLSR, en route to his Louisville headquarters a week in New York. Joins the air shortly.

J. R. POPPELE, chief engineer at WLSR, left on a vacation of a few weeks, return around the end of the month.

KATE SMITH, TED COLLINS, JANE COLLINS and GEORGE MURPHY are in Chapel Hill today, from which point they will originate tonight's program before the cadets Navy Pre-Flight School at the University of North Carolina.

FULTON LEWIS, JR., has returned to his post of WOL, Washington, following a tour through Illinois, Ohio and South Carolina.

JIMMY McCLAIN is in Pittsburgh tonight, airing of tonight's "Dr. I. Q." program on the stage of the Stanley Theater.

CLARENCE C. COSBY, commercial manager of WXXK, St. Louis, is on a business trip to New York and San Francisco.

GIVES YOU LOW COST RESPONSE IN THE DETROIT AREA

CKLW
800 kc.
MUTUAL SYSTEM
5000 WATTS
DAY and NIGHT

Field Reps 'Salary' Advice

(Continued from Page 1)
make on-the-spot decisions on questions. No new regulations over radio and film salaries have yet been announced but it is understood that something will be decided within the next three or four months.
The field office men, subject to review in Washington, will be authoritative until they are not upheld, but the subsequent Washington decision will not be retroactive. In the interim, individuals may wish to act upon the field office advice knowing that in the event a decision is ruled out they will not be penalized for the period of the granting of the decision by the old man and the reversal by Washington.

Model Elected Pres. USO-Camp Shows, Inc.

Model of the William Morris was elected president of USO-Camp Shows, Inc., by the board of directors at the annual meeting held in New York today. He succeeds Eddie Egan, who served as president for the first year of operation since the announcement by the board. The new president has already begun his services on a full-time basis in the past year and has been successful in bringing the full support of the branches of the entertainment industry to USO-Camp Shows.

Regulations Broadcasting Political Speech ETs

Regulations covering broadcasts of recorded speeches will be considered by the Board of Governors of the National Broadcasting Corp. at its meeting early in December. Dr. C. V. Rhea, general manager of NBC, said yesterday. Broadcast of recorded speeches over networks is not excepted by recognized election time, but the use of recorded speeches broadcast by stations at varying times is under consideration by NBC officials. Maxime Raymond, leader of Bloc Populaire used this regulation.

For Repair Men

OPA announced yesterday that radio repair men whose prices have been based upon the prices of competitors may raise their prices if permission to raise prices has been granted by the OPO. There have been numerous complaints from radio owners and other service experts that the OPO has allowed their competitors to charge better prices for their services. The new amendment to the regulation is designed to correct this inequality.

Directorate Dissolves ABA; Final Statement By Shepard

(Continued from Page 1)

American Broadcasters Association seriousness of the situation or are dissatisfied with the representation the industry is now getting.
"The ABA has never attempted to disrupt the broadcasting industry. It has, the directors felt, served its purpose by providing a means through which the attention of the broadcasters could be focused on what with strong conviction the directors felt to be a vital problem. In view of these conclusions the directors voted to discontinue the organization. The board deeply appreciates the cooperation of the many stations whose words of encouragement made a difficult task less difficult."

"The directors of the National Association of Broadcasters have been consistently informed from time to time of the dissatisfaction with the representation provided through the NAB on the principle that even in a democracy a minority has an inalienable right to become voluble. In recent weeks the American Broadcasters Association in a frank letter to all stations stated its position and in a questionnaire attempted to elicit clearly the degree to which the thinking of its organizers was shared by all of the broadcasters. The response in the opinion of the ABA board was not conclusive and the board cannot infer from the replies that a majority of the responsible stations are either convinced of the

seriousness of the situation or are dissatisfied with the representation the industry is now getting.

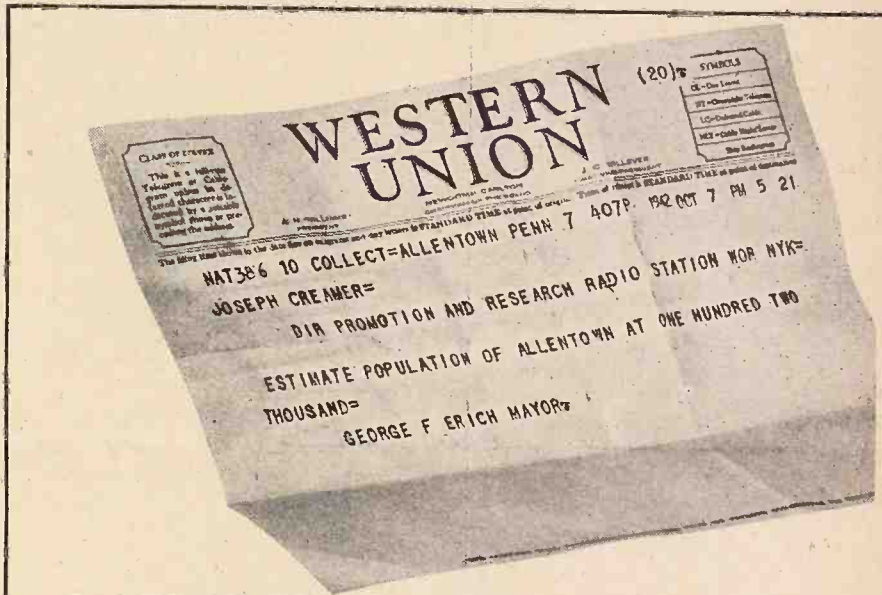
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ANA Elects Officers Mortimer Board Head

(Continued from Page 1)

Paul West continue as vice-chairman and president respectively. New ANA directors are Thomas H. Young, United States Rubber Co.; Robert V. Beucus, Andrew Jergens Co.; H. H. Simmons, Crane Co.; and Gordon E. Cole, Cannon Mills, Inc.

Speakers at the first session of the meeting were Paul B. West, president, Ken Dyke, head of the bureau of campaigns of the OWI, and Chester J. LaRoche, chairman of the Advertising Council. West told the 350 advertising men attending the meeting that the full impact of the effects of the war program on advertising and marketing will begin to be felt within the next six months.



the MAYOR says it's so . . .

Ever since we've been knee-high we've talked about WOR's 14 great cities of more than 100,000 people each. Cities like Newark, Hartford, Reading, Elizabeth, Philadelphia, et al.

Then our sleuths got curious. Said they, "Come, Gentlemen, things do change. Cities grow. And if cities ever grew, the growling, vital industrial centers of the WOR area are growing today."

They, the sleuths, sent telegrams; called, poked, came up with some surprising results. One we reproduce above—more will be added.

THE POINT, however, is—WOR today is covering 15 of the greatest war work, living, listening centers in the U. S. WOR today is—for the price of one station—a formidable spot network. WOR, in fact, is delivering 10% more listeners than ever before. And its homes with radios are 12% greater than ever before—4,678,000, to be exact—6,100,000, if you'd like to include that area from which WOR receives 15% of its total station mail!

our address is

WOR

—that power-full station at 1440 Broadway, in New York

Nick Roosevelt To OWI As Military Director

Washington Bureau, RADIO DAILY
Washington—Nicholas Roosevelt, prominent soldier, diplomat and journalist, has been named deputy in charge of military affairs for the OWI. He will begin his duties the first of next month. A veteran of nearly a decade of diplomatic work in Europe, Roosevelt has been on the staff of the New York "Herald-Tribune" since 1933. He was also with the New York "Times" for seven years as editorial writer and special correspondent.

Wedding Bells

Hartford—Bob Mooney, announcer of WNBC of this city, has announced his engagement to Dorothy B. Paulin of Westfield, N. J. Date of marriage was not revealed.

Paterson, N. J.—Dan Cupid hit his mark for the first time as far as WPAT staffers are concerned recently. Peter Petruska, control operator, announced his intention of marriage. Bride-to-be is Edna Kirchner.

Eugene Aguais

Eugene Aguais, storekeeper of the CBS stockroom since 1932, died this week. He was 68 years old.

Los Angeles

By JAC WILLEN

VAN C. NEWKIRK, program director for Don Lee, announced changes in time and personnel on two of the Mutual Don Lee programs originating in the KHJ studios.

"California Melodies," heard on Wednesdays at 6:30-7 p.m. on KHJ and the Don Lee net, now is heard over the Mutual net at 7:30 p.m., PWT.

Picture critics who have seen the "rushes" of Dinah Shore's first flicker at Warner Bros., "Thank Your Lucky Stars," predict the Blue Network singer will be one of filmdom's brightest musical stars within a year. Negotiations are already on for her second picture.

Esther-Lou Hatch, continuity writer at the Raymond Morgan Agency, has announced her engagement to Al Laughrey, news writer at KHJ-Don Lee. No date has been announced for the wedding as yet.

Jack Stafford, KMPC sportscaster, eloped recently and was married in Phoenix, Arizona. The bride is the popular Elizabeth Merrill of Beverly Hills.

Jack Benny will play host to 100 or more Hollywood newsboys at the Tick-Tock Restaurant in celebration of Thanksgiving Day. Despite the war, Benny felt that young America should not be forgotten.

One of the newest young lovelies to be seen around Hollywood Radio City is Anita Kurt, talented young vocalist featured on the program of "Lou Bring's Music," on alternate Mondays from 3-3:30 p.m., PWT, over the Blue Network.

Ken Carpenter, KMH bell ringer, veteran sports announcer and glib ad libber, will journey from Hollywood to Annapolis to assist Bill Stern in covering the Army-Navy football classic over NBC Saturday, November 28.

At the request of Secretary of the Treasury Henry Morgenthau, Lum & Abner this week forwarded him a recording of a recent program devoted to the sale of war bonds, in which a dramatic incident of the death of a Pine Ridge boy at war pointed up the message. Morgenthau expressed his pleasure at the down-to-earth approach of the radio team.

Ginny Simms took time out during a busy week in San Francisco from emceeing Philip Morris' radio program on Navy Day on Treasure Island, to do her bit toward building up defense workers' morale. She visited the General Electric war plant in Oakland, and stopped to chat with the various women employees, asking them about their work and wishing them good luck.

HELP WANTED

Female commercial copy writer who can write selling copy—Salary secondary if you can do the job.

WKPT, Kingsport, Tennessee



Bigtown Small Talk. . .!

● ● ● Mort Lewis, the writer chap, forgot his NBC pass the other day and was stopped at the gate by one of the newer page boys. Trying to bluff his way through, he said: "Look, I don't need a pass. I'm a 5th columnist." "Oh, that's different," kidded the lad. "Go right ahead!"... Lois January, WABC's Reveille Sweetheart who airs with "Cheers For The Troops" at 5:30 in the ayem, will soon have a sponsor... Herman Bernie closed a 65 one-minute transcription deal with Spur, using Tony (Oswald) Labriola as the comic. Bernie, incidentally, leaves today for Hollywood, taking his new protege, Gale Robbins, to her 20th Century-Fox commitment... Gene Bresson has left Empire Broadcasting Corp. to join Y. & R.'s production staff... Passing show: The four lovely King Sisters dashing into Ruby Foo's. Charge of delight brigade?... An international news round-up, with Lowell Thomas, Johannes Steel, Major Geo. Fielding Eliot, Quentin Reynolds, Paul Schubert and Geo. Hamilton Coombs, Jr., will highlight the 9th annual "Night of Stars" at Madison Sq. Garden Nov. 24th... Camel Caravan using a weekly guestar in Margo's spot, with the Revuers moving in tonight... John Reed King's new audience participation show will be heard on WABC shortly... Jerry Cooper can remember way back when girls looked forward to becoming wives—not WAVES!

★ ★ ★

● ● ● Up at WSYB, Rutland, Vt., whenever the date is used in any correspondence, they add this line underneath: "One Day Nearer For Victory." They also use their call letters in this fashion: "This is WSYB—meaning, We Sell You Bonds!"... X. Cugat building an all-femme orchestra... Ann Thomas, who plays a secretary on "Easy Aces" and "Abie's Irish Rose," will ditto in the Paul Muni revival of "Counsellor-at-Law"... Arthur Henley, one of the busiest young scripters around, will be inducted on the 27th. His two shows, "Thirteen By Henley" and "Thirteen By Hitler," will carry on "business as usual"... Vladimir Selinsky was stopped by a pal who wanted to know how he felt. "I feel great," replied Vlady, "but the draft board insists I see a doctor!"... Allen Finn, ex-Newsweek radio ed, down at Camp Shelby, Miss... Vicki Vicki back at the Blue looking lovelier than ever since having her schnoz bobbed. Columbia Pictures now interested in her... Some 50 USO Clubs around the country have written to Allen Funt requesting the use of entertainment gimmicks he features on his Blue Network show, "The Army-Navy Game."

★ ★ ★

● ● ● Despite any reports to the contrary, Norman Tokar will continue as radio's Henry Aldrich for another eight months at least... Although he has enlisted in the Army Signal Corps, he maintains his civilian status while a student... Geo. Jessel gets a quick repeat on the Kate Smith show Nov. 20th... Watch for an important change in the format of "Crime Doctor" shortly... "Road to Morocco" plus Woody Herman's rhythms broke the all-time opening day record at the Paramount Wednesday—24,000 cash customers filing past the box-office. Previous high was 22,750 during the run of "Holiday Inn"... Ed Gardner bemoaning his real estate troubles on the coast. House he once rented for \$150 a month, then finally purchased, he now wants to rent back to original seller for \$40 a month... Peter Lorre, the film's horror expert, signed for "Inner Sanctum"... Two top bandleaders will make their farewell appearance on "Spotlight Bands" before entering the service... Matti Sondi, WOV's ravishing new songbird, was formerly a typist in NBC's auditing dept... Isabelle Olmstead taking over Geo. Brengel's casting duties with Compton, with the latter going with the President's Birthday Committee in a producing capacity... Add to slogan dept: A flag display is fine—but besides bunting, we need some heavy hitting to win this war!

Chicago

By FRANK BURKE

WIND and WJJD have ordered full showing on billboard metropolitan Chicago and surrounding towns featuring their service listeners. Copy will stress the hour-a-day news service on WJJD and the musical programs on WJJD. The contract was placed through Goodkind, Joice & Morgan and is the first extensive commercial of billboards by Chicago radio stations.

A new program, "Junior G," will be launched on WLS to provide town and country children an additional opportunity to cooperate in victory on the home front.

Al Rice, associated with WLS more than 15 years and featured tenor with the Maple City Four, ducted into the Army Nov. 11.

Whitey Ford, the Duke of Paducah heard on the "Plantation Party" NBC, has resigned from the M. Seeds organization effective Nov. 27, and will enter volunteer office entertainment service for the Whitey, who has been heard on the network for the past four years. Recently completed a personal appearance tour with the "Hill-Billy Boree," playing to 19,000 in Birmingham, 18,000 in Memphis, 13,000 in St. Louis. No success has been chosen by the Seeds for the comedy star's role on "Plantation Party." Danny is reported under consideration.

Franklyn MacCormack, whose work on poetry and philosophy made him a favorite on the NBC CBS networks, succeeds Joe Ely as the featured member of "Hymns of All Churches" program on NBC, Monday, Nov. 23. MacCormack, reported to have signed a three-year contract, will be read against a background of hymns sung by a mixed octet in the direction of Fred Jacky. The program is sponsored by the Mills.

Beryl Vaughan, who plays "Jerry" in WGN's "City Tomorrow," was named Chicago's most photogenic radio star by Chicago Press Photographers' Association at their annual exhibition at the Morrison Hotel. Beryl is freckle-faced, auburn-haired and is also heard on NBC's "mate" show.



32 of radio's 50 leading programs are on NBC



The first CAB report on the new continuous recall basis shows that one network, NBC, not only carries 8 out of the first 10, 16 out of the first 20, but 32 out of the top 50 programs on the air!

This record is especially significant when you consider that the program-builders have not just two, but four, national networks to choose from. It goes a long way, too, toward explaining why NBC is today, as it always has been,

THE NETWORK MOST PEOPLE LISTEN TO MOST

GUEST-ING

LEW LEHR, on the "Camel Caravan," tonight (WABC-CBS, 10 p.m.).

MARY BRIAN, on "Double or Nothing," today (WOR-Mutual, 9:30 p.m.).

PHYLLIS JEAN CREORE, on "Nellie Revell Presents," tomorrow (WEAF-NBC, 10:30 a.m.).

MARK SULLIVAN, Washington newspaper writer and political analyst, on "We, the People," Sunday (WABC-CBS, 7:30 p.m.).

RISE STEVENS, on the Coca-Cola program, Sunday (WABC-CBS, 4:30 p.m.).

Seven 52-Week Renewals Added To WOR Accounts

(Continued from Page 1)

and obtained a renewal for 13 weeks from General Motors for "Victory Is Our Business."

Fischer Baking Company renewed its contract for Prescott Robinson's Transradio News periods on Tuesday, Thursday and Saturday from 8-8:15 a.m. through Scheck Advertising Agency. Charles Woods' Monday, Wednesday and Friday editions of Transradio News, 11-11:15 p.m., have been renewed by the Hoffman Beverage Company, through Batten, Barton, Durstine & Osborn. B.C. Headache Powders re-signed Frank Singiser's Tuesday, Thursday and Saturday 6:30-6:45 p.m. Transradio News periods, effective Nov. 10, through Charles W. Hoyt Co., Inc. Alois Havrilla's Transradio News sessions, Tuesday, Thursday and Saturday from 12:30-12:45 p.m. have been renewed by Bristol-Myers Company for Sal Hepatica through Young & Rubicam.

The two added sponsors for the McCann Pure Food Hour are Planned Foods, Inc., for Rose Mill Plate Gras and Florida Citrus Exchange for Florigold and Indian River Oranges and Grapefruit, through Blaker Advertising Agency. Florida Citrus Exchange will make its debut on the "McCann Pure Food Hour" Dec. 7, via a contract for 26 weeks through W. W. Garrison & Company.

Roxy Rebooks Combs

Having found its first experiment wherein radio news commentators were booked as a stage attraction successful, the Roxy Theater has booked George H. Combs, Jr., WHN commentator, for a return engagement, starting tomorrow with the beginning of a new picture, "Springtime in the Rockies."

This time the theater is testing the use of a single commentator, whereas the first attempt used two, the second having been Johannes Steel of WMCA. At this booking, Combs will be independent of tie up with the picture, and will have a two to three week engagement, depending on the picture's take.

WORDS AND MUSIC

By SID WEISS

IS A RADIO PROGRAM, because it is heard only once, strictly a one-shot stab at entertaining and educating the public? Many opinions have been advanced on this subject, the most common among them being that the mind retains longer what is learned through the eye, rather than that learned through the ear. One angle, seldom taken into consideration when radio is discussed as an instrument of education, is the fact that many single radio broadcasts continue to perform a public function long after that particular broadcast has gone over the air. For example, some weeks ago, Margo starred in a sketch entitled "This Is It," on the CBS "Caravan Hour." If you recall the stanza, you'll know that the sketch, briefly and dramatically, told of the crucial and heroic moments in this nation's history when the simple statement—"This Is It"—sufficed to express a nation's opinion. Since that one program was broadcast, there have been countless post-program effects which do prove a radio show does not necessarily die after its brief moment on the air. This particular program had not been off the air many hours before Washington officials decided they'd like to showcase "This Is It" on the government series, "Treasury Star Parade." It was accordingly transcribed and is now being heard on 839 stations. In the ensuing weeks, letters from all over the country poured in asking for copies of the script. These requests came from teachers, historians, students and just plain fans. Because of these many letters, the show has been heard in countless schools as well. And as a climax to the amazing reaction on the show, Margo has been signed by RKO-Pathé as the first femme narrator for a new series of shorts to be based on women at war.

☆ ☆ ☆

THIS MONTH marks the 14th anniversary of "The Goldbergs." In the spotlight as star, and behind the scenes as guiding genius of the show, Gertrude Berg today, as from the start, maintains the fine standing that has always marked the series as one of radio's more popular dramas. The greatest tribute ever paid to the program was when Judge Juvenal Marchesio, of the Family Relations Court of N.Y., in commenting on how wars create juvenile delinquency, stated that today people who listened to radios would find great relief for their problems if they would tune in on "The Goldbergs" and listen to how Molly solved her problems.

☆ ☆ ☆

SMALL TALK: Starting next week, X. Cugat will short-wave a series of concerts to Latin-Americans under the sponsorship of the Rockefeller Foundation... Vera Barton is on the verge of tossing up N.Y. to join Kay Kyser... The only record sanctioned by Petrillo since the ban started—"Everybody Every Pay Day," Bluebirdisked by Barry Wood—was premiered on the air via Ted Cott's "Sound Board" over WEAF Thursday... Paul Taubman, headliner at the Penthouse Club, has penned a tune with Lieut. Col. Ellis O. Keller called "Song of the Bomber Command" which has been taken over as the official song of that fighting group... The Penthouse Club, incidentally, is one of the favored rendezvous with the radio crowd. Situated high in the Manhattan skyline overlooking Central Park, it is one of the most glamorous night spots N.Y. has to offer to the visiting gentry... Roger White—the baritone, not the producer—a click on "Encores"... Eugene Endrey and Patti Spears, heard on WEVD's "Moods and Melody," will be seen in B'way farce, "Honeymoon Alone," which the former is also producing... A half-hour comedy script tagged "Hex Double Hex" sold to NBC by Henry Sucher, film and radio writer... Bill Grey's son off for the Air Force. The youngster, who towers over Bill, calls Pop, "Shorty"... Bobby Byrne gets his first stint on "Spotlight Bands" on the 17th... Irene Beasley made her 4th appearance the other day singing at the Civilian Defense Information Center.

☆ ☆ ☆

—Remember Pearl Harbor—

AGENCIES

STANDARD OIL CO. OF JERSEY has announced the reorganization of its advertising staff. Ve G. Carrier has been named assistant manager in charge of administration and distribution; R. Gray is in charge of creative production and media; Barry Meglaughlin has been placed in charge of the company's public relations and all sales department publicity; Donald J. O'Brien will manage commercials, time and programming; Esso Marketers newscasts; and Phillips has been named editor of the company's two house organs.

WALTER CRAIG, who resigned from WMCA, New York to join Benton & Bowles, has taken over the duties of Esty Stowell as business manager of the radio department; Stowell has joined the Marines Corps as a lieutenant.

KOIN Bond Campaign: \$3,500,000 In More

(Continued from Page 1)

within 50 miles of the Portland area climaxed by a huge half-hour show in the Portland Civic Auditorium enabled the station to more than triple its original \$1,000,000 goal. Small cities, but with a population over 5,000, were selected for "Victory Harvest" show, with each town given a quota of \$50,000.

Although the city of Portland was not included in the broadcast, it was given a half-million dollar quota. That the residents of the small Oregon cities responded enthusiastically to the efforts of talent KOIN, which is owned by the Oregon "Journal," presented is evidenced by the fact that every town far exceeded its quota. Homeowners telephoned in as great a number as the townspeople who could not be accommodated at the various auditoriums where the broadcasts were held.

Best record of any of the towns was according to H. E. Waterbury, of the Portland office of the U.S. Department of Commerce, was that of Astoria, an agricultural town of 2,000. Its subscriptions totaled \$225,000—45 per cent of its quota.

When the first ten broadcasts were brought in a total pledge of \$1,870,000 the goal was raised to \$2,250,000 specifically to provide funds for the training of 2,500 Navy recruits. This figure was chosen because of its appeal to state pride. The recruits were Oregonians, and the hope was expressed that they will eventually man a new vessel called "Oregon." The old battleship "Oregon" was broken up for scrap metal on Portland Navy Day, Oct. 27.

The final half-hour show in the Portland Auditorium of the event of Navy Day, brought pledges of \$1,825,000, raising the "Victory Harvest" total to \$3,495,099.65.

Canadian Ad Men Hear Research Plans

(Continued from Page 1)

of the Research Committee after when the CAB met and the "committee to study measurement. Committee members: Henry Gooderham of CKCL, Frank Cooke of the Northern Printing Co.; Lou Phenner of Cellucotton Products; Tom Hilds of Colgate-Palmolive; Brian Head of J. Walter and Ray Barford of J. J.

tion by the CAB said Brown, part: "... to study the various points in measurement conducted by broadcasting organizations in the United States; to conduct tests and experiments in arriving at a method of measurement in Canada and to advise advertisers and advertising agencies; and to make such recommendations as to the establishment of an organization, cost of operation, and such an authoritative body as the committee shall see fit."

Divided in Two Sections

further said, in part: "... separated radio measurement into two distinctly different measurement, and have appointed a sub-committee to study

the measurement of the of Radio Stations.

second part of our job is the of a system for measuring the popularity of radio programs. The second sub-committee in its hands.

and like to make clear that my remarks or in our operations should be in as criticism or condemnation present methods of measurement. The way we see our job is should set up what we consider the ideal method. After compare existing methods. Maybe we'll find present completely satisfactory or they could be made completely satisfactory with a few re-

Recording Setup Opened By WOR

the new WOR Recording have been operating for past at a 70 per cent capacity, officially opened yesterday on, manager, at a luncheon, which guests were taken through the new studios the latest in equipment. is a top priority rating for because it is handling much orders. However, and equipment of the new have been 14 months in, the war having slowed. Many of the machines as the two Scully Records, were the last the manufactured, before converted into production for ment and war. Engineer- tions designed to produce

WMCA Completes 2-Yr. Drive In Educational Programming

(Continued from Page 1)

Commerce and Industry Association of New York. Several others, such as "Let's Talk About It," will get underway in the near future.

Origin of the plan to dissociate the station from its former reputation as a Broadway station, to one of finer programming dates back to the entry of Edward Noble as owner of WMCA in January, 1941. Modification was slow getting started, but received a great spurt last November when the station negotiated the news tie-up with the New York "Times." Prestige halo long hovering over the daily gradually encompassed the station too, station's news programs coming under the cloak of the "Times" reputation for accuracy etc. Tie-up was even recognized by the Encyclopedia Britannica which listed the deal as a significant event in Journalism for that year.

Times Hall a Factor

Additional source of prestige for the station is in another part of its arrangement with the "Times," calling for exclusive broadcast rights to all forums, lectures, and such programs the paper might sponsor at its own theater, formerly the Little Theater and now called Times Hall. Big event in this class was the discussion session held October 28, featuring Byron Price and Elmer Davis, and Arthur Krock, "Times" chief Washington correspondent.

In trying to establish this new reputation, station became resigned to losing out commercially, but its execs hold that in the long run, these temporary sacrifices will be more than made up for by better commercials resulting from the hypoed reputation of the outlet. Resigned to the play that they would have to forego on some commercials (Three regular programs in addition to spots were displaced by the Town Hall series, for example) program execs went all out for the new prestige type of show.

Advent of war last December ac-

the best results in recording, were the contribution and ideas of Lyon, himself.

Studios, modern in design, are air-conditioned under a five-unit plan, so that adjustments depending on needs in individual rooms are readily made.

Studio walls were built with obtuse angles to control reverberation, and help eliminate reflections without loss of desirable frilliance. Each control room is equipped with a three-way talk-back microphone. There are 14 channels available at all times in the studios. Ten of these are in the reference recording room and are used chiefly for off-the-line productions. Separate dubbing room is also acoustically treated, and consists of four dual speed, constant velocity turn-tables. Reproduction is achieved through the use of four high-fidelity lateral-vertical reproducers.

celerated the tempo, for the special events division was changed radically to conform to the new policy and give a thorough war and public service. Former notions of stunt and smart aleck events were completely dropped, station noting this week difference between its plans to book Mrs. Anna Rosenberg, Regional Director of the War Manpower Commission, November 18, and its former type of special event which magnified a million times the sound of a moth eating through wool, one hot summer's day to compete with WOR's frying an egg on the sidewalk, and WEAF's placing a mike along side the Steel Pier in Atlantic City to catch the roar of the waves. All special events today on WMCA are of a constructive character, program exec pointed out, so that they contribute in a positive way to the war effort and public enlightenment.

Many Shows Go Network

Another device station has been using in this build up, has been the booking of important persons, in government, federal and state, education, business, religion, management, labor, etc. Station has shuffled programs constantly, to tie up with national events, such as program carrying the President. Effort has been directed to catch these things live, rather than resort to recordings. List of guest speakers, booked for a special event on WMCA exclusively includes the best of names used anywhere on radio.

Several of WMCA's public service and blue blooded programs have been taken over by the networks. Among these are "Voice of Freedom" featuring Rex Stout, now on CBS, and "Friendship Bridge" now handled by the WPB.

Additional schedule of programs which station built in line with this prestige angle includes "Editorial Digest" "Labor Arbitration," "Women Can Take It," "State Reports," "American Quiz" and others.

"Consequences" Show To Shortwave Messages

Departing from its usual procedure, Ralph Edwards' "Truth Or Consequences" on CBS tomorrow night will have pre-arranged consequences for the first time in the history of the program. Tomorrow's broadcast which is being beamed to France will consist of messages of assurance to the people of France from a soldier, a sailor, a Washington representative of both the Chinese and Russian governments, an RAF flyer and a Polish soldier stationed in England.

The latter two will be heard via a short-wave broadcast from the British Isles, which will then be re-beamed to France. Broadcast will conclude with a three-way broadcast in which the participants will sing the French national anthem.

Fly Sees Rosy Future For Radio-Television

Buffalo, N. Y.—Post-war expansion at breath-taking speed of television and FM broadcasting services was predicted by FCC chairman James Lawrence Fly, addressing the RMA-IRE meet here. Implying that the present state of virtual freeze on broadcasting activities afforded the industry a breathing spell during which a vigorous planning committee for post-war radio might effectively work, Fly called for the creation of such a committee, to include members of all branches of the industry.

"We know that after this war our radio machine will be plunging ahead with a far greater speed," said the chairman. "The machine cannot be stopped, nor even permitted to slow down." He then called for the formation of a committee to work on post-war problems.

Predicts Equipment Surplus

Fly pointed out that after the war is won radio will have what would today be a serious surplus of equipment and manpower, both of which it will fall heir to when war operations in radio slacken off. Among the equipment, he pointed out, "there will be new types which are the result of new developments and inventions which may not be revealed at this time." He indicated as well that he hoped to see radio expand to such proportions that it can absorb all or nearly all of the thousands of men in the armed forces engaged in radio work, and the women who have replaced men in that work back on the home front.

After discussing the ever-increasing importance of radio in the operations of our armed forces, Fly predicted that "better health comfort, convenience and safety are only a few of the boons which post-war radio will give mankind." In this connection he referred to the 80,000 diathermy machines registered with the commission and to the even more important moves of radio into the industrial field.

Going to NEW YORK?

Stay "Where Radio City Meets Times Square"

Friendly atmosphere—spacious, cheerful rooms make you feel at home away from home!

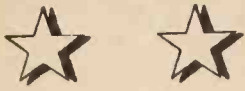
600 ROOMS, each with radio and bath, from \$2.50.

Reasonable All-expense Tours. Write for details.



HOTEL VICTORIA

AT RADIO CITY 7th AVE. at 51st ST. NEW YORK
RONALD A. BAKER, Manager



Coast-to-Coast



OBSERVANCE of the 167th birthday of the Marines was noted this week in a fifteen-minute broadcast of the "Birthday Party" over WWNY, Watertown, N. Y. Guests included a member of the army and navy and a local marine who is spending a furlough in Watertown after being wounded in the Solomons. An appropriate birthday cake, given by a Watertown baker, was cut during the broadcast. "Madison Barracks Salutes," a weekly program broadcast over WWNY, from the military post, recently included a dramatization of the torpedoing of a Japanese cruiser at Subic Bay by Lieut. George E. Cox, native of Watertown.

WSRR, Stamford, has signed a new local merchants' group for a daily noon newscast handled by Julian Schwartz, the station's news editor. Contract was made by Stuart A. MacHarrie, head of the WSRR sales department.

Maurice Dreicer, news commentator, this week inaugurates a new weekly series of news programs on WWRL, Woodside, N. Y. Commentaries will analyze the news from the standpoint of the personalities making the week's headlines and will attempt to give the reason for trends in the news based on the background of those personalities. Bert Stanley, has been assigned as emcee of the Klenzol program on WWRL.

For the second successive year "Cousin Emmy and Her Kinfolk" has returned to KMOX, St. Louis. Hillbilly series is being aired on the station from Monday through Saturday at 5:30 a.m. in a program of mountain music, songs and stories.

France Raine, Jr., son of the radio editor of the Cincinnati "Times-Star," has been added to the staff of WCKY as news-o-graph operator. He is also a student at the University of Cincinnati. Joseph Arthur, concert pianist and teacher at the local Conservatory of Music, has been added to the WCKY artists staff.

WBYN, New York, has inaugurated a thrice weekly series of broadcasts with Art Ford reporting the news of the theatrical and musical world. Programs originate at the Hotel Dixie at 12:30-12:35 p.m. Mondays, Wednesday and Fridays. New participating sponsors on WBYN's "Keep Freedom Ringing" show are Phoenix Glass Co., William Kramer & Co., Schiff Manufacturing Co., Kramer Body Equipment Co., Feature Ring Co. and Fallon & Kappel, Inc. New half-hour series of debates debuted last Sunday on WBYN. First program discussed the subject, "The United Nations should form a permanent Federal Union"; contestants were New York University students against Columbia University.

American Cranberry Exchange, through BBD&O, is using "Budget Brigade," women's participation show on KLZ, Denver, three times weekly. Contract is for 9 weeks.

Allan Zee formerly in charge of record department of WHN, New York, has been made night station manager, replacing Ted Schneider who reported recently as ensign for training at the Boston Navy Training School. Bill Bird of the copyright department, will be supervisor of the copyright and record departments, with Johanna Silverstein of the music department assisting him.

Vic Lintoot of the staff of CKLW, Windsor, Ont., is aiding the "Early Morning Frolic" program on the station, since Don Sharon, former record twirler, has gone into active service in the Canadian army. CKLW has inaugurated its hockey broadcasts with Foster Hewitt doing the play-by-play. Games are being short-waved to Canadian troops overseas. Fulton Lewis, Jr., Mutual's Washington news analyst, inaugurated his five-days-a-week series on CKLW recently.

Publicizing a future industry of its coverage area, CKBI, Prince Albert, Sask., has sent products of the ceramics department of the University of Saskatchewan, to various advertising agencies in Canada. In addition to various special events broadcasts, CKBI is taking its microphone to the local Victory Loan headquarters daily for a play-by-play report of the progress of the campaign.

Replacing Harold Walker on the sales staff of WSAI, Cincinnati, is O. R. Bellamy, formerly with another local station. Before entering radio, he was branch manager of Airway Branches, Inc. WSAI is carrying a six-days-a-week spot schedule for Beech Nut Chewing Gum. Other current spot users on the Cincinnati outlet are Stanback Co. and the Capital City Products Co. for Dixie Margarin.

Betty Pleasants of the general office staff of WBT, Charlotte, has been made secretary to Grady Cole, farm editor of the station, replacing Jo McLain, who has been transferred to another position. Newcomer to

the WBT secretarial staff is Elizabeth Hahn, secretary to Royal Penny, sales manager. WBT has inaugurated a round-robin greeting release penned by current staff members, which is being sent to the eight former members of the staff now in the armed forces.

Arthur Muhlenbeim has joined the engineering staff of WMFF, Plattsburgh. He was formerly a vaudeville juggler and studied radio engineering after a career that took him to all parts of the world. WMFF is remoting a dance orchestra program from the local USO club. Music is played by the 1211th Service Command Unit dance orchestra. "Miss Winnie's Jolly Juveniles" children's program is currently being sponsored by a local dairy firm under the new title "The Happy Dairy Party."

New series in connection with its "University of the Air" programs on WEVD, New York, was inaugurated recently. First program presented Helen Lowe Porter, writer and translator, who discussed the subject, "Our English Friends." Series is presented by the student council of the graduate faculty of the New School For Social Research.

Norman Jay, newspaper columnist, has rejoined the staff of WCAU, Philadelphia, to conduct a weekly "Around the Town" program on Tuesday afternoons. Taylor Grant, WCAU news and sports commentator, has made one of the first "home town" news recordings under the new plan of the Office of War Information. Recordings will be short-waved to men in the armed forces overseas.

Radio programs to be presented this season by the Evansville College over WEOA, WGBF and W45V will originate from the school's campus. Thus far three regular weekly programs are in operation: "The Call of the Campus," half-hour variety program; "The Children's Story Hour," half-hour children's series; and a quarter-hour musical program by Professor Carl T. Hjortsvang and his students. Anne Lane has been appointed assistant director of radio for Evansville College.

Betty Kelly has been added to the commercial department staff of WDRG, Hartford, as an assistant to commercial manager Bill Malo's secretary Rosemary Mansworth. WDRG aided by three major news-collecting sources, mopped up its Connecticut election coverage three hours after the polls closed election night. Democratic Governor Hurley conceded to his Republican opponent, Raymond E. Baldwin at midnight, three hours after the polls closed at 9 p.m. WDRG had exclusive use of the Hartford "Courant's" election coverage system, and also used UP and CBS extensively. Virtually the station's entire schedule from 9 p.m. to 3 a.m. was devoted to reporting returns of the election.

With the publication of its issue, the house organ of Syracuse, formerly known as Airviews, goes under the "Food And Drug Selling." First was a four-page affair, with the pages set up in newspaper frontispiece carried a full-page of Connie Haines, network aired on the station; two special departments are "selling his grocers"; back-page contained layout of artists heard on WS

Co-operating with the Parent-Association of Springfield, Mass., that city is producing all four of the "Penny Counts" series issued by the Savings Staff of the United States Department. WMAS, celebrating second anniversary of Greece's end the war against the Axis recent a program conducted by Nicholas Nestor, New England editor national Greek daily, "Atlantis." ing to Nestor, it was the first consecutive program, given over WMAS ago that established the day as a Greek Memorial Day throughout the world.

In tribute to the U. S. Marine Corps, WTAG, Worcester, presented special honorary program on the the 167th anniversary of the Corps. Representatives of three were heard, Rev. Richard R. Rabbi Gerson Appel, and Rev. Paul Murphy, who paid homage offered prayers for Marine Co

Evelyn Juster, Chicago and Miami radio actress who recently arrived New York, has joined the cast of "Tom Bill" on NBC. Among her recent appearances was a role in the presentation in "The Cause Men" starring Henry Hull.

Jack Pearl Show Ties With Free Netherlands

Jack Pearl's Cresta Blanca program over the WOR-Mutual work on Wednesday, November 9 (9:15-10 p.m.) will be Free lands in motif throughout. H. Weintraub, Inc., advertising for Cresta Blanca Wines, works a tie-up with the Netherlands information Bureau, official agent the Holland government. Part of the tie-up is to fully and completely establish Pearl's "Baron" channelization on the air as being a lander, and not a citizen of any European country. Previous scripts, which have included references to Holland, have also established this premise.

Hendrik Willem Van Loon, author, raconteur and wit, will the program with Pearl. Van will express the appreciation Dutch people for America's their present plight and for their sistent good will of the United towards "a Holland that was will be again."

1942 BIRTHDAYS

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

November 13

Harold Fair Conrad Thibault

November 14

Lawrence Alexander Jerry Alpern
 Martin Alexander Hazel Bower
 Shorty Carson Morton Downey
 Wanda Ellis Budd Hullick
 Dick Nesbitt Jack Oakie
 Dick Powell Martha Tilton

November 15

Franklin P. Adams Carol Bruce
 Norman E. Reck

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 30

NEW YORK, N. Y., MONDAY, NOVEMBER 16, 1942

TEN CENTS

WMC "Manning Tables"

Probe Group; Blast From NAB

Washington Bureau, RADIO DAILY
Washington—Action by Congress regarding the recording ban seems to be in the cards as a result of an announcement that Interstate Commerce Committee Chairman, Senator K. Wheeler, of Montana, had a sub-committee to consider a resolution to investigate the proposed some months ago by D. Worth Clark, of Idaho. Clark has been named chairman of the sub-committee, which will include Senators Ernest W. McFar-

(Continued on Page 7)

Sugar Bowl Game Set Millette Over Blue Net

For the fourth consecutive year, the Razor Co. will sponsor the game of the Sugar Bowl football to be played in New Orleans, Louisiana, on the Blue Network. The game will be played, as usual, on January 1, New Year's Day, with the broadcast from 3:15 p.m., EWT, to 10:00 p.m. Between 90 and 130 stations will be used. Maxon handles the account.

Sets Big Contract With Brewery Account

Richmond, W. Va.—Largest single contract ever placed in West Virginia for advertising has been signed with City Brewing Co. according to an announcement by WGKV of this station. Contract calls for ten and one-half hours weekly for 52 weeks and is handled by Anfenger Advertising Agency. Campaign includes UP news-

(Continued on Page 2)

Extra-Curricula

Buffalo, N. Y.—Announcers at the University of this city are being called upon to perform unusual additional duties, according to a station report. Local department store remote requires that staffmen Tom Brenneman and Earl Sharland to model the hats advertised. Sharland reportedly caused the store's entire stock of winter hats to be sold during a modelling session.

Honorary

Don Gilman, vice-president of the Blue Network in charge of the western division, was received through KODK, Kodiak, Alaska, the commission of "Kodiak Colonel" in recognition of his "willingness to go out of his way to assist fellow travellers." Commission was signed by Mary Sather, governor of Kodiak Island, located at the Kodiak Air Base of the U. S. Navy.

AA-1 Priority Soon For Station Repairs

An AA-1 priority for broadcasters' repairs and replacements will be effective Jan. 1, as one of the features of the new industrial policy of the WPB.

Heretofore this rating has been restricted to the Army and the Navy. The board in extending it to broadcasters, stated that "Victory also depends upon keeping the nation's civil-

(Continued on Page 6)

Socony-Vacuum Account Goes To Compton Agency

Socony-Vacuum Oil Co. has appointed Compton Advertising Inc. to handle its advertising, according to an announcement made on Friday by Eben Griffiths, advertising manager of the company. Account has been open to competitive bidding since the recent announced dissolution of the J. Stirling Getchell, Inc., agency,

(Continued on Page 2)

Industry Under Classification As Utility May List Essential Job Details As Draft-Replacement Clarification

MBS Executive Post To Miller McClintock

Miller McClintock, widely known in advertising circles, has been appointed president and chief executive of the Mutual Broadcasting System, thus giving the network its first paid official to hold the post which he will assume shortly. No changes in MBS executive personnel is otherwise involved according to the statement issued by W. E. Macfarlane, business manager of



Miller McClintock

(Continued on Page 5)

Roma Wine Firm Sold To Schenley Distilleries

San Francisco—Schenley Distilleries, Inc., has purchased the Roma Wine Co. for a reported price of \$17,000,000. Latter firm is a large user of spot radio advertising, and also

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Broadcasters throughout the country are expected to cooperate with the War Manpower Commission and Selective Service by filling out "manning tables" to furnish detailed information on employees, jobs, training and the suitability of women for these jobs. The plan is expected to produce a listing of personnel requirements (jobs, not men) of essential industries.

The information furnished by the (Continued on Page 5)

Sub-Comm. To Study Web-'League' Dispute

Washington Bureau, RADIO DAILY
Washington—A special sub-committee of the Senate Committee on Interstate Commerce has been named to study the bill introduced by Senator George Norris, Nebraska independent, calling for Congressional investigation of the recent refusal by CBS and NBC to sell time to the Cooperative League of the United States of America.

Senator Homer T. Bone, Washington (Continued on Page 7)

Latin Amer. Newspapermen Will Be Guests Of NBC

Bolivian and Mexican newspapermen, visiting the United States as guests of the National Press Club, in co-operation with the State Department (Continued on Page 2)

★ THE WEEK IN RADIO ★

... ABA Votes Dissolution

By BOB LITZBERG

BOARD OF DIRECTORS of the American Broadcasters Association met in Chicago last Thursday and voted to dissolve the trade organization, following a nationwide canvass of radio stations for new members. In announcing the dissolution John Shepard III of the Yankee Network, as spokesman for the ABA, reiterated the group's purpose in demanding a strong forceful representation of the industry in Washington and at the same time denied that the group had at any time attempted to disrupt the

broadcasting industry... High-salaried executives and radio stars, who are working under contracts made before October 4 of this year, were given a brief respite from the recent \$25,000-ceiling on salaries issued by the Economic Stabilization Board; the amendment to the original order, which set the effective date as October 27, will continue present contracts up to 1943 at which time the ceiling will be set at \$25,000.

Broadcasters last week were given (Continued on Page 2)

The Hard Way

In a concert at Franklin & Marshall College on Thursday, Al and Lee Reiser, featured NBC pianists, did not play one selection written for the piano. Instead, the piano team made up a program composed entirely of their own original arrangements of soprano solos and numbers written for the violin.



★ THE WEEK IN RADIO ★

... ABA Votes Dissolution

(Continued from Page 1)

Vol. 27, No. 30, Mon., Nov. 16, 1942 Price 10 Cts.

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; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, 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

(November 13)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg., Bid, Asked. Includes Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Roma Wine Firm Sold To Schenley Distilleries

(Continued from Page 1)

sponsored "What Do You Think" on the Mutual. Agency for the Roma Wine Co. is Cesana & Associates of this city. No announcement was forthcoming on the status of the account, with its ownership transferred to the Schenley firm. Schenley currently for its Cresta Blanca wines is sponsoring the Jack Pearl show on Mutual. This account is handled by the William H. Weintraub Co. Inc.

New AMP Contracts

Three renewals and one new license contract were signed last week by Associated Music Publishers. New licensee is WCHV, Charlottesville, Va. The renewals consist of WJBK, Detroit, Mich.; WJLS, Beckley, W. Va., and WSYR, Syracuse, N. Y. All are for two year terms.

BALTIMORE'S BLUE NETWORK OUTLET W C B M National Representatives: SPOT SALES, INC. - New York - Chicago - San Francisco

another opportunity to demonstrate the effectiveness of their media as method of bringing news to listeners in the quickest and most complete manner; complete coverage was given to the American invasion of Africa; both networks and independent stations were equally alert once the news was released from Washington and much ingenuity was employed in giving the event its proper place on the air at the sacrifice of commercial programs.

At a two-day meeting of the Association of National Advertisers held in New York, members were addressed by government agency officials who reviewed the accomplishments of the past year and the future of objectives as related to advertising in the wartime economy... A catch-all price order designed to clarify the entire situation in regard to commercial phonograph records was issued by the Office of Price Administration and went into effect on Friday; most important feature of the order was the setting of a ceiling on the price of scrap records and the failure of the order to outlaw the practice of demanding old records for scrap as a condition to the sale of new records.

War Production Board issued an interpretation of its equipment-freeze order... Educators and broadcasters last week attended regional meetings held at Stephens College in Columbia, Mo., and in Chicago, where mutual problems in wartime radio were discussed... Possibility of the withdrawal of the national networks from participation in the Peabody Awards this year was indicated, with wartime conditions given as the rea-

son for not entering the competition.

American Federation of Radio Artists was reported to be planning to open negotiations with the networks for salary increases based on the National Index figure within a week or two, picking up the privilege to present demands for the increases as contained in the cost of living clause in the union's contract.

Radio stations were ordered by the FCC in cooperation with the Board of War Communications to readjust their transmitters as to decrease their radiated power by one decibel in a conservation move; another order for the same purpose was issued allowing voluntary reduction in operating time to one-third of the broadcast day... War Savings Staff of the Treasury Department continued its bond and stamp campaign and announced that approximately 400 stations would be used for War Bond plugs during the Army-Navy football broadcast.

Bureau of Census released 1940 radio homes figures for more cities, including Akron, Canton, Peoria, Johnstown, Buffalo, Rochester, Bay City, Dayton and Columbus... Revision of the radio program schedules for its three international shortwave stations was announced by CBS... Elgin Watch Co. purchased time on a CBS network for special two-hour programs to be aired on Christmas and Thanksgiving Day... An "authoritative measurement" of radio coverage established by the Canadian Association of Broadcasters was explained to members of the Association of Canadian Advertisers attending at the latter group's annual meeting held last week in Toronto.

WGKV Sets Big Contract With Brewery Account

(Continued from Page 1)

casts, sports and a late evening dance music session, Monday through Saturday.

Utilizing the sponsor's slogan, the programs on WGKV are titled "Morning News Get Together," "Let's Get Together on Sports," "11th Hour News Get Together," and "Let's Get Together and Dance." Joe Matthews, WGKV sportscaster, and Sam Balter are featured on the sports show. Ray Penner handles the chores on the late evening shift. Vernon Morelock, radio director of the Anfenger Agency, produces the series from the agency's St. Louis office.

Cecil Brown Lecture

Cecil Brown, CBS news analyst and author, will lecture at Town Hall, New York, today. His topic will be "The War In the Far East." Brown also made a guest appearance earlier in the week on WQXR, New York, when he was interviewed on the "Books Are Bullets" programs by Bennett Cerf. Latter series is aired under the auspices of the Council On Books In Wartime, Inc.

Socony-Vacuum Account Goes To Compton Agency

(Continued from Page 1)

which formerly handled the account. Latter agency has been handling the Socony-Vacuum advertising for the past eight years and placed more than \$2,000,000 worth of business in various media during the past year.

Sponsor recently started its first network sponsorship since 1936, with the inauguration of a series of news analyses on the Blue Network by Raymond Gram Swing. Advertiser has been a considerably large purchaser of spot time as well as baseball broadcasts.

Another 'E' Award On Blue

A. Schrader's Son, Brooklyn, will receive the Army-Navy 'E' award in ceremonies to be broadcast over the entire Blue Network, Tuesday, Nov. 17, from 4:15-5 p.m., EWT. The broadcast will mark the 13th ceremony celebrating a special award for war production to be aired on the Blue—four "E" awards from the Navy, one "M" from the Maritime Commission, and eight joint "E" awards from the Army-Navy.

COMING and GOING

NEVILLE MILLER, LEW AVERY and ARNEY, JR., are in San Francisco meeting of the 15th District, NAB, which will be held today and tomorrow at the Hotel.

GEORGE CRANDALL, acting director of publicity for CBS, and MARIE HOULAHAN, elected publicity director of WEEI, left for Boston. Crandall will return today.

JOHN WELLINGTON, of the producer staff of the Coca-Cola "Spotlight" program on the Blue Network, leaves for Langley Field, Va., from which point row's stanza of the program will be broadcast.

ED CODEL, general manager of the Coast network, leaves Wednesday by plane for Chicago, with a two-day stopover for Chicago. He will be accompanied by DAVID M. SEGAL, his brother-in-law, announcer on KGCM, Albuquerque, N. M.

PAUL McCLUER, sales manager of NBC's central division, and GEORGE DIFENDERFINGER, sales staff, on a business trip to week to Kansas City and Des Moines.

J. G. GUDE, station relations manager for CBS, has left on a business trip to the Coast with several stopovers scheduled.

ROBERT STRICKLAND, former NBC announcer, left for Hollywood, where he is being considered by M-G-M for a role in the film Hedy Lamarr film.

WILLIAM STARR, of the Conklin Agency, Chicago, here on a short business trip to New York.

STANLEY REULMAN, of the Chicago office of The Katz Agency, Inc., has returned to Windy City following a business trip to Cincinnati.

Latin Amer. Newspapers Will Be Guests Of

(Continued from Page 1)

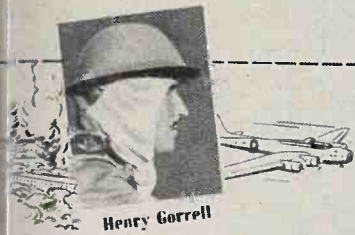
ment and the Office of International Affairs, will be entertained by NBC on Sunday and Monday, Nov. 22 and 23.

On Sunday they will attend NBC Symphony concert, directed by Leopold Stokowski. On Monday, following a tour of NBC studios and the International Division, they will be guests of honor at a reception in the 67th Floor Club Lounge, NBC building. In the evening, they will witness NBC broadcasts for domestic and Latin American audiences.

John F. Royal, NBC vice-president in charge of international broadcasting, and Fred Bate, manager of the International Division, will greet the visiting journalists on behalf of the network.

THE SMOOTHEST SOUND ON RECORDS SELLS 5000 WATTS WOODS AND MUSIC IN PHILADELPHIA WPEN

Soldiers of the Press



Henry Gorrell



Robert Miller



SHOULDER to shoulder with
war fronts of the
American press.

You will
humbly
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plane.
steaming
out's watch
aboard a
convoy
through
the Arctic
dark for
Murmansk.

With the
troops and
crews and
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for victory.

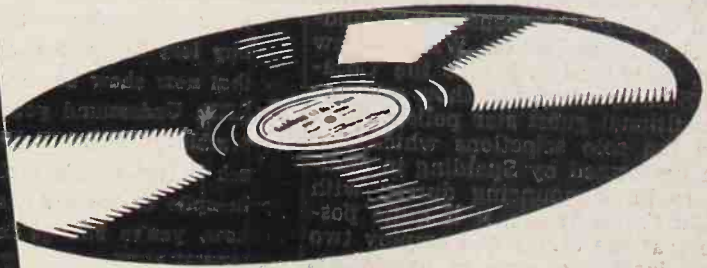
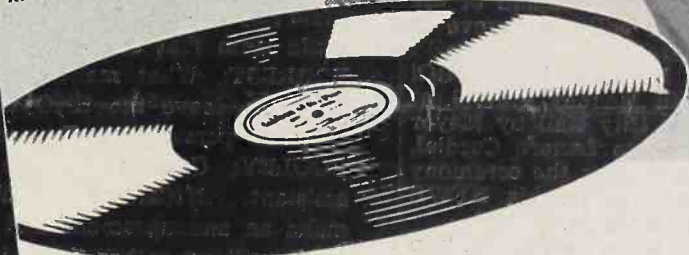
Featured on these pages are a representative few of that unarmed army of men whose dispatches bring us the truth. To them and their legion of associates in their own and kindred world-news services, to the soldiers of the press, the American war correspondents, this advertisement is a salute.



UNITED PRESS



Richard McMillan



EXTRA! FOR ALL U. P. RADIO CLIENTS

To all its radio news clients, United Press now is releasing a new 13-week series of 15-minute transcribed shows entitled "SOLDIERS OF THE PRESS."

These shows dramatize vividly the experiences of United Press war correspondents in getting close-up, eye-witness reports of action on the fighting fronts. All transcriptions are open-end, for local announcements.

Henry Gorrell's flight in a U.S. bomber raiding Navarino Bay, Robert Miller's landing with the first U.S. Marines at Guadalcanal, Richard McMillan's advance with the 51st Scottish Highlanders who broke through at El Alamein are the first in this action-packed series.

Stations already are reporting that listeners are going for this stirring program—and that sponsors are bidding for it.

United Press, of course, makes no charge to clients for "SOLDIERS OF THE PRESS." It's a magnetic feature-bonus to the service which brings radio the world's best coverage of the world's biggest news.

UNITED PRESS

Los Angeles

By JAC WILLEN

THE Fisher Flouring Mills Company, which already participates in the sponsorship of the Thursday "Breakfast at Sardi's" broadcasts over the thirteen Pacific Coast Blue Network stations, has contracted for time over the same stations on the Tuesday program, beginning December 1. Pacific National Advertising Agency of Seattle placed the account through Tracy Moore, Blue Network's Hollywood sales manager. William Horsley is the agency account executive.

Dr. Ralph L. Power, who recently observed the close of twenty years' service in various phases of broadcasting activities, has been honored by the Australian Institute of Radio Engineers. The Council of that body has advised him of election to the grade of Companion of the Institute.

Leslie Brooks, screen starlet under contract to Columbia pictures, was the Armistice Day guest of Erskine Johnson over KECA.

Pat Ironside, punching the keyboard by day in NBC's Hollywood Radio City mimeograph department, is featured by night in one of Hollywood's most successful plays "Cry Havoc" at the Beachwood Theater Studio. M-G-M has just bought the screen rights, and the play is meeting with such heavy demand at the box office that it will soon move to a larger theater.

Hal Styles believes in RADIO! Married at noon Monday, Nov. 9, at the Los Angeles City Hall by Mayor Fletcher Bowron to Lenore Cordial, within two hours after the ceremony he interviewed her on his KFVB "Facing Facts" program.

The parade of Meredith Willson songs goes on. Last week the composer finished "Hit The Leather—The Cavalry Song," dedicated to the officers and men of Fort Riley, Kansas, the cavalry school.

Cott Replaces Spalding On CBS Coca-Cola Show

Ted Cott has replaced Albert Spalding as the emcee of the Coca-Cola "Pause That Refreshes On the Air" program aired on Sundays over a CBS hookup. Spalding made his final appearance on the program on Sunday, after which he started on an extended concert tour of both concert hall and army camps in 15 different states and Canada.

With the assumption of the emcee duties by Cott, who is currently being heard on the RCA-sponsored "Sounding Board" series on WEA, New York, it is believed that the Coca-Cola Sunday afternoon show will use an additional guest star policy to replace the solo selections which had been performed by Spalding in addition to his announcing duties; with Spalding's departure, it is quite possible that the series will employ two guests instead of one as heretofore. Cott is the originator of "So You Think You Know Music" quiz which enjoyed a considerable run as a network show several years ago.

MAIN STREET

OL' SCOOPS DAILY

A Reporter's Report Card. . .!

● ● ● CLARE BOOTHE LUCE: RKO would love to have your services for "Portrait Of A Lady"—either as the star or scripter. . . JOHN McKAY: Bet the NBC press gang is plenty proud of your former alumnus, Lt. Fred Mears, recently cited as one of the Naval aces at Guadalcanal. . . ED GARDNER: Understand you nixed a Metro offer because you prefer remaining here and driving "Duffy's" up among the first ten. . . JAY JOSTYN: "Mr. D.A." has won special mention from the OWI because of its clever handling of government information driving home vital messages sugar-coated with entertainment. As, for instance, last week's "Case of the Absent Worker," which gave attention to a problem which has given the War Manpower Commission plenty of headaches. . . ABBOTT & COSTELLO: When are you going to open that N.Y. cafe? . . . IRVING CAESAR: Hear you're planning to revive "My Dear Public"? . . . GYPSY ROSE LEE: Is it true you're thinking of entering politics now? . . . PHYLLIS BROOKS: Geo. S. Kaufman wants you for a lead in "The Doughgirls". . . MIKE TODD: That \$25,000 ceiling will bring a regular parade of top-flight cinema stars to the local B'way scene. . . JACK PEARL: We like your line: "If burlesque is dead, then the producers of musical comedies are sure giving it an expensive funeral!"

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● ● ● HAL HACKETT: Two of Broadway's clever press agents—Ken Lyons and Milton Ruben—have combined their talents for radio gag writing. Hate to go in for predictions—but here's a ready-made team that ought to rank with the best of them. . . FRANK FORREST: What made your Double-or-Nothing partner, Walter Compton, leave the RKO theater in Washington in such a huff after a personal appearance there with Jane Wyatt? . . . LEE COOLEY: Congrats on the new assignment as Pete Barnum's assistant. . . NICHOLAS MURRAY BUTLER: The Navy will soon make an announcement that it prefers men of higher intelligence for its officers rather than stalwart youths—even if, in some cases, there are slight physical defects present. . . MAYOR LaGUARDIA: Harry Rosen, is getting up a petition among the merchants on Flatbush Ave. Extension to have that name changed to Colin Kelly Blvd. . . ANDRE KOSTELANETZ: Your recent guest star, Geo. Bedell, got a juicy night club contract out of that one appearance. . . PAUL LAVALLE: Your "Symphonic Rhumba," which was to have been presented by Leopold Stokowski yesterday, will instead be heard at a later date. Stoky's concert was cut in half due to speeches by FDR, Quezon and Camacho in salute to the Philippines.

☆ ☆ ☆

● ● ● WILL HAYS: Kate Smith isn't worried very much about that salary ceiling scaring away big names from her show. For the dramatic portion of her programs, she's going to concentrate on using straight radio talent. . . FRED ALLEN: Jack Benny is allowing himself just enough time to digest his Thanksgiving turkey and will definitely make that oft-postponed trip east this month. . . CHARLIE McCARTHY: Your sponsor will have to solve a funny one Nov. 29th. That's the date the Govt. has asked them to plug the conserve-coffee campaign. What's the announcer going to say—buy less Chase & Sanborn! . . . VICK KNIGHT: What's all this talk about that new show of yours and how come we weren't let in on it? . . . TOM STIX: Understand you're readying a new day-timer starring Major Alice Marble. . . HORACE HEIDT: Gloria Wood, who is leaving the Lee Castle to join you, is a sister of your vocalist, Donna Wood. . . LEE GRANT: In spite of the fact that you haven't been with WMCA for over a year now, you're still getting requests for tickets to "For Dancers Only". . . NEWSPAPER GUILD: Thirty-two B'way shows announced "For Fall Production" last summer turned out to be just so much publicity material.

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

A PPOINTMENT of John G. A vice-president in charge of Coast operations was announced last week by Freeman Keyes, president of the Russel M. Seeds Radio Co. Guedel is a West Coast radio producer and produced the "People Are People" program.

WBBM's "Victory Matinee" program was broadcast Monday and left the air last Monday. Its goal of \$100,000 in War Bonds was announced. The program was broadcast Monday and left the air last Monday. Fridays in mid-afternoon in conjunction with the Treasury Dept. AFRA and Radio Writers Guild.

Celebrities were daily guests of honor, with Fran Allison proving himself champion War Bond salesman. Transfer of the WGN concession to Austin Wilder has been announced. Wilder, who was the inator and managing director of the Concerts, will operate the station under his own name at 741 Avenue, New York City.

Edward Davies, NBC baritone, given a farewell send-off by a crowd at the Merchandise Mart on the day of his joining the Navy. R. Schmidt will take over Davies' program on "Words and Music" and other programs.

Russ Brown, baritone, has announced a new Sunday night show on WBBM, for the Aircraft Institute of Chicago. The program will be heard from 8 p.m.

Jay Gould, formerly of Fort Wayne, Ind., now doing a show at WLS titled, "Uncle Sam's Show." The program is sponsored by the Crow Milling Company and is broadcast six days a week from 7:45-8:30 p.m.

Frank J. O'Connell has been named to the Blue Network sales spot in Chicago. He will handle local spot sales on WENR, local outlet.

Landon Morgan has left the publications to join local radio staff. Harold Jovein, former Music and Rhythm, has been added to the Billboard staff.

'Geneva Studies' Series Has New Book On Radio

General view of the present and future of radio broadcasting from an international viewpoint and the fundamental changes which have taken place lately is the aim of a study of radio broadcasting released by the Geneva (Switzerland) Research Centre under the title "Radio Today, The Present and Future of Broadcasting."

Study was written by Dr. Huth and is published as one of a series of Geneva Studies, financed by the Rockefeller Foundation. The 160-page book is divided into three parts: general conditions such as organization and financing, transmission, programs, reception, etc.; detailed analysis of broadcasting in the various countries; and a survey of the most significant developments such as radio broadcasting, facsimile and television.

'Manning Tables' Employee Info

(Continued from Page 1)

designed to facilitate the withdrawal of men into the forces in inverse ratio to their ability and to provide for relief by other workers with the possible disturbance to the economy. In addition it is hoped that questionnaires will stimulate among employes regarding the ability of training women to many of the jobs.

Questionnaires will provide justification for deferment when such in accordance with Selective regulations.

Registration is purely voluntary, restricted to plants doing 75 per cent war work or more, railroad utilities. It is under this classification that broadcasters receive exhaustive schedules of which include 45 separate questionnaires, including such things as minimum training, proportion of female needed on specific jobs, jobs for handicapped persons, how to promote for certain jobs have been promoted from other jobs in the plant, seasonal personnel needs, outside recruiting needs and the ages, broken down into groups, of workers.

Regional Offices Listed

Information furnished from the expected by Washington office of great value in avoiding manpower difficulties and WMC and Selective Service officials that those employers who file tables will do so. Applications for participations may be obtained from War Manpower Commission regional directors, at the addresses listed below:

- I—Maine, New Hampshire, Connecticut, Rhode Island, Massachusetts: 10 Post Office Square Boston.
- II—New York: care Social Board office, 11 West 42nd Street, New York.
- III—Pennsylvania, Delaware, New Jersey: 750 Suburban Station Building, 1617 Pennsylvania Philadelphia.
- IV—Maryland, Virginia and Washington, D. C. and Carolina: care NYA, 2145 "C" Washington, D. C.
- V—Ohio, Kentucky, Michigan: Union Commerce Bldg., 100 Ave. and E. 9th Street, Cleveland.
- VI—Indiana, Illinois, Wisconsin: Social Security Board office, Adams St., Chicago.
- VII—Alabama, Florida, Mississippi, South Carolina, Tennessee: 1630 Candler Bldg., Atlanta.
- VIII—Minnesota, Iowa, North Dakota, South Dakota: care Social Security Board Midland Bank Bldg., Fourth Street, Minneapolis.
- IX—Missouri, Arkansas, Oklahoma: 414 Dierks Build-

WAR-PROGRAM IDEAS

One-Man Series On WBNX

"The Gay Head Corners Literary and Musical Entertainment and Improvement Society," is the title of a new weekly feature on WBNX, New York. Program features Wing Tabor Wetmore, character impersonator, putting on a one-man show at 4:45 p.m. Mondays. The new series brings back to the field of entertainment a recital, variety and radio favorite who has for many years devoted himself to the work of the Minute Men of America, which he founded during World War I and of which he is president. It was during a visit to WBNX in behalf of the Minute Men of America that Wetmore mentioned his long career as an entertainer and was invited to prepare a series for the station. Wetmore plays all the characters in a Yankee-locale script.



War Bond Guests

WINS, New York, has started a new series of programs in cooperation with the New York War Savings Staff on which prominent women, who are doing outstanding jobs in the sales of war bonds and stamps, appear as guest speakers. Broadcasts inaugurate an entirely new script feature in connection with the war bond appeal and is sponsored by the Skouras Theaters on behalf of the staff.

Sponsor releases four minutes of their regular five-minute time to make the broadcasts possible. Two guest appearances are scheduled weekly and are broadcast via ETs three times daily on the two days.

CBS Slides Tell ANA Boastful Ads Are Bad

At the concluding session late last week of the Association of National Advertisers annual meeting at the Hotel Pennsylvania, CBS presented a slide film showing one official of a company being told off for producing a layout of boastful advertising. Advertisers were warned that a comparatively little amount of such copy could do untold harm to the entire industry.

General theme of the closing session hit at boastful advertising in connection with the war effort despite the fact that the great majority of people are sure manufacturers et al are doing an excellent job of production.

ing, 1006 Grand Avenue, Kansas City, Mo.

Region X—Texas, Louisiana, New Mexico: care Post Office Box 957, Austin, Texas.

Region XI—Montana, Wyoming, Idaho, Utah and Colorado: 728 Patterson Building, Denver.

Region XII—California, Arizona, Oregon, Washington and Nevada: 245 Furniture Mart Building, San Francisco.

NBC Replacement Training

Pages and guides of NBC's guest relations staff are becoming better acquainted with the company and its operating heads through a series of weekly meetings arranged by Jerry Martin, guest relations division manager. Meetings are held on Friday afternoons, with each week's guest speaker explaining the function and operation of his department. So far, the young men have been tutored by Clayland Morgán, assistant to Niles Frammell, president; William F. Brooks, director of news and special events; I. E. Showerman, eastern sales manager, and Easton C. Woolley, station relations department. One purpose of the plan, Martin explained, is to speed up the training of staff recruits, a requirement made necessary by the rapid turnover of guides and pages in war time. The meetings also will keep older staff members better informed on activities and changes which are constantly taking place within the company.



"Meet Admiral Downes"

New program inaugurated recently by WLS, Chicago, in cooperation with the Navy is the weekly show titled "Meet Admiral Downes." The 15-minute program emanates from the Great Lakes Naval Training Station and features Admiral John Downes, commandant of the Ninth Naval District, who answers questions sent in by listeners. Questions deal with the boys in the service as well as information of general interest. Al Boyd, WLS production manager, is directing the program.

Fougera Increases Sked On Godfrey WABC Show

E. Fougera & Company, which began advertising for the first time a week ago on WABC, with a tri-weekly campaign on the Godfrey program, has increased its Godfrey schedule to six days a week. The Fougera account, which now calls for participations on the Godfrey program Mondays through Saturdays from 7:00-7:45 a.m., for its Magi-Tex Dog Shampoo, was placed by Birmingham, Castleman & Pierce, Inc.

WHN Signs New Accts.

Three new commercial programs have been by WHN. Two of them, on 52-week basis, consist of I. Rokeach & Sons, starting Nov. 23, Mondays through Fridays, 11-11:15 a.m., news comments by B. S. Bercovici, through Advertisers Broadcasters Co., and P. Lorillard & Co. for Old Gold cigarettes, four times a week, 11 p.m. to midnight, "Newsreel Theater of the Air." The third consists of Simon & Schuster sponsoring five-minute talks, partly transcribed, to sell an income tax book, Mondays through Fridays, 12:15-12:20 p.m., and Saturdays, 8:50-8:55 a.m.

MBS Executive Post To Miller McClintock

(Continued from Page 1)

the Chicago "Tribune," one of the founders of MBS who relinquishes his post as president held since 1934 and who continues as Chairman of the Executive Committee. Alfred J. McCosker remains as Chairman of the Board and Fred Weber continues as general manager. The announcement by Macfarlane followed the unanimous approval of the stockholders of Mutual.

Move to appoint a paid president has been under consideration for some time, coinciding with the increase in the number of affiliates and volume of sponsored programs necessitating a paid executive who could devote all of his time to the network.

Broad Advertising Background

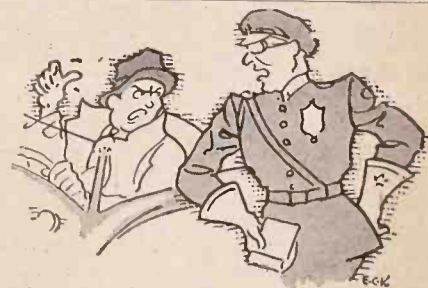
McClintock has served as the Executive Director of the Advertising Council, the chief executive of the Traffic Audit Bureau, technical director of the Advertising Research Foundation, and as market research adviser to the can manufacturing industry. Prior to his entry into advertising and marketing affairs, he was widely known in educational and engineering circles, having been director of engineering and administrative research in Harvard University and in Yale University, and consultant to many government agencies.

Active duty by McClintock as first paid president of Mutual will begin in the near future as soon as his successor has been appointed as Executive Director of the Advertising Council. The Advertising Council announced last week that McClintock would be relieved of his duties in this position, but would continue his relations with the Council.

McClintock, who is 48 years of age, was born in Nebraska, spent his childhood in Nevada, and received his education in the public schools of California and Stanford University. Subsequently, he received advanced degrees from Harvard University. Married, and father of two children, he resides at Scarsdale, N. Y.

Vail Back At NBC Production

Lester Vail, NBC Production Director, returns to his network duties, today, after a two-month leave of absence to direct the Theater Guild play, "Mr. Sycamore."



"Who do you think you are—the Green Hornet over WFDF Flint, Michigan?"

Washington Info Units Expect GOP Onslaughts

Washington Bureau, RADIO DAILY

Washington—Many members of Washington's huge government press corps are awaiting with some trepidation the descent upon the Capital of the vastly increased GOP Congressional forces, fearful that economy-minded legislators will make information divisions targets of some of their earliest attacks. That these attacks are often unjustified will be admitted by any Washington correspondent, but there are many points at which defense against criticism could not be too strong.

Helen Lombard Comments

Helen Lombard, a writer for the Washington "Evening Star," owner of WMAL, said in an article Friday: "Likely to feel the ax first are the hybrid organizations dealing with the 'war on the mind' and with propaganda. In the OWI the fattest salaries and the most numerous jobs are in the foreign propaganda division. Only a fraction of the OWI budget is being used to keep the American public posted on the war. An enormous personnel, which Elmer Davis has inherited and not selected, is being employed for the diffusion of propaganda to Japan, China, Arabia, India, Europe, North Africa and South America. The problem is not whether such propaganda is effective. The question is whether it is heard."

Audience Size Problematical

OWI officials have for some time been dissatisfied with exclusive use of shortwave because they know not a sufficiently large number of European listeners have the facilities to receive the broadcasts.

On the other side of the ledger, OWI can point to numerous evidences that their programs are being heard—if only by a few key listeners in the lands in which they are pointed. The value of these activities is something which cannot be worked out by any sort of statistical tables, and the mere fact that listeners are few and far between does not necessarily prove that the boost given the Allied war effort, now and in the future, is insufficient to justify the huge expenditure.

Dieppe a Case in Point

Perhaps the most effective argument the OWI could advance at this moment is the action of the French during the Dieppe raid last summer. Although many French citizens were thought anxious to join the raiders, believing that the raid represented the beginning of invasion, radio broadcasts from England are credited with having prevented demonstration by the French, thus saving the lives of thousands of liberty-loving French. When the full story of our African campaign is known it is possible that there, too, it will be discovered that radio played a large part in making the path of the American troops much easier.

That these both might be termed "military uses of radio" is beside the point. The important thing is that the broadcasts were heard.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Nov. 5-11, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAJ of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
White Christmas (Berlin)		1832	1222
Marines' Hymn (E. B. Marks)		1223	271
Praise The Lord And Pass The Ammunition (Famous)		1055	1036
Mister Five By Five (Leeds)		983	726
Daybreak (Feist)		918	445
Manhattan Serenade (Robbins)		593	708
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		589	511
I Came Here To Talk For Joe (Shapiro-Bernstein)		581	534
Dearly Beloved (Chappell)		567	855
This Is The Army Mr. Jones (Army)		567	237
Pennsylvania Polka (Shapiro-Bernstein)		556	306
When The Lights Go On Again (Campbell-Loft-Porgie)		543	656
My Devotion (Santly-Joy-Select)		532	395
Hip Hip Hooray (Robbins)		531	425
By The Light Of The Silvery Moon (Remick)		522	332
At Last (Feist)		492	501
I Get The Neck Of The Chicken (Southern)		479	460
Serenade In Blue (Bregman-Vocco-Conn)		455	178
I Met Her On Monday (A B C)		451	636
There Are Such Things (Yankee)		445	234*
Brazil (Southern)		380	236
Can't Get Out Of This Mood (Southern)		371	408*
Light A Candle In The Chapel (Mills)		349	148*
Constantly (Paramount)		343	...
Ten Little Soldiers (Lincoln)		337	122
Idaho (Mills)		329	310
Der Fuehrer's Face (Southern)		321	183*
There Will Never Be Another You (Mayfair)		320	700
Touch Of Texas (Southern)		307	200
Gobs Of Love (Paramount)		305	471
I Left My Heart At The Stagedoor Canteen (Army)		270	265
He's My Guy (Leeds)		267	245
I Had The Craziest Dream (Bregman-Vocco-Conn)		259	...
I'm Old Fashioned (Chappell)		247	154*
Why Don't You Fall In Love With Me (Harms)		247	390
For Me And My Gal (Mills)		237	...
When You're A Long Long Way From Home (Broadway)		220	296
Street Of Dreams (Miller)		219	174
Velvet Moon (Witmark)		216	138
Starlight Sonata (Broadcast Music)		215	199*
At The Crossroads (E. B. Marks)		213	283
Army Air Corps (Fischer)		204	418
Moonlight Becomes You (Famous)		196	172
Rolleo Rolling Along (Miller)		195	255
This Is Worth Fighting For (Harms)		184	130
Ev'rything I've Got (Chappell)		176	334
I Don't Care What You Think Of Me (Dorsey)		176	108
Ev'ry Night About This Time (Warock)		166	198
You Were Never Lovelier (T. B. Harms)		165	351*
Steam Is On The Beam (Crawford)		165	244

(Continued on Page 7)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

AA-1 Priority Soon For Station Repa

(Continued from Page 1)

lian economy in a healthy condition. Materials will be secured under same procedure now in effect for broadcasters.

Further simplification and standardization of repair parts manufacture is expected shortly. Parts manufacturers and WPB officials will meet tomorrow in Washington to complete the list of vital "Victory" parts.

An increase in the manufacture of home receiver tubes has been authorized by WPB, according to Frank McIntosh, radio and RADAR division. This authority was granted in accordance with WPB's announced policy to make tubes and parts available necessary to maintain domestic broadcasting. Shortages were found to exist in several sections of the country of tubes in great demand.

Washington—Formation of a new RADAR industry advisory committee, headed by Ray Ellis of WPB has been announced by the division of industry advisory committees. Members include Max Bales of Sylvania Electric Products, Emporium, Pa.; M. Cohen, F. W. Sickles of Springfield, Mass.; W. P. Hilliard of Dix Radio, Baltimore, Md.; W. Ford, Western Electric, New York; E. Lewis, RCA, Camden; Percy Schonen, Hamilton Radio, New York and Al Wells, Wells-Gardner, Chicago.

Student Of Penn State Does 'Report' On WNE

Promotion and publicity devices WNE were the subject of a special report made by Dorothy Boston, senior journalism student and editor of student literary publication, "Portfolio," at Penn State University, week. Report showed how an independent radio station was contributing to the war effort, and delving into the merchandising program that follows in servicing its advertising. Student credited "Radio Daily Annual" of 1941 as source of some of the material used in the study.

Decca Profits Rise

Consolidated net profit of Decca Records, Inc. for the nine months ended Sept. 30, 1942, amounted to \$554,992 after provision of \$550,000 for all estimated income and excess profits taxes, in accordance with the 1942 tax law. This is equal to \$1.36 per share on 388,325 shares of capital stock outstanding at Sept. 30, and compares with net profit of \$519,651, equal to \$1.36 on 388,325 shares outstanding in the corresponding period of 1941.

A. E. Dittrich

A. E. Dittrich, father-in-law of Mark Woods, president of the Blue Network, died Friday, in East Orange, N. J. He had been identified with the printing industry.

Probe Group; Blast From NAB

(Continued from Page 1)
 Arizona Democrat, Charles W. Wheeler had delayed naming a sub-committee for many weeks. He hoped to be able to bring resolution of the difficulties in consultation with leaders of the various factions. It is believed that Wheeler, however, that he would not shoulder from James C. Petrillo, AFM president and thus appointed the sub-committee. The Senator Clark, impatient with Wheeler's delay, proposed a new weeks ago which would make the AFM liable to criminal prosecution under the anti-trust laws.

Opposes Clark Bill
 Wheeler has told RADIO DAILY is unalterably opposed to Clark action and it is extremely doubtful that he will near future appoint a sub-committee to hold hearings on the matter. Clark has not announced when hearings will get under way, but it is known that the sub-committee will meet early this week, with hearings probably scheduled to start some time before the end of the month.

NAB in particular, is deeply offended by James C. Petrillo's round-table discussion on recordings and transcription. Proposal was made to the NAB in accordance with a resolution unanimously adopted by delegates at the NAB's 14th District meeting last Tuesday. Resolution was introduced by Gene O'Fallon, of KFEL, Denver. Details of the panel consisting of representatives of the networks, William H. H. of the AFL, Phillip H. of the CIO, Senator Frank of Idaho, John L. Lewis, representative of the FCC, a name of the electrical transcription industry, a representative of independent stations vitally interested in the issue, the attorney representing the U. S.

"Interests at Stake"
 In awaiting the outcome of the resolution, the NAB issued a statement from its special Steering Committee which had been appointed to act for it between the time the committee consists of: George H. Gillin, Jr., WOW, Omaha; Harry Hager, WGY, Schenectady; Harry LePoidevin, WRJN, New York; Neville Miller, president of the NAB; Paul Morency, WTIC, Hartford, Conn.; and G. Richard S. of Columbia, S. C. In his statement, the first since the organization emphasized the matter of the ban was of importance to broadcasters. The Broadcaster's Interests

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER	ACI
My Buddy (Remick)		275
Mary's A Grand Old Name (Vogel)		272
Why Do I Love You (Harms)		221
Star Dust (Mills)		211
Embraceable You (Harms)		201
Begin The Beguine (Harms)		181
All Through The Night (Harms)		179
I Got Rhythm (New World)		157
Whispering (Miller)		118
Liza (Harms)		117
PATRIOTIC		
Over There (Feist)		640
Yankee Doodle Boy (Vogel)		419
You're A Grand Old Flag (Vogel)		367
Anchors Aweigh (Robbins)		115
Caissons Go Rolling Along (Shapiro-Bernstein)		104

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

Are At Stake," the letter, which appears in a Special Bulletin sent to stations over the week-end, the announcement stressed that though the phonograph and transcription and juke box companies were involved, "this is a broadcasters' problem." In conferences between ET companies and the NAB, held in the past three months, transcription execs pointed out to NAB execs that stations were prone to view the ban as a recording headache whereas the transcription companies were simply a means to the end, for Petrillo. At the start of the ban, NAB had counselled stations to cooperate by standing by their contracts with the transcription libraries. Thus far it is reported, this has been done for the most part.

Matter is also being stressed at the NAB district meetings which have been in progress these past few weeks. Aim is to achieve a more solid support from the independent and small stations who have no network affiliation.

Charge "Forced Employment"
 Text of NAB bulletin on this score is as follows: "Mr. Petrillo, by his own oral and written statements, made both before and after his ban became effective, has not left the industry in the dark as to his ultimate objective; he is trying to obtain money from broadcasting stations through the device of forced employment. His ban was imposed in an attempt to use the recording and transcription companies as a lever to force unneeded employment, or payment in lieu of employment on broadcasting stations. Accordingly, the industry has come to the obvious conclusion that this is a broadcasters' problem, even though the interests of recording and transcription companies and the juke box industry are also involved."

Other highlight in the recent announcement is counsel against becoming a party to proposals which are in violation of the anti-trust laws. Specific on this is as follows:
 "Collaboration with Mr. Petrillo is impossible. Mr. Petrillo's failure to make specific demands on the affected industries presum-

21 Employees Of NBC Joined Army In Oct.

Twenty-one more NBC employees from the company's five divisions, left for military duty during October bringing the total number of NBC men and women in war service to 404. Of the October departures, 12 were from New York; 5 from San Francisco; 2 from Chicago; and one each from Denver and Hollywood headquarters.

ably stems from his counsel's warning that an attempt to obtain forced employment from some broadcasting stations, using recordings as a lever, would expose the president of the American Federation of Musicians to prosecution for violation of law. Equal Illegality might well attach to anybody else who might advance such proposals, especially since the Department of Justice has warned that it would regard a repetition of the 1937 IRNA deal as a violation of the anti-trust laws. Moreover, the NAB has no right or authority to suggest and no power to bind any broadcasting station to any expenditure."

If Mr. Petrillo elected to make specific demands on individual stations, each station affected would consider these demands in the light of individual facts and circumstances. In this connection it will be recalled that most stations already employ musicians and enjoy good relations with their local unions; of the remainder, the majority are located in communities which either have no local union or in which competent full-time musicians are absolutely unavailable. It will be also noted that some 200 stations are even now losing money, and any substantial increase in their budgets would end the services which these stations provide for their communities. Another consideration involved is that no proposal can be made by any of the parties at interest which changes the legal right of the purchaser of a record to use it as he sees fit, without paying tribute to Mr. Petrillo's union. Any attempt to forbid such use would, therefore, be unenforceable.

"Finally, the broadcasting industry rejects any proposal that would require it to establish a private system of unemployment relief for the benefit of union musicians. Unemployment, when that condition exists, and the current manpower shortage are both problems of broad national concern. The broadcasting industry has greatly widened the employment opportunities of musicians and is paying fair wages to those it employs. In addition, no one today should offer to subsidize a man in order to keep him out of war work."

NAB reaffirmed its stand to continue to oppose the ban, being unable to offer a solution to Petrillo in the absence of his specific grievance.

Sub-Comm. To Study Web-'League' Dispute

(Continued from Page 1)

ton Democrat, was named by Interstate Commerce Committee Chairman Wheeler, of Montana, to head the sub-committee, but Senator Bone told RADIO DAILY Friday night he doubted that he would serve in that capacity. He was preparing to leave for his home state, and did not expect to be back for 10 days. He said, however, that he would be glad to serve as a member of the sub-committee.

Others named to serve on the sub-committee include Senators Charles W. Tobey, New Hampshire Republican; Lister Hill, Alabama Democrat; James M. Tunnell, Delaware Democrat; Wallace H. White, Jr., Maine Republican, and Clyde M. Reed, Kansas Republican.

Cites "Controversy" On Air
 Senator Bone refused to predict immediate action, naturally, and told RADIO DAILY that he has no intimate knowledge of the case. He did, however, make it clear that he does not consider radio programs to be in any way immune from controversial subjects. "Why, I could name some broadcasters who make the feathers stand up on your neck with their diatribes on various subjects," he said, adding "why, nearly all the news commentators give time to controversial subjects all the time. If Radio ever did actually cut out broadcasting on controversial subjects there'd be some mighty conspicuous vacancies in their program schedules."

Senator Bone said that, without having before him all the details of the Co-Op case, he could not see why time should have been denied the league. He made it clear, however, that "as a lawyer, I would have to have the brief in front of me before I could make any rounded judgment."

Boston Meets Houlahan

Boston—George Crandall, acting director of publicity for CBS, introduced Marie Houlahan, new publicity director of WEEI of this city, to the press at a luncheon tendered to members of the local press on Saturday. Among those attending were Howard Fitzpatrick of the "Post," Elizabeth Sullivan of the "Globe," Albert Hughes of the "Christian Science Monitor," Alice Joan of the "Herald Traveler," Joe Anderson of the "Record-American," Harold Fellows, WEEI manager, and Walter Murphy, who is leaving the post of WEEI publicity director for the home office in New York.

Wedding Bells

Worcester, Mass.—Wedding of Mary Agnes Pelot, who was formerly a receptionist at WTAG of this city and Corporal Gilbert Hodges, former WTAG special events chief, was held recently here. Hodges is stationed at Fort Dix, N. J., awaiting orders to report to Fort Benning, Ga.

Miss Lorraine Birmingham, of Atlantic Coast Network, was married to Corporal Garrett Wary, Nov. 14.

★ ★ Coast-to-Coast ★ ★

TOM "GUY" WARD, free-lance announcer and writer, is currently working on a radio campaign for RKO's motion picture "Once Upon A Honeymoon." Picture, starring Cary Grant and Ginger Rogers, is the story of a radio news man and foreign correspondent.

For the first time, a portion of the Chicago Daily News foreign wire, aired exclusively by KFEL in Denver, will be sponsored. Italian Swiss Colony Wine has contracted for the fifteen-minute period at 9:45 p.m., MWT, six days per week for 13 weeks. A portion of the station's "News Hour," it features round-up stories and special features by the Chicago paper's foreign correspondents. The account was placed through the Leon Livingstone Agency, San Francisco.

Personalities of the radio world will contribute their talents to the program of the forthcoming ninth annual "Night of Stars," entertainment for refugee aid and Palestine resettlement, which will be held at Madison Square Garden on Tuesday evening, Nov. 24, according to Marvin Schenck, chairman of the producers' committee. Included in the roster of radio stars will be: the Acromaniacs, George Hamilton Coombs, Jr., Morton Downey, Major George Fielding Eliot, Jane Froman, Benny Goodman, Woody Herman, the Ink Spots, Harry James, Vaughn Monroe, Jack Pearl and Cliff Hall, Jan Pearce, Quentin Reynolds, Paul Shubert, Johannes Steel, Lowell Thomas, Lawrence Tibbett and Fred Waring.

Under the auspices of the University of Kentucky radio department, WHAS, Louisville, will air a quarter-hour program on December 20 to dramatize the making and distribution of toys to the university's radio listening centers throughout the state. Toys are being made by the Lexington Homecrafters, an organization of business and professional men having their own home workshops.

James W. Gerard, former U. S. ambassador to Germany, resumed his broadcasts on WINS, New York, on Sunday after a two-week absence. Gerard, in a broadcast over a month ago, discussed the feasibility of an American invasion of North Africa.

WBEN, Buffalo, N. Y., has widened its news coverage through the acquisition of the special AP radio news wire from Press Association, Inc., radio subsidiary of The Associated Press. A. H. Kirchhofer is vice-president of WBEN, a 5,000-watt NBC affiliate which is owned and operated by The Buffalo Evening News.

The 1942 Award of Merit of the City Business Club of Philadelphia will be presented to Edward Tomlinson, noted network commentator and authority on Latin America, in a special broadcast over WFIL, Philadelphia, from 1:05 to 1:30 p.m. on Friday, Dec. 4. During the broadcast, Tomlinson, only recently returned from an inter-continental tour, will tell WFIL listeners some of the high spots of his visits to the countries of South and Central America. . . . WFIL's President, Samuel R. Rosenbaum, was the guest on the Russian War Relief program, on his station on Sunday.

Ted Williams, horse-racing expert, joined the staff of WIND, Gary-Chicago, recently, to take over the turf announcing job on the station's "Sports Edition" broadcasts. With the new assignment, Williams returns to the broadcast he originated over WIND five years ago. Williams left WIND to become public relations counsel for the Arlington Park and Washington Park race tracks. He also spent part of the time on the West Coast, and his broadcasts as "Broadway Bill," the horse expert, were aired on two networks. With the cancellation of the California racing season, Williams decided to make Chicago his year 'round home. His WIND "Sports Edition" broadcasts are heard each afternoon, Monday through Saturday.

The American offensive in North Africa has created such a demand for news in the big defense area of Hartford, Conn., that WDRC, Hartford, has added another newscast to its afternoon schedule. The new five-minute news round-up comes at 5:30 p.m., following five-minute or longer news periods at 1, 3:15, 4 and 4:45 p.m.

Milton Shrednik, musical director of KOA, Denver, has been booked into the Brown Palace Hotel in that city, where his string group will play several evenings weekly during the dinner hour. New booking will not interfere with his local or network broadcasts.

WLOF, Orlando, Fla., has appointed Burn-Smith Co., Inc. as its national representative excluding the southern territory which will continue to be handled by B. Frank Cook, Atlanta, Ga.

Newest addition to the sales staff of CKBI, Prince Albert, Sask., is Hubert Cook, who is also the local golf pro. . . . CKBI has renewed the Northern Saskatchewan Lutheran Hour broadcasts. Programs are aired on Thursday and Sunday evenings.

Marty Weldon, who conducts "Today's Headliners" on WINS, New York, each Saturday, scored a beat last week when he interviewed 20-year-old Patricia Grew of the Women's Institute of Audience Reactions, a survey group with headquarters in New York. Miss Grew is the youngest member of the Institute's Board and revealed some interesting results of a recent survey conducted by her organization to determine the average American woman's tastes in motion pictures. Miss Grew is also a well-known poetess and for a time had her own program on WMCA in New York.

Taystee Bread (Purity Bakerite Corp.) is using two 5-minute news shots daily on WTOL, Toledo. Account is being handled through Campbell-Mithun, Inc., and newscasts are spotted at 10 a.m. and 4 p.m. . . . Recent spot contracts on WTOL include the following local accounts: Ackerman Coal Co.; Stein Jewelers, and Martin The Jeweler.

WJLB, Detroit, has just signed up The Church of Christ for another year, beginning the third year of continuous broadcasting for this group over this station. The Church of Christ takes in some twenty congregations throughout metropolitan Detroit, and last year celebrated its Golden Jubilee.

Personnel notes about WOR, New York: Virginia Cornish of the publicity department is resigning to join the staff of Mademoiselle magazine; Florence Connelly is a newcomer to the station's recording studio staff; John George West has replaced Elliot Halpern, resigned, in the mail room.

Kathryn Cravens, woman's news commentator on WNEW, New York, will serve for the fourth successive year as national radio contest chairman for the National League of American Pen Women. . . . WNEW will air short-wave pickups of BBC news roundups on a new series to be aired every other Sunday evening beginning this week-end. Station is currently airing two BBC programs: "Stars And Stripes Forever," weekly half-hour broadcast; and a daily newscast from London.

Band leader Les Brown, whose orchestra appears in RKO's "Seven Leave" with Victor Mature and Ball, has been selected to participate a special short-wave program of wood personalities, to be broadcast "Yank," the Army newspaper, boys in service all over the world, program will first be recorded and rebroadcast at various intervals the next few weeks so that sailors and marines on all parts globe can hear the show when the wave reception is best for them.

With the innovation of a 24-hour schedule, WJR, Detroit, has got signals from midnight to 5 a.m. the Bulova Watch Co. Signals be given on the hour six times a week and are in a rotation to the 18 Bulova time signals already on the station during week. . . . Station also has sold quarter-hour five times weekly to United Aircraft Training. Program is aired 12:30 to 12:45 a.m.

Calvin Miller, formerly with K Pittsburgh, and WWVA, Wheeling, Va., has joined the announcing staff of WISR, Butler, Pa. . . . New business on WISR includes the following: 45-minute "Concert Hall" recorded program, daily by the local music store; 50-week "Betty And Bob" ETs sponsored by John House Furniture Co. . . . New programs currently aired on WISR are "Paper of the Air" newscast; "Reflections In Black And White," daily musical series presented by Everett H. WISR musical director.

Arthur J. Casey and Ellen Brashear, director of public relations and educational director, respectively of KMOX, St. Louis, participated in the regional conference of the Association for Education by Radio, "Educational Radio in Wartime," Nov. 6 and 7, at Stephens College, Columbia, Mo. Casey presided at round-table discussion on "Station Use of Wartime Programs" as well as participated in a discussion on "Session on Station Problems in Wartime." Mrs. Brashear took part in the following sessions: "Organization Programs in Wartime," "Scholarship Programs in Wartime," and "Men in Radio; Wartime Needs."

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
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November 16

Albert A. Grobe	Jim Jordan
Mary Margaret McBride	
Ma Pickard	Rosalind Sherman
Jay Stanle	Louise Starkey
Lawrence Tibbett	

★ 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

1, NO. 31

NEW YORK, N. Y., TUESDAY, NOVEMBER 17, 1942

TEN CENTS

Appeals To Supreme Court

Time Serial Status Issues In For Debate

The daytime serial drama is an important medium, but a "sick" at the moment, Matthew N. Ph.D., technical consultant Hooper, Inc., told a group of executives, yesterday, that the drama is losing ground, when compared with the gains in ratings of other daytime and night-time programs. His statement was a lengthy paper read during a confab attended by sub-

(Continued on Page 7)

Local's Decision House Band Bookings

The Directors of Local 802 had decided that no band set up as a package could be booked at a radio station as a house band. It followed consideration of a submission by WHN about two weeks ago. Station was interested in starting a series of local name

Explaining the union's stand, Feinberg, executive secretary, stated that stations are free to

(Continued on Page 2)

WRO Programs Chi. School Citation

Wash.—In a statement made by George Jennings, acting director of the School of Radio Conference held in Chicago last week, the "Pledge Allegiance To Radio" and "Youth Looks To Radio" program series broadcast

(Continued on Page 2)

With the AEF

A story from Africa by AP's V. Boyle reveals that radio is in the thick of the battle against the American expeditionary force. Story, released yesterday, described the landing on a beach of a hall of machine gun bullets by an AP man, who had for his staff Sergeant John Anscombe, former member of the press staff of WOR, New York.

Teaser-Campaign

Lucky Strike's teaser campaign on the air will come to a close by the end of this week. "Lucky Strike Green Has Gone to War," a phrase heard on all its shows, the past week or so heralds new packaging which will switch the green to white and bring forth a patriotic motif.

Network Men With AEF Heard From Algiers

Breaking a silence of more than two weeks, during which time the landings of American troops in North Africa were being planned and executed, Charles Collingwood and John MacVane, representing CBS and NBC, respectively, broadcast talks from Algiers over the week-end, giving listeners an on-the-scene picture of the ancient and exotic city, as well as its reaction to the entrance and occupation by the American forces. MacVane

(Continued on Page 2)

KNX-CBS Coast Gals Training For New Posts

West Coast Bureau, RADIO DAILY
Hollywood—Ten weeks of intensive training in all phases of radio production will lure KNX-CBS women workers "back to school" for Thursday evening classes aimed at fitting them for jobs later vacated by men entering the armed services. At the initial meeting sixty girls assembled

(Continued on Page 2)

Treasury Dept. Payroll Song Groomed For Terrific Plug

Chlorine Firm Renews Blue Network On Coast

West Coast Bureau, RADIO DAILY
Hollywood—Chlorine Solution, Inc., makers of Hy Pro bleach and cleanser, have renewed their contract calling for continued participation in the sponsorship of the Saturday "Breakfast at Sardi's" broadcasts over the 13 Pacific Coast Blue Network sta-

(Continued on Page 2)

CBS-NBC To Rush High-Court Appeal Following Yesterday's Decision Favorable To The FCC

AFRA Sends Notice Of Increase-Confab

American Federation of Radio Artists sent notice yesterday, to networks and stations which are signatories to its sustaining basic agreement, to initiate negotiations for increases in minimums based on the cost of living clause in the contract as signed in September, 1940. About fifty notices were sent to the four networks and their New York outlets,

(Continued on Page 6)

Rene Morin Reappointed CBC Governor-Chairman

Montreal—Rene Morin of Montreal has been reappointed governor and chairman of the Canadian Broadcasting Corporation for a term of three years from Nov. 2. Previously it had been anticipated that Morin, a

(Continued on Page 2)

Piel's Buys WOR Show With Howard and Shelton

Negotiations for the sale of WOR's satire on "Information Please," "It Pays To Be Ignorant" to Piel Brothers, beer account, were close to con-

(Continued on Page 2)

Federal Statutory Court here yesterday dismissed on the merits the suits of NBC and CBS to enjoin the FCC from enforcing eight new regulations which the plaintiffs had claimed would mean the end of network broadcasting. The fourteen-page opinion, written by Chief Judge Learned Hand of the U.S. Circuit Court and concurred in by District Judges Henry W. Goddard and John Bright, ruled that the FCC had the power to pass the disputed regulations and

(Continued on Page 6)

AMP Acquires Rights To Alpha Catalogue

Associated Music Publishers Inc. has acquired performing rights to Alpha Music Catalogue containing about 600 copyrights most of which are radio compositions, including the Ralph Sandor Book of Incidental Music popular as background material for script productions, and popular Latin-American songs and dances. Acquisition, on a five year contract,

(Continued on Page 3)

Kelly, NBC Sound Man, Joining Production Staff

N. Ray Kelly, manager of NBC's sound effects division, has been appointed to the company's production staff, it has been announced by Wynn Wright, eastern division production

(Continued on Page 3)

WJZ's Troupe

Thirty-second performance of WJZ performers before Army, Navy, Marine and Coast Guard personnel will take place tonight at Manhattan Beach, when the WJZ troupe will assist in dedicating a new auditorium for the Coast Guard. Troupe has a regular hour-long variety show, which is produced by Joseph Seiferth under the direction of John McNeil, WJZ manager.

New payroll savings song "Everybody, Every Pay Day," written by Tom Adair and Dick Uhl, copyrighted by the United States Treasury Department, is heading for a new high in reaching ears of the public, it was revealed yesterday by Charles J. Gilchrist of the Radio Section War Savings Staff. Gilchrist states that the following is now under way:

1. Sheet music on counters.
2. Dance band arrangements in the

(Continued on Page 7)



Vol. 21, No. 31 Tues., Nov. 17, 1942 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Monday, Nov. 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	129	128 5/8	128 5/8	+ 3/8
Crosley Corp.	9 1/4	9 1/4	9 1/4	+ 1/4
Gen. Electric	29 7/8	29 1/2	29 5/8	+ 1/4
Philco	11	11	11	+ 1/8
RCA Common	4 1/4	4 1/4	4 1/4	+ 1/8
Stewart-Warner	7 7/8	7 7/8	7 7/8	+ 1/4
Westinghouse	77 1/4	77 1/4	77 1/4	+ 1/2
Zenith Radio	16 5/8	16 5/8	16 5/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	3	3 1/4
Stromberg-Carlson	6 3/4	7 3/4
WCAO (Baltimore)	19	22
WJR (Detroit)	18	20

Piel's Buys WOR Show With Howard and Shelton

(Continued from Page 1) summation yesterday. Whether or not the sale will go beyond WOR to include a few supplementary outlets on Mutual in the Piel market area had not been determined up to press time. When Piel sponsored Boake Carter, contract covered 16 stations. "It Pays To Be Ignorant" features Tom Howard, George Shelton, Lulu McConnell, and Harry McNaughton. Account is handled by Sherman K. Ellis Co.

WHAT'S WHAT IN BOSTON

19—WCOP stands on its own feet, as a test station or part of a campaign. Let's show you how!

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

Two KIRO Programs Win Chi. School Citation

(Continued from Page 1) by KIRO of this city, were singled out for citation by the School Broadcast Conference in competition with programs released by stations throughout the United States. The programs were planned and produced by Hazel Kenyon, now on leave of absence from KIRO. She is at Smith College, Northampton, Mass., and following a four-week's indoctrination course, will assume a commission of lieutenant (junior grade) in the Women's Reserve of the United States Naval Reserve ("Waves"). In addition to the station and Miss Kenyon, Gordon Davis, script writer for the series was named in the citation.

The "Pledge Allegiance" series, entered by Miss Kenyon in the third annual utilization competition staged by the School Broadcast Conference, was accorded a signal honor in that a distinct category was created and a special citation tendered due to the excellence of the material broadcast and the unique purpose served by the series. This is the first year that programs of this type have been considered for awards by this body. "Pledge Allegiance" is a training program for war plant supervisors, dealing with the recognition of war plant supervisory problems and their solution with the resultant increased understanding and cooperation between supervisors and workers. Three major war industries in the Puget Sound area alternate on the programs.

Also cited was KIRO's "Youth Looks To Tomorrow," a vocational guidance series for high school students which was on the air last spring and which dealt with the problem of employment in the war emergency with emphasis on long-time planning for employment after the war.

Network Men With AEF Heard From Algiers

(Continued from Page 1) was heard also over the Blue Network. Censorship restrictions permitting, the commentators will be heard regularly in the future. NBC expects to present MacVane, who is a veteran of the Dieppe raid, on the daily newscasts with John W. Vandercook.

Joins Blue Web Script Staff

Constance Leon has been appointed by Rom Ferguson, Blue script chief, as a member of his play reading and program ideas staff. She was formerly secretary to Henry Hayes, of NBC Radio-Recording.

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

KNX-CBS Coast Gals Training For New Posts

(Continued from Page 1) at Columbia Square to hear Frances Farmer Wilder, director of education for the Columbia Pacific Network, and Russ Johnston, program sales director, outline the course which will be "professed" by KNX-CBS department heads.

Study of radio writing will be directed by Everett Tomlinson, production by Paul Pierce, sound effects by Al Span, transcription by Gene Dilthey, news and special events by Fox Case, and publicity by Andy Kelly. Every other week during the training period, the girls will produce an actual radio show to be recorded and used for further study. The all-girl presentations will include practice in writing, announcing, acting, producing, direction, sound effects, news writing and reporting, transcription and publicity writing.

AFM Local's Decision Re House Band Bookings

(Continued from Page 1) engage a name band leader, but the band leader cannot take his band with him to the station to serve as a house band. Local's contract, further, notes that a musician who fulfills one week, must be retained for a minimum of 12 weeks on the station. WHN had given its band its eight-week notice, as is its privilege under the union's contract. Don Albert remains the contractor.

Other local stations were interested in the idea as submitted in that it would enable them to cut down on the cost of music. Use of well established band unit would reduce rehearsal and arrange costs for the stations.

Rene Morin Reappointed CBC Governor-Chairman

(Continued from Page 1) member of the board since it was organized in 1936, would not continue on the board when his previous term expired. He became chairman of the board early in 1940 when L. W. Brockington, K.C., of Winnipeg and Ottawa, resigned to take up duties more directly associated with the war effort.

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

HENRY P. JOHNSTON, vice-president and general manager of WSGN, Birmingham, has left for Alabama for conferences with New York representatives of the station.

EDWARD R. VADEBONCOEUR, news editor of WSYR who has been spending a few days here, returned last night to Syracuse.

NEVILLE MILLER, LEW AVERY and CHARLES ARNEY, JR., leaving San Francisco today, heading for Portland, Ore., and Seattle, where the meeting of the 17th District will be held on Thursday and Friday.

FRANK BUCK is in Washington, Pa., where he is scheduled for a lecture. Will return to New York tomorrow.

FRANCES O'DANIEL, of WBT, has returned from Charlotte, N. C., following a short visit.

GENE HAMILTON, producer-director of Coca-Cola "Spotlight Bands" program, left Miami today and will be in New York shortly thereafter for Washington.

ROBERT R. Feagin, secretary-treasurer of WPDQ, Jacksonville, who was in town last week on business, has returned to his headquarters.

KEN CHURCH, general manager of WNCN, Cincinnati, leaving today on an extended trip that will take him to Washington, D. C. and New York.

Chlorine Firm Renews Blue Network On Coast

(Continued from Page 1) tions. New contract goes into effect on Saturday, Dec. 5. The account is placed through the Barton Advertising Agency with M. Elges of the Blue sales staff in Hollywood. The agency account executive is Leigh Crosby.

McClintock Dinner Thursday

Miller McClintock, newly-elected president of Mutual, will be the guest of honor at the network's stockholders' dinner Thursday, at a dinner to be given at the Waldorf-Astoria. The chief executive will meet the members of the MBS administrative and selling staffs.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

FIRST MARKET

The richest part of the country's richest state can be covered completely and economically — by using WDRC in Hartford. Here's the market and the station for your spot campaign.

Basic CBS for Connecticut.

Acquires Rights Alpha Catalogue

(Continued from Page 1)
 15,000 the total titles now
 by AMP, and marks, also,
 organization's trend toward
 ening its representation both
 American music and radio
 Alpha catalogue had been
 II, for the past two years, on
 rtainable basis, until AMP
 AMP release on the cata-
 ll be distributed to stations
 few weeks.
 600 titles in the Alpha col-
 about 115 have already been
 by Victor, Columbia, Decca
 Brunswick. Book contains
 addition, "Concert Music of
 s" which is the start of a
 hich will represent every
 in South America. There are,
 nphonic and concert pieces
 American composers. Build-
 of the Latin-American phases
 he aid of Eduardo Maseras,
 consultant for Alpha, and
 itic for "La Prensa," Spanish
 vspaper. Catalogue is owned
 t Van der Molen. Concert
 ad compositions by Julius
 CBS music librarian, and
 . Schad are included in the
 . Firm this week moved to
 son Avenue. Louis Nurko
 ain as general manager.
 catalogue represents the
 portant radio catalogue ac-
 y AMP within the past two
 he other two are Boosey &
 Limited, and Arrow & Cos-
 . The latter consists primar-
 dern American composers.

NBC Sound Man, Joining Production Staff

(Continued from Page 1)
 of the network. Frederick G.
 will succeed Kelly as direc-
 sound effects division.
 is a veteran in the develop-
 ound effects. He joined NBC
 following graduation from
 ollege, and created its first
 ects department. Knopske is
 ate of the University of
 lass of 1926, and before
 o this country in 1928, served
 n with the BBC.

Men Join Mutual

ew salesmen have been
 the New York staff of MBS.
 Harry Trenner, sales man-
 WNBC, Mutual affiliate in
 on, N. Y., and George Mait-
 mbers, currently a member
 ational advertising staff of
 financial weekly. Chambers
 ace John Mitchell who will
 a week to assume duties as
 in the U. S. Coast Guard.
 enner and Chambers will
 onday, November 23, at

Finger Recovered

nger, Blue Network script
 back at work after a short
 id is due to take his army
 exam Dec. 4.

*... for the boy who
is after our job*



Sure, fellow, there's a great future in Radio. Here is the mightiest of all salesmen . . . a moving force to answer the world's need for better understanding . . . the voice that can help hold a hard-earned peace. No wonder you've dreamed of the time when you may direct this mighty power.

The WJR Radio Scholarship is our recognition of *your* coming day. That is why it prescribes four years of intensive study for you, son. You will delve into economic problems, be schooled in drama and radio production. You will learn advertising, selling, business administration. You will explore the mechanics of micro-

phones and the mysteries of television. Those of us on the job today created this thing called Radio. Built it from our experience on the city desk, the stage, at the little transmitter in the attic. Some measure of success has been ours, and we hope to carry on still further. But, at the same time, we want to pave the way a bit for those who are to follow. That is why the WJR Radio Scholarship has been established . . . *for the boy who is after our job.*



BASIC STATION...COLUMBIA BROADCASTING SYSTEM
 G. A. Richards, President... Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.
 National Representative

Los Angeles

By JAC WILLEN

BOB ANDERSON, KNX-CBS staff newscaster, was first in line at the Columbia Square display of the Lockheed P-38, bought the first war bond and had the privilege of being the first person to autograph the plane with "YANKEE" greetings to Axis leaders. First six hours of the planes stay netted more than \$1,600 in war stamp and bond sales.

Lou Costello, of the team of Abbott and Costello, became the proud papa of a baby boy Friday, Nov. 6, at the Good Samaritan Hospital.

Versatile Mel Blanc's sound man characterizations have won him a permanent berth on the Abbott and Costello program.

Trombonist Harry Thomas of Kay Kyser's "College of Musical Knowledge" orchestra broke his shoulder playing softball recently. He will be on the musical shelf for several weeks. Substitute slip-horners are filling in.

First returned sailor to go to work at Universal Microphone Co. is Coxswain Walter Schiller, on the U.S.S. Nevada at Pearl Harbor. With more than a score of bullet wounds and shrapnel scars, he has returned to civil life, making the same kind of microphones he used to use in boat drills.

Franklin Bingman, "The Great Gildersleeve" announcer, has joined the Signal Corps Reserve but will continue his "Gildersleeve" stint for an indefinite period since he'll be enrolled at a training school near Hollywood.

Another member has joined Rudy Vallee's Thursday-night radio "stock company." She's Verna Felton, who last week became "Blossom Blimp," well-padded citizen of Vallee's village. Miss Felton joined the cast several weeks ago and drew so many heavy laughs for her comedy portrayal that she has been brought back almost every week since. Producer Dick Mack now has added her to the permanent cast.

This morning, beginning at 8:40 a.m., 150 or more employees of KNX-CBS will make a visit to the portable Red Cross blood collecting unit, that will visit Columbia Square, and donate their blood.

Tom Noone, announcer, formerly with KFX, Wichita, Kansas, joined the stations in the spot vacated by Barron.

Rudy Polk, well known in the radio field, has been appointed assistant to Morris Stoloff, head of Columbia film studio music department. Polk formerly managed Jascha Heifetz, Lawrence Tibbett, Lily Pons, Jose Iturbi and other internationally famed artists.

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



Radio Is My Beat . . .!

● ● ● That \$25,000 income ceiling has caught radio flat-footed in at least one respect. The industry is faced with the prospect of no longer being able to lure cinema "names" now that the money inducement is gone. Radio has no one else to blame but itself for this situation. Ever since broadcasters learned they could catch the ears of millions, they've gone overboard on Hollywood and Broadway stage names, neglecting at the same time to develop their own stars. In fewer words, radio sat back and allowed itself to bathe in another medium's glamour. The industry will have to shake itself out of its lethargy. No more half-hearted exploitation of sustainers. Program directors and producers will have to think in terms of radio artists first. Only listeners, it seems, know that radio is studded with capable entertainers. Small stations, sustainers and early ayem shows have an army of loyal listeners. Now it's up to the program builders themselves to realize that radio bows to no medium when it comes to performers and performances.



● ● ● THE WASHINGTON SCENE: Nicholas Schenck arrived in town the other day and it took his local staff five hours to land him a hotel room. . . . The radio division of the War Savings Staff is doing a terrific job. It has cost them only 1/2 of one per cent to raise funds for war bonds. In the last war, it cost 17 per cent to raise the Liberty Bond fund. . . . The dailies persist in brushing off radio, using only listings, except in the Sunday editions. . . . Bill Lewis, of the OWI, leaving for Hollywood this week.



● ● ● When Dinah Shore stepped up to an out-of-town newspaper stand in Hollywood recently, she asked for a paper from her home town of Nashville, Tenn. To Dinah's surprise, a girl standing alongside of her asked for the same paper. The two struck up a conversation—and now share an apartment together. The other girl is Shirley Mitchell, new comedy character on the Rudy Vallee show.



● ● ● Leonard Lyons doubled us up with the story about Hal Collins' appearance for his army physical. Collins is a young gag-writer recently signed by Al Jolson. At the induction center, he was placed at the head of a line of men to be examined. Asked his profession, he replied that he was a gag writer. The examining officer questioned him about this and Collins explained that he made up funny things. "Make one up right now," said the officer. "Okay," replied Collins. He opened the door, waved away the long line of inductees and shouted: "That's all, fellers. The job's taken!"



● ● ● Don Langon recalls the time he was out in San Francisco some seven or so years ago and registered at the Mark Hopkins Hotel. He was surprised to notice that the hotel sent him up a package of certain brand of ciggies "on the house" every ayem and immediately wired his client, Chesterfield, about it. Back came the reply: "We're not the least bit interested in how much they're giving away. What we want to know is how much are they sellin!"



● ● ● RADIOKAYS: Jay Jostyn's flawless portrayals of the "Mr. D. A." role. . . . Mark Warnow's sock "Hit Parade" rhythms. . . . Jerry Wald's waxing of "Trains in the Night." Jack Robbins liked the tune so much he handed it a set of lyrics. . . . James Monks' emoting on "Manhattan-at-Midnite". . . . Tom Slater's "Fight Nite" on Mutual. . . . Louise Wilcher's organmagic on CBS' "Keyboard Kapers". . . . Larry Elliott's versatility as actor, announcer and narrator. . . . Ann Perry's vocals on WNEW Sunday afternoons.



—Remember Pearl Harbor—

Chicago

By FRANK BURKE

A \$500 War Bond prize was awarded the winning amateur on the "War of Tomorrow" program broadcast WGN from 8-8:30 p.m., Sunday.

Clifton Utley's news commentary "On Foreign Affairs," broadcast WGN from 8-8:15 p.m., Tuesday, been renewed by Charles A. Stearns Company for 13 weeks through Frances Hooper Agency, Chicago, renewal is effective Nov. 24.

Art Jarrett and orchestra played at the Great Lakes Naval Training Station will be guests on the Fitch Bandwagon, Sunday, Nov. 18.

Danny Thomas show on the NBC Network will originate from the Great Lakes Naval Training Station each Saturday in the future. Show is produced by J. Clinton Stearns and Carl Gass writes the script.

Carl Schrieber and his orchestra has accepted a Treasury Department invitation to entertain at the Commonwealth Building on Nov. 24. Entertainment will be broadcast by WGN-7 WCFL.

Ell Henry phones that the world is all wrong about him leaving his p.a.'s job at WLS for the Hoover Mayer office. Good news because WLS's publicity releases have been ended up since Henry took over.

Two more from NBC joined the colors the past week. They are Monday Ward of the Guide staff went to the army and Russell Hunt, engineer, who enlisted in the Air Corps.

A renewal order from Walter Co., through Schwimmer & Scott, its 5:15-5:20 CWT news commentary Monday through Saturdays, has new business at WMAQ. Renewal is for 26 weeks.

Several agencies are scouting for women who are qualified to do over emcee or announcing jobs on local radio.

Miller Fur Co. has contracted for four spot announcements a day on W59C, WGN's FM station.

When the Quiz Kids visited Chico Marx at the Blackhawk restaurant, Richard Williams gave Chico a puzzle to work and the comedian toiled for a full hour forgetting about his band directing chores.

Wendell Hall dedicated a radio "Ain't She Sweet" during a recent WGN broadcast to Barbara Kettering, three-year-old daughter of Bill Kettering, bass fiddle player in the studio band. Barbara was celebrating her birthday.

RADIO ARTIST? Call LExington 2-1100 FIRST AND FOREMOST

TEST-ING

BANKS, 14-year-old pianist, "Keyboard Concerts" program, WABC-CBS, 3:30 p.m.)

OWL, at "Duffy's," today Network, 8:30 p.m.)

LEE, on the "New Horizon," tomorrow (WABC-CBS,

AKER, on Eddie Cantor's "Smile," tomorrow (WEAF-1.)

SONTEMPS, novelist, and RICK NELSON LITTEN, "Of Men and Books," to-WABC-CBS, 4:30 p.m.)

KWBW Joining NBC

Hutchinson, Kansas, owned by the Nation's Centering Company, will become with the NBC network on NBC then, will have 140 according to William Wyse, of KWBW, the 318,399 in the area covered by the increasing rapidly due to activities at the Cessna Airplane plant and the company of a ten million dollar navy nearby. The last census total of 88,093 radio sets in served by KWBW.

WAR-PROGRAM IDEAS

"Mightier Than The Sword"

New dramatic show dedicated to freedom of the press is being presented every Sunday on WGN, Chicago, under the title of "Mightier Than the Sword." The series is based on the experiences of Stanley Johnston, hero of World War I and Chicago "Tribune" war correspondent whose story on the battle of the Coral Sea is a highlight of World War II reporting. An all-star Chicago radio cast provides dramatic background for the Johnston narration. Music is by the WGN symphony orchestra under Robert Trendler.



Family Allotment Data

As an information service to families of servicemen, WTAG, Worcester, recently presented a 15-minute program on the family allowance plan. In the form of a round-table question-and-answer discussion, show brought out highlights of the new servicemen's Dependents Allowance Act which provides for dependents of enlisted men in the four lowest grades of the service. Participating in the WTAG broadcast were Herbert Scarles, Worcester Commissioner of the Soldiers' Relief, and Eleanor Parmer, WTAG war service coordinator.

"This Is Your War"

Collaborating with the U. S. Treasury Department, KQW, San Francisco, has inaugurated a new radio series, "This Is Your War," heard Saturdays at 10:15 p.m. These programs are specifically designed to encourage smaller local business firms and communities to participate and aid in the sale of War Bonds. First businessman approached by the station was Robert H. Rogers, owner of a neighborhood grocery store. Rogers eagerly offered to cooperate in the plan and announced that he would devote his total gross receipts on Saturday, October 31, to the purchase of bonds. Window streamers and broadsides announcing the event tied in with KQW's broadcast, which was handled in the store by Ira Blue, special events announcer.

Program which consisted of record-

AGENCIES

CONSOLIDATION OF TWO MINNEAPOLIS advertising agencies, D. S. Manson & Associates and Gold Advertising Agency, has been announced by Don Paul Nathanson and Meyer Gold, heads of the individual firms, respectively. New firm will be known as Macon-Gold Advertising Agency. The Manson firm specialized in radio before the merger. New agency will offer a complete agency service, with radio being handled by Jean Hadley, who recently joined the organization as radio director.

ed interviews with the store owner and a number of bond-buying customers, was released over KQW that same night. Rogers reports that store sales that day were trebled and more than \$2,200 worth of bonds were purchased from the A.W.V.S. Bond Booth in the store.

"EVEN IF IT COMES TO THIS,"

demonstrates Suzy our Steno. "You can depend on WSAI to carry the ball for you with league-leading effectiveness. High-scoring WSAI carries EXTRA-WEIGHT with Cincinnati audiences...keeps people remembering, keeps them buying, keeps them well-informed! WSAI's service to listeners and advertisers is as fluid as today's business conditions, skillfully styled to pack a winning punch."

- SALES AIDS**
- Street car and bus ads
 - Neon Signs
 - Display Cards
 - Newspaper Ads
 - Licab Covers
 - Window Window
 - Plays
 - House-organ
 - "Meet the Sponsor" Broadcast

SELLS FASTER IF IT'S WSAI IDENTIFIED

CINCINNATI'S OWN STATION

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

THERE'S NOT ANOTHER LIKE IT!

THERE'S NOT ANOTHER LIKE IT!

THERE'S NOT ANOTHER LIKE IT!

THERE'S NOT ANOTHER LIKE IT!

WATC DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

CBS-NBC Rush To Supreme Court To Appeal Federal Court Decision

(Continued from Page 1)

had not abused that power by "arbitrary or capricious actions."

In dismissing the suits, the Court granted the networks a stay until February 1, 1943 or until the argument of an appeal before the U.S. Supreme Court in the enforcement of the regulations. The same statutory Court had been reversed once before by the Supreme Court on the suits when it had ruled that the actions were prematurely brought.

Sees No Free Speech Violation

Judge Hand's opinion besides ruling that the Commission had the power to promulgate the regulations held that the FCC could refuse a license to a station if it felt that the station was violating the anti-trust laws. The regulations are neither too vague for enforcement or in violation of free speech as contended by the networks, the opinion declared. The Court also upheld the validity of the regulations in barring the use of restrictive provisions in contracts between networks and affiliates.

The challenged regulations, Judge Hand said, "are addressed not to the station's ability to broadcast any programs which it may accept, but to its freedom to procure other programs than those to which by contract with, or by control of, the 'networks' it is limited; they touch, not how it shall broadcast, but how unrestricted it shall be in doing so."

Approves "Chain" Regulation

On the question of the power of the Commission to pass regulations outside of those of administrative control, the opinion said that Section 303, subdivision i, grants "authority to make special regulations applicable to radio stations engaged in chain broadcasting," a provision on which the Commission particularly relied. Discussing the history of the legislative creation of the FCC, the opinion stated: "We may start therefore with the strong probability that even in the Radio Act of 1927 the Commission had power by virtue of this subdivision to regulate 'chain broadcasting' generally in the interest of 'listeners'."

Asserts Authority Amended

This power was furthered, Judge Hand argued, by an amendment to the Communications Act of 1934 which provides: that the Commission has the power to "Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest." "We can see no reason for confining the last clause to scientific or engineering problems," the opinion continued, "the purpose is apparent to give the Commission power to foster the industry in all appropriate ways." Even if this provision stood alone it "granted power to the Commission to consider the effect upon a station's choice of programs of any controls or restrictions exercised by

the 'networks,'" the court declared.

But this provision is not alone, the court reasoned, since Section 315 of the Federal Communications Act grants power to the Commission to revoke licenses for monopoly or restraint of trade practices by a station. The FCC thereby could exercise its discretion in accordance with the degree of guilt of the station, the opinion continued. "This was in harmony with the general scheme, for a court is not in a good position to know how far a monopoly or unfair competition practices may interfere with the larger and more effective use of radio in the public interest; if any official was competent to do so, it was the Commission", the opinion asserted.

Holds Later Powers Stronger

In further construing these provisions, Judge Hand declared: "The necessary implication from this was that the Commission might infer from the fact that the applicant had in the past tried to monopolize radio, or had engaged in unfair methods of competition, that the disposition so manifested would continue and that if it did it would make him an unfit licensee. Thus, whatever may have been the limits of the Commission's earlier powers, manifestly after 1934 they included a consideration of how far licensees might be restricted in the exploitation of their licenses."

Rules on "Monopoly"

Judge Hand also discussed the plaintiffs' contention that only a court could pass on the issue of monopoly. The opinion conceded that the FCC was estopped from ruling contrary to the findings of a court on facts actually adjudicated. However, the opinion insisted "there is not the slightest warrant for inferring that in the absence of an adjudication, the Commission may not determine what has been the applicant's past conduct, or may not consider how far, if repeated, it would interfere with the fullest use of his license." "The Commission is certainly peculiarly competent to appraise the effect upon broadcasting of restrictive or monopolistic practices, and is as competent to decide whether an applicant is likely to engage in them as it is to decide any of the other issues which come before it," the Court held.

Denies Webs' Reservation Right

The FCC has the power to lay down general conditions for the granting of licenses instead of reserving decision until the issues arise on an application, the Court said in rejecting the networks' arguments on this point. Referring to the plaintiffs' contention, the decision read: "Such a doctrine would go far to destroy the power to make any regulations at all; nor can we see the advantage of preventing a general declaration of standards which, applied in one

instance, would in any event become a precedent for the future."

Cites First Amendment Protection

On the constitutional questions raised, the validity of the regulations was also upheld. Freedom of speech as guaranteed by the First Amendment was not violated, Judge Hand ruled, because "the interests which the regulations seek to protect are the very interests which the First Amendment itself protects, i.e. the interests first of the listeners, next of the many licensees who may prefer to be freer of the 'networks' than they are, and last, of any future competing 'networks.'" Moreover, Judge Hand said, their constitutionality could not be attacked on the ground that the standards provided in the regulations were too vague since the Supreme Court has already twice upheld the standard "when applied to the construction of stations or to the allocation of wavelengths."

"Time Alone Can Decide"

The last question to be decided, the opinion went on, is whether the Commission's findings "are so plainly without support in the evidence as to be 'arbitrary or capricious'; that is whether the regulations are certain not to promote the 'public convenience, interest or necessity'." The Commission had concluded "a long and painstaking investigation" during which the industry at large had held "conflicting views," Judge Hand observed. "Each side has stated its reasons and the Commission has chosen," the decision said. The Court would not upset the Commission's findings, the opinion stated, because "conclusions of such tribunals are not to be disturbed except in the plainest case."

"True, the regulations do limit the power of a network to assure large advertisers of the time of all affiliates," the Court conceded. On the other hand, it said, it is possible that present contracts give networks a strong hold on the industry to keep down competition. "Time alone can decide the success or failure of the regulations," the Court concluded.

Network Statements

William S. Paley, president of CBS, made the following statement concerning the decision of the Statutory Court on the legality of the FCC rules concerning network operation:

"We will take immediate steps to bring the case before the Supreme Court, which earlier in the year reversed a prior decision of this Statutory Court on the question of jurisdiction in the same case. We believe any enforcement of the proposed FCC rules would seriously jeopardize the vital role which network broadcasting is playing in the war effort, and we will vigorously defend our right to continue the nation wide service which we are rendering.

"The text of the Statutory Court

(Continued on Page 7)

AFRA Sends Notice Of Increase-Costs

(Continued from Page 1)

as well as to WINX, Washington, C.; WTAM, Cleveland; WGLI, Chicago; WLS, Chicago, Los Angeles and others which have contracts covering announcers' effects men, etc.

Given 5 Days to Reply

According to specific terms sustaining contract, the station has five days in which to reply, five days in which to negotiate. The pact is still unsettled at this time the union is free to arbitrate those contracts which were signed September 1940, and had two to run before the increased living clause could be invoked. The union is basing its request for increase on a 16.9 per cent figure. For the contracts signed a year later, September 1941, the figure is 10.2 per cent. The contracts run, however, until November 1, 1943.

Says Adjustment Was Promised

In discussing the notices, Emily Holt, executive secretary of the union, told RADIO DAILY that AFRA would submit the subject to the Federal Labor Relations Board under terms of recent Federal Labor Relations Act provisions on wage freezing. The union is proceeding with the case based upon its negotiation of the networks back in 1940. The union stated that the demands for increases were justified now, but the union had accepted lower minimums than it ordinarily would consider, when the whole rate schedule was submitted to mediation, under the guidance of Will Holt. "We took those minimums which were much lower than our standard, the distinct understanding that they would be adjusted two years later in case of increased cost of living," explained Emily Holt.

Union has reasoned, too, that increases as it is asking for its members will not increase the product nor contribute to a stationary movement because the increase will not offer an unloading of purchasing power.

Ruling By BIR

AFRA has been working with producers and agencies in the matter of stabilizing practice rates where the performer's fee may have reached the ceiling established by the Office of Economic Stabilization. Union has recommended slight modifications in the form of the affidavits which its members have been signing to insure that there is no willful violation of the law. Agencies for the most part are treating each case individually and checking with the union should the government question the practice, there will have been no dependence of good faith, the union is to bat for its members. Union thrashed the matter out with the Bureau of Internal Revenue recently, and obtained as lucid a interpretation as any group could obtain pending specific rulings from the Bureau later this week early next week.

Daytime Serial Status Lies In For Debate

(Continued from Page 1)
 to the Hooper service. His "The Daytime Serial Drama Psychological Background and Popularity Trend." In the period which followed the presentation, Clarence Men- in charge of programs at exception to several of Melans' opinions, coming to of the medium, but taking critical stand against the copy supplied for the day- als. Meeting was held at Roosevelt, and was attended 10 persons, representing net- tions, advertisers and agen- E. Hooper introduced the and explained that other on this order would be con- the statisticians noted a ch should be called to the of the trade as part of a

Compares Ratings
 noted, in a three-year ratings for daytime serials, average monthly ratings were 1941 than in 1940 in nine d higher in 3. One of the which 1941 was higher mber, when, immediately Harbor radio listening to of programs took a marked listeners' desire being, ap- o get news flashes. Serial 1942 started the year well 1940-1941 levels, and re- wn until May, when, as restrictions in travel, and mbers of people staying at ings took a major jump the seasonal trend. These ngs were obtained through- mmer until October when, greater number of people home, they fell below the

Increase Below Average
 any notion that the serial s regaining its health, the declared that from the travel began to be re- May, 1942 through October average rating for daytime as increased 13 per cent average rating for the same 1941. The average rating r all other sponsored net- time programs during the was 44 per cent, (33 per news programs are not the grouping).

er Seeks Modification
 nding he advised that "the stry has a most promising ficent child . . . reared on that proved very satisfac- me time . . . but the for-

WANTED
 or Washington, D. C., Radio alary and commission. State eference, when available and Write: Box AF, Radlo Daily, way, New York City.

PROMOTION

Local Promotion

One of the heaviest advertising and promotion campaigns undertaken by a local station has been launched by WLIB, Brooklyn, as the outlet rounded out its sixth month of operation. Every New York City newspaper as well as major local newspapers carried display ads calling attention to "New York's newest radio station" and its program policy of "the popular classics with a blend of the modern." Leading trade publications covering the radio and advertising fields told of WLIB's commercial history. In addition, WLIB each week released to advertising agencies and advertisers a new promotion piece citing various successes enjoyed by its sponsors. As further audience building promotion the station is releasing the "WLIB Master Program Log" giving listeners a complete monthly guide to its programs and featured musical selections. The November booklet was released to 15,000 listeners who requested copies, while others were sent music schools and clubs, religious, civic and social leaders.

Sunday Feature

The Hartford "Courant" sent a special Sunday magazine section interviewer and photographer to WDRC, Hartford, this week to secure a story about Jean Kirwan, who has just started on her job as WDRC's first woman control room operator. Miss Kirwan, 20, pretty and red-headed, is on the early morning shift and told the interviewer she was "excited" about her new job of handling the station's controls.

mula no longer agrees well with the child. He is growing thinner and losing evidence of his lusty vigor." The antiquated formula to which Chappell referred is the tendency to exalt the willingness to accept frustration rather than the ability of the individual to overcome obstacles through perseverance and individual effort.

Menser, in support of the daytime serials, declared that "All the criticism we receive won't wipe it out, but I believe we will modify it. I'm not worried about its use of frustration for motivation. All our problems in life are chiefly of frustration."

Criticizes Commercials

Then, criticizing the commercials, Menser declared: "It seems to me that the point on which we have been most retarded and least improved is the handling of advertising copy. Radio remains the one medium in which there remains general dissatisfaction about copy."

Chappell's paper will appear as part of a chapter, "Radio's Problem Child," in the forthcoming book, "Radio Research, 1943" edited by Lazarsfeld and Stanton, and published by Duell, Sloane and Pearce. Statistics were based on Hooper Coincidental interviews in 32 cities which were called between 8 a.m. and 10:30 p.m.

MBS' Brochure

In a new 38-page promotion book, Mutual has focussed attention on its four outstanding sales advantages by clever teasers which draw parallels between the hook-and-eye device, and the situation of network-and-ears. Entitled "The Bump On the Hook," the piece of promotion has used as its spring board the innovation of the bump which improved the holding quality of the hook and eye, starting in the 19th century. The four sales advantages of Mutual are likened to the "bump" for they hold the network's audience securely. The four "bumps" are listed as "finer facilities in topmost markets," "programs that fear neither sacred cow nor bull . . . and have a flair for entertaining," point of broadcast merchandising, and "bigger discounts combined with freer choices—a daring rate structure."

While driving home the network facts, book maintains a whimsical tone which solidifies the message rather than dilutes it. The gay over-tone stems from the central theme of the hook-and-eye which enabled the artist to incorporate the airy aspect in humanized illustrations.

"Speaking of Spots"

Latest promotion piece from WOR spotlights spot broadcasting under the title "Speaking of Spots" and pays tribute to a complete list of WOR spot advertisers. Production includes, also, some success stories and a comparison table of cost-per-1,000 homes for WOR and another leading metropolitan station.

Treasury Dept's Own Song Headed For Terrific Plug

(Continued from Page 1)

hands of all orchestra leaders with numerous programming scheduled.

3. Dance bands and vocal copy to school bands throughout country.

4. Song arrangements to all schools, glee clubs and radio stations.

5. Electrical transcriptions to all radio stations.

Waxing show a Victor gift by Barry Wood, Guy Lombardo on Decca, and a Columbia platter with Tommy Tucker.

Cooperation of 872 radio stations, Victor, Columbia, Decca recording companies, automatic phonograph manufacturers and 850 operators in addition to the prospect of playing records in 375,000 juke boxes is expected to create one of the biggest single song promotions in history.

Washington—Dick Uhl and Corp. Tom Adair, soldiers well known in radio circles and Tin Pan Alley, and who jointly composed the new war bond theme song, "Ev'rybody Ev'ry Pay-day," have turned over the copyright of the tune to the Government for registration in the name of Henry J. Morgenthau, Secretary of the Treasury. All profits will go to the Army Relief Fund.

Networks To Appeal Statutory Court Ruling

(Continued from Page 6)

decision seems to us to be based upon a narrow legalistic interpretation of the Communications Act with which we frankly disagree, and which wholly disregards the irreparable damage which might be done to American broadcasting. We are confident that no final determination of this case can ignore the fact that our present American system of broadcasting has produced the highest level of audience approval and of public service of any country in the world."

Niles Trammell, president of NBC yesterday issued the following statement when informed of the decision: "Steps will be taken immediately to perfect an appeal to the United States Supreme Court."

Capital Surprised

Washington—Washington's reaction to the chain broadcasting decision was a long whistle, gradually dissolving into varied expressions of dismay, or general uncertainty. Immediately there was speculation as to how the decision would affect the anti-trust proceedings against the networks.

No one prominent in radio circles was willing to be quoted directly, and most preferred to withhold any general comment until they could actually see the decision. In response to numerous requests, FCC Chairman James Lawrence Fly passed out a brief press release, not mimeographed but simply typed with several carbon copies. The release read:

Chairman Fly on chain broadcasting decision:

"In response to requests for a statement, Chairman James Lawrence Fly of the FCC said: 'The Court's decision speaks for itself. I do not think any comment from me would be appropriate.'"

Earlier in the day, in response to a question at his press conference concerning the probability that the Sanders bill to investigate the FCC might die, since the session is nearly over and Rep. Sanders is a "lame duck," Fly remarked: "I saw Congressman Sanders on the train the other day. He was going to a football game. However he didn't say anything on that matter."



To the Colors!

JOHN GULLY COLE, director of Emerson Drug Company's (Bromo-Seltzer) "Vox Pop" programs on CBS, has enlisted in the U. S. Coast Guard as a chief petty officer. He will be stationed in the public relations office of the radio specialist branch in New York City. His job on the program will be handled by Bob Byron, formerly with WHN, New York, and CBS, according to an announcement by Ruthrauff & Ryan, Inc., which handles the account.

MARSHALL SMALL, newscaster of KUTA, Salt Lake City, is awaiting to report to the Army Air Corps.

CHUCK WILSON, junior announcer at WKST, New Castle, Pa., for the past six months, has left for the Navy. BOB FERGUSON, announcer and program director at WKST, is with the Marines.

JOHN D. ANDERSON, account executive at Ruthrauff & Ryan, New York, has been appointed Lieutenant (s.g.) in the U. S. N. R., Navy Aviation Intelligence.

HAROLD LELAND GOODWIN, formerly announcer for WHAJ, Greenfield, Mass., has enlisted in the Marine Corps.

JAMES A. COCHRANE, production manager of WSPD, Toledo, Ohio, left recently for Barry Field, Nashville, Tenn., where he is a member of the Army Air Corps.

HELEN LOUCKS, ANDY GAINNEY and TOM MECHLING, traffic manager, announcer and assistant news editor respectively of KOA, Denver, are three more service stars added to the station's roster. Miss Loucks has joined the WAACS; Gainney is awaiting orders to report to the Army Air Force; Mechling is a member of the U. S. Army.

JACK MOHLER has resigned from the promotion department of WOR, New York, to enter military service.

JOHN BAUMGARTNER, continuity writer at WFDF, Flint, Mich., has been accepted by the Army for officers' training in the communications branch. He was formerly associated with WIBC, Indianapolis, and WCLS, Joliet, Ill.

Coast-to-Coast

BILL BRENGEL is currently emceeing the New Orleans half of the "Quiz of Two Cities," aired on WWL, New Orleans. He has replaced Woody Hattic, who has moved to the West Coast. Brengel also replaces Hattic as sportscaster on the daily Falstaff Brewing Corporation's programs on the station.

Eastman Kodak Co. has inaugurated a new series on WHAM, Rochester, N. Y. Program includes the Eastmanaires, The Rochester Civic Orchestra under the direction of Guy Fraser Harrison, a narrator and guest stars. Show is produced by Maury Holland of the J. Walter Thompson Co., and is scheduled for 26 weeks. Bausch & Lomb Optical Co. is using WHAM to recruit employees with a program devoted to highlighting an employee who had an entirely different line of work before the war. Series, which is for 24 weeks, also includes a musical program by the WHAM staff orchestra and guest soloists.

Ruth Thomas and Isabel Martin, first women to be trained by CBS as radio technicians, have reported for duty at the Office of War Information.

Metropolitan Television Inc. announces the appointment of Albert Morgan to the announcing and writing staff of FM station, W75NY. Morgan was formerly emcee of WNYC's "How Well Do You Listen?" quiz show and his script, "The Little One" was recently produced by the Columbia Workshop.

KSL, Salt Lake City is putting on a special series of 13 plays by Arch Oboler, Author, on receipt of a letter from Louise Howe, KSL drama department, has given his permission for the broadcasting of his plays on a local station for the first time. Oboler's new book "Plays For Americans" was recently published.

WBYN, New York, this week, is inaugurating a new series of dramatizations of AP headline news stories for its Jewish listeners. Show, a musical variety program with news, features a live orchestra and vocalists and is aired on a thrice-weekly schedule. As part of its daily 6-hour news program WBYN aired President Roosevelt's Armistice Day speech every hour on the half-hour throughout the entire six hours.

Dick Allen, formerly of the announcing staff of WELL, New Haven, and previously with WORL, Boston, has rejoined WLIB, Brooklyn, after an absence of several months. Roger Wayne, assistant musical director of WLIB, in collaboration with Carolyn Piedmont, has written a new song titled "Silvery Night" which was aired for the first time over WLIB on Wednesday by vocalist Roger Sweet. WLIB is readying a series of debates and forum discussions on vital war issues conducted the faculty of Brooklyn College. Huber Hoge Agency has contracted with WLIB for 30 announcements weekly in behalf of "Modern Physicians Home Book" and "World's Greatest Books."

New addition to announcing staff of WJTN, Jamestown is Alex Schultz who came by way of WSYR, Syracuse. Schultz is a former NEC pageboy. He replaces Bob Walters, who returned to the station where he got his first radio job, WWNY, Watertown.

New announcers at KQW, San Francisco, are Fred Ruegg, Dudley Manlove and Jack Temple. Ruegg was formerly with the San Jose studios of the station and replaces Dave Vaile, resigned to go to Hollywood. Manlove was formerly with Frank Wright & Associates and Temple is an alumnus of KYA, also in San Francisco.

Stork News

Daughter was born to Mrs. Ted Lloyd last week. is Esther Ralston, motion picture radio actress. Father is Ted radio director of Twentieth Century Fox and former columnist of DAILY. Young lady has been named Judith Louise.

Marty Gold, pianist-arranger Korn Kobblers, novelty music has been added to the list fathers. Seven-pound girl named Bonnie.

Easton, Pa.—Ray Walton, at WEST of this city, is passing cigars and candy to announce arrival of a seven pound boy, named Allen.

Columbus, Miss.—James Jr. name of the recently-arrived to the family of James E. commercial manager of WCB city.

Hartford, Conn.—Daughter born recently to two members staff of WNBC of this city. Mackora, engineer, and Harris salesman, are the new father.

St. Louis—Vernon Fish, KX engineer, is the latest addition proud papa list at the station weighed eight and one-half on arrival recently.

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

1942 BIRTHDAYS November 17 Frank Fay Archie Josephson Toscha Seidel Leon Rosenberg Glen Galyon Jack Lescoulie Wiley Walker Crane Wilbur

WCKY CINCINNATI WITH REX DAVIS 4 TIMES DAILY

Radio's Gilt-Edge Boost

Dec. Hearing In Dec.; Grand-Table Unlikely

Washington Bureau, RADIO DAILY
 Washington—Hearings on the Pe-
 ban by the newly appointed
 committee of the Senate Inter-
 Commerce Committee will prob-
 get underway the first week in
 ember. Senator D. Worth Clark,
 man, told RADIO DAILY that in
 interim his sub-committee would
 to determine policy.

Prillo will likely be among those
 will be asked to appear before
 sub-committee for questioning.
 proposal, made via resolution by
 broadcasters of the Rocky Moun-

(Continued on Page 2)
 Buy War Savings Bonds and Stamps

I Plans Radio Drive To Cut Civilian Travel

Washington Bureau, RADIO DAILY
 Washington—A campaign to bring
 to the public the importance
 reducing civilian travel to the
 minimum will get under way
 7, according to William Spire,
 campaigns division of the OWI
 bureau. Local spots and net-
 announcements under the net-
 allocations system will feature

(Continued on Page 2)
 Buy War Savings Bonds and Stamps

E. Jackson Takes Over Under Westinghouse Post

Philadelphia—William E. Jackson,
 manager of Westinghouse Radio
 ons, Inc., has been given the
 d responsibilities of advertising
 publicity formerly handled by
 ge A. Harder, according to Lee
 ailes, manager of the Westing-

(Continued on Page 2)

New Blood

Song-writing team of Harry Ruby
 ad Bert Kalmar of the Ziegfeld
 a has been rejuvenized by their
 rogeny in a new National Concert
 Artists Corp. package show,
 Babes On A Budget." Show, writ-
 n by the son and daughter of the
 uo, features in addition to the
 uthors two additional "junior"
 ames: the daughters of Eddie
 antor and Chico Marx.

High-Hat

Radio execs at the Hooper clinic
 on daytime serial dramas, Monday,
 at Hotel Roosevelt, were unex-
 pectedly treated to a fancy literary
 discussion between Clarence Men-
 ser, NBC vice-president, and Mat-
 thew Chappell, research consultant.
 Menser, former College speech
 prof, questioned Chappell's com-
 paring the s. o. with the dime
 novel. Chappell in rebuttal, found
 refuge in "Pilgrim's Progress."

Coca-Cola Sets Blue For 9 Hours Xmas Day

Coca-Cola Co. has completed plans
 for an all-out effort to entertain
 those at home and in the armed ser-
 vices with an unprecedented series
 of band programs which will run for
 12 hours, with minor intermissions,
 Christmas Day over the Blue Net-
 work of 142 outlets. Shows will
 originate from camps and stations
 throughout the country starting at
 noon and running to 12 midnight

(Continued on Page 3)
 Buy War Savings Bonds and Stamps

NBC Affiliates Elect District Representatives

Results of the election held by NBC
 network affiliates, to select represen-
 tatives on the Stations Planning and
 Advisory Committee, were announced
 yesterday by Ernst & Ernst, account-
 ants and auditors, who supervised the

(Continued on Page 5)

"Unhampered" Radio Vital To The War Effort—Hopkins

Big Army Training Center Adds Radio Men To Staff

Maxwell Field, Ala.—In connection
 with the newly-expanded radio ac-
 tivities of the Training Center, an-
 nouncement was made this week of
 the appointment of two widely-ex-
 periented radio men to the staff of
 the Public Relations Division at
 Southeast Headquarters here. They

(Continued on Page 2)

Additional Census Figures On "Homes" Reveal Towns Over 97% Equipped; Powerful Ten-Year Stride

Radio's Role In War Outlined By Hollister

Advertising was described as the
 life-blood of the broadcasting system
 in the United States by Paul Hollister,
 CBS vice-president, speaking as the
 industry's representative at the east-
 ern annual meeting of the American
 Association of Advertising Agencies
 at the Hotel Roosevelt yesterday after-
 noon. Afternoon meeting, which was

(Continued on Page 6)
 Buy War Savings Bonds and Stamps

Sehl To King-Trendle; Will Work On "Ranger"

Detroit—Harry Sehl, formerly of
 Harry Sehl Agency, has joined the
 King-Trendle Broadcasting Corp. as
 promotion manager of Lone Ranger,
 Inc. His duties will be to supervise
 publicity-promotion and generally as-
 sist George Trendle in the over-all
 handling of "The Lone Ranger."

(Continued on Page 2)
 Buy War Savings Bonds and Stamps

Govt. Sets Up System To Buy Shellac Stocks

Washington Bureau, RADIO DAILY
 Washington—In another move to
 meet the growing shortage of shellac,
 the Defense Supplies Corporation an-
 nounced that it will purchase stocks,

(Continued on Page 2)

Washington Bureau, RADIO DAILY
 Washington—The United
 States Census Bureau is build-
 ing up a volume of gilt-ed,
 evidence that radio cov...
 America like no other medium.
 The bureau's almost daily re-
 lease of figures compiled dur-
 ing the 1940 decennial census
 invariably shows the effective-
 ness of radio as a medium of

(Continued on Page 7)
 Buy War Savings Bonds and Stamps

Sets-In-Use Soaring Since AEF News Broke

Sets-in-use remained at an ab-
 normally high figure after 9 p.m.,
 November 7, as a result of the radio
 flash of the North African AEF inva-
 sion, according to a survey just made
 by The Pulse of New York, Inc. Re-
 port made a comparison among com-
 parable Saturday nights in Septem-
 ber, October and November, with the

(Continued on Page 7)
 Buy War Savings Bonds and Stamps

Sen. E. C. Johnson Heads "League" Probe Group

Washington Bureau, RADIO DAILY
 Washington—New Chairman of the
 sub-committee of the Senate Interstate
 Commerce Committee appointed to
 investigate the banning of time to

(Continued on Page 2)

Opportunity!

Young American singers will
 have the opportunity to demon-
 strate their ability when, starting
 Nov. 26, the Metropolitan Opera
 Guild will present "Metropolitan
 Opera, U.S.A." on the Blue Net-
 work. New show will be aired
 Thursdays from 7:30-8 p.m. Law-
 rence Tibbett, "Met" baritone, will
 act as master of ceremonies and
 host to the aspiring artists.



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M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Nov. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	129 1/2	128 1/8	128 1/4	- 1/2
CBS A	143 3/4	143 3/8	143 3/8	- 3/8
CBS B	145 1/2	143 3/8	145 1/4	+ 1/4
Gen. Electric	29 3/4	29 1/8	29 1/8	- 3/4
Philco	11	11	11	- 1/8
RCA Common	4 3/8	4 1/8	4 1/8	- 1/8
Stewart-Warner	7 3/4	7 1/2	7 1/2	- 3/8
Westinghouse	77 1/2	76 1/4	76 1/4	- 3/4
Zenith Radio	16 3/4	16 1/4	16 1/4	- 5/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	11-16	11-16	11-16	+1-16
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OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	3	3 1/4
Stromberg-Carlson	6 5/8	7 5/8
WCAO (Baltimore)	18	22
WJR (Detroit)	18	20

Listeners Ask Status Quo On 'Mediation Board' Time

Close to 3,000 letters, ninety-five per cent of which favored a status quo, were received by A. L. Alexander over the week-end, in response to his request for listeners' opinions on the question of reducing to a half-hour or three-quarters of an hour, his "Board of Mediation" program which now occupies a full hour, 9-10 p.m., Fridays. Program will be shifted next week to the 9:30-10:30 spot.

Showmanship!

WnBC

HARTFORD

5000 WATTS Basic Blue

A GREAT RADIO STATION

Big Army Training Center Adds Radio Men To Staff

(Continued from Page 1)

are: 1st Lt. Robert G. Jennings and Cpl. Elmo Israel. Prior to his enlistment in the Air Corps, Lieutenant Jennings was vice-president in charge of radio for H. W. Kastor & Sons Advertising Company, Chicago. Corporal Israel was formerly studio production manager and public relations director for station WSB, Atlanta.

The two have already started a half-hour Southeast show, "Victory Rides on Wings," which is being presented over station WAPI, Birmingham, from the Air Forces Basic Flying School at Gunter Field, Ala.

Lieut. Jennings is also a former vice-president of the Crosley Radio Corp. in charge of programs and sales for stations WLW and WSAI, Cincinnati. He originated and supervised the network show, "Meet Your Navy," now being broadcast from Great Lakes, Ill.

At WSB, Corporal Israel wrote and produced such programs as "Pan Americana," and "Reveille in Dixie." His historical radio dramas about Latin America have been reproduced as educational projects in high schools of more than 40 states.

Govt. Sets Up System To Buy Shellac Stocks

(Continued on Page 2)

if offers are forwarded to Associated Representatives, 155 John Street, New York, before March 1. Seedlac, or lac which has been bleached, cut or incorporated in protective or technical coatings will not be purchased.

The price offered on basis of F.O.B. seller's warehouse or plant, will be 10 per cent less than that specified in the particular grade in OPA's shellac schedule of last month. Deductions will be made if the shellac is matted or blocked.

Because shellac can be used only with WPB permission, and because recording companies have been cut to 10 per cent of their 1941 consumption—with denial of all shellac a real possibility—this offer to purchase will probably be accepted by many firms now holding large stocks. Holders of less than 10,000 pounds on July 31, were allowed to sell to established dealers and government agencies.

W. E. Jackson Takes Over Harder Westinghouse Post

(Continued from Page 1)

house stations. Harder has resigned in order to join the Army. Jackson has been in his present position since 1941, having previously been connected with KDKA, Pittsburgh, as sales manager.

OWI Plans Radio Drive To Cut Civilian Travel

(Continued from Page 1)

these messages. Time also will be devoted to urging that the public carry its own Christmas packages, to cut short deliveries to a minimum.

Sen. E. C. Johnson Heads "League" Probe Group

(Continued from Page 1)

the Cooperative League by NBC and CBS is Senator Edwin C. Johnson, Colorado Democrat. Democrat Homer T. Bone of Washington was originally named by Chairman Burton K. Wheeler, but he was required to return to his home state and had to refuse the assignment.

Senator Johnson himself is still in Colorado, although he is expected back this week. It is reported in radio circles, here however, that hearings on Senator George Norris' resolution calling for an investigation of the alleged discriminatory ban might get under way by the end of next week.

Interest in the investigation is rising in Washington especially since the National Educational Association and the Progressive Educational Association have indicated their support of the Cooperative League.

"It's now an issue of principle," said J. T. Carson, Washington representative for the League. "It might very well involve an amendment to the Communications Act."

Network Letters

The letters to the FCC from Paul C. Kesten, CBS vice-president and general manager and NBC president Niles Trammell went to Carson two weeks ago, in order that he might let the Commission know if there were any more facts which he thought should be on the record. Carson, who returned to town yesterday from a long trip told RADIO DAILY, "there are no additional facts but there are additional viewpoints. I expect to prepare a reply to the Commission shortly."

Other members of the sub-committee charged with investigating the denial of time are Senators Tunnell, Reed, Tobey, White and Hill.

There was little likelihood that any action would be taken on the other side of the Capitol on the resolution entered some few weeks ago by Rep. Bernard John Gehrman, Wisconsin Progressive, calling for the same investigation. The House Rules Committee will probably not even discuss the bill unless it is pushed by Gehrman, which seems unlikely. Gehrman quoted FCC Chairman James Lawrence Fly last week that he thought the FCC should take the initiative in pushing the bill, but with Senate hearings schedule it is extremely unlikely that anything will be done in the House.

COMING and GOING

CECIL D. MASTIN, general manager of Binghamton, N. Y.; HARRY TRENNES, manager, and EWING HAWKINS, sales promotion manager, are in New York for contract with CBS.

CHARLES P. MANSHIP, JR., president of KIRO, Blue Network outlet in Baton Rouge, has arrived from Louisiana on a short trip.

CRAIG LAWRENCE, assistant general manager and commercial manager of KRN, Moines, is in town from Iowa for talks with network officials and station reps.

FRED FLETCHER, general manager of Raleigh, N. C., has returned from a trip to the eastern sections of the Carolinas.

LOREN B. STONE, assistant business manager of KIRO, Seattle outlet of CBS, in New York yesterday on station business.

CHARLES M. ROBERTSON, JR., and MA MacPHERSON are in town for a week to work with Phil Meek, local manager of the R. Jones Advertising Agency.

GEORGE TRENDLE and MRS. TRENDLE, H. ALLEN CAMPBELL, general manager of Michigan network, spending a few days in New York.

DALE ROBERTSON, commercial manager of WJRM, Scranton station of the Blue Network, visiting yesterday at the Rockefeller Center headquarters.

LEONARD G. FEATHER returned yesterday from Philadelphia, where he discussed with Ellington plans for the latter's concert at Carnegie Hall on Jan. 23.

BARRON HOWARD, business manager of WRVA, Richmond, Va., in town yesterday paying a call at the headquarters of CBS.

LES BROWN and his orchestra are back in the Cedar Grove "Meadowbrook" after utilizing their night off to entertain the staff at Mitchel Field, L. I.

AFM Hearing In Dec.: Round-Table Unlikely

(Continued from Page 1)

tain States, last week, calling for a public forum or round table discussion of the ban by James C. Peterson and leaders in labor and radio have materialized. Resolution, passed at the 14th NAB District meeting in Denver, urged that the network range for the debate as a broad panel including presidents of the AFL and CIO, and representatives for the FCC, transcription and recording companies, small radio stations and the government.

War orders have boosted the industrial payroll 55%.



THE PENTHOUSE

SERENADE

Latin American Tunes

Does

A SELLING JOB

IN PHILADELPHIA

WPEN

5000 WATTS 950 KC

WTAG WORCESTER

When you buy time—BUY AN AUDIEN

Unhampered" Radio Seen Vital War Need

(Continued from Page 1)

were in attendance at the two-meeting, which is part of the led tour of NAB districts by representatives of the trade association and government agency officials. The war effort's most important placing special emphasis on the importance to military of shortwave broadcasts and to men in uniform overseas as films sent to American extraordinary forces. In connection with the manpower situation, Art and KRE, Berkeley, and chair- of the district, declared that editors and announcers were difficult a problem as technicians at the meeting were told radio had done an outstanding securing enlistments by representatives of the public relations staff of three armed services, Navy, and Army, as well as Colonel Powell, Western director of the Service Board.

Advice to Rural Stations

A special session devoted to the managers' committee, Wilt Gun- der, KSRO, Santa Rosa, and strict's representative on the committee, told those in attendance rural stations must prepare to bultry instead of refrigerators, instead of autos" to take up in the radio business caused shutdown of many civilian services. Using the experience of tion, he urged rural stations in with the Federal plea to maximum possible crops and

speakers at the meeting in- the following: Neville Miller, resident; Lewis H. Avery, di- of the department of Broad- advertising; Gene Carr, assistant Bold Ryan in charge of radio ship; Carl Haverlin, headquar- consultant on industry relations T; representatives of the Radio Division of the Army; Pub- lications branches of the Army, and Marine Corps; spokesmen Office of Civilian Defense; acy department reps, and others. tion will be held for district for the ensuing two-year

★ PROMOTION ★

Student Tour

WGN, Chicago, played recently host to more than 300 editors and business managers of college newspapers when members of the Associated Collegiate Press, meeting at Northwestern University, were guests of the station. The young men and women editors and business managers, representing almost every state, were entertained in the WGN main audience studio by Harold Isbell, Bill Anson, Jack Brickhouse, Bob Trendler and the WGN orchestra, and a group of guest stars in the program, "An Hour With Isbell and Anson." Isbell and Anson interviewed several of the visiting collegians.

Following the program, the group was shown two motion pictures prepared by the Chicago Tribune, "Trees to Tribune" and "All-American Way." After the picture showing, the young journalists were escorted on a tour of the Chicago Tribune's various departments. Kenneth Olson, dean of the School of Journalism and Northwestern, accompanied the college journalists.

Achievement Chart

In order to encourage extra effort and originality among the members of the production and programming staffs, WEIM, Fitchburg, Mass., has put into operation an Achievement

Chart on which different colored stars are placed for the following: (1) General Excellence; (2) Outstanding Production; (3) Announcing Artistry; (4) Efficiency and Effort, and (5) "Clambake Supreme." A prize will be awarded by WEIM to the individual showing the best record and the least number of "Clambakes" at the end of each three-month period. Only "Clambake Specials" awarded so far were for air work the day following the all-night "Election Results" broadcast.

KROW-Newspaper Co-op

As a joint promotion for KROW, Oakland, and the Oakland "Post-Enquirer," "Tea With Susan" is a bi-weekly program broadcast from the station's studio. While actually entertaining a small group of club women at tea Susan Little, the station's homemaking director, broadcasts the informal discussion that takes place. Susan Little is also home economics editor of the paper and though the paper and the station have no connection this mutual personality gives both the opportunity for reciprocal promotion.

Coca-Cola Sets Blue For 9 Hours Xmas Day

(Continued from Page 1)

EWT. About 9 hours of air time is involved.

Forty of the country's leading bands will play 15-minute periods from their respective camp or station, also bringing in local color, and following the 15-minute period on the air, will entertain men in armed forces at either the camp or station for three hours thereafter.

Program will start at 12 noon EWT, and run until 5:30 p.m. with 22 bands appearing; continues from 6:15 to 6:45 p.m.; from 7:00 to 7:30 p.m.; 8:30 to 9:00 p.m.; 9:30 to 10:00 p.m. and from 10:30 pm. to midnight EWT.

Husted Leaving OWI For Red Cross Post

Washington Bureau, RADIO DAILY

Washington—Resignation of K. Wallace Husted, formerly of WLOC, Minneapolis, as chief of station relations for the OWI Radio Bureau was announced yesterday. Husted, whose appointment was announced only last month, resigned to accept a post as overseas director for the Red Cross. He will leave the country shortly. No successor has yet been named.

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.

PERFORMANCE



**DEPENDS UPON
ACCURATE
WORKMANSHIP**

**EACH OF OUR DEPARTMENTS IS TRAINED
TO BE ACCURATE**

WEED

AND COMPANY

accurate

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

ST. MONROE COUNTY

WHAMland

18 busy trading centers for 43 counties, at 1/3 the cost of localized coverage.

Nat'l Rep. George P. Hollingbery Co.

50,000 Watts... Clear Channel... Full

Time... NBC Blue and Red Networks

STER. N. Y. "The STROMBERG-CARLSON STATION"

Los Angeles

By JAC WILLEN

DON FEDDERSON, KYA sales manager, in Hollywood visiting on business and renewing old acquaintances, returns to San Francisco over the week-end. Mrs. Fedderson accompanied Don on the trip.

The title of the new all-soldier show to originate at Santa Ana Base on Thursdays for release over the Blue Network has been changed from "White Stars to Victory" to "Wings to Victory." Show will dramatize the daring and blazing exploits of Uncle Sam's combat flyers, based on actual experiences of the U.S. Army air force. Scripts will be written by Frederick Hazlett Brennan; Captain Mel Ruick will be heard as narrator, and Major Eddie Dunstedter will supervise the music. Lieut. Robert B. Sinclair is co-producer of the series, with Bob Moss, production manager of Blue in Hollywood.

Irvin Borders, of KNX sales promotion department, addressed members of the American Council of Public Relations Thursday, Nov. 5, on "Public Relations for the American Way" at their regular meeting in Los Angeles.

Two more staff members of KFI-KECA, Earle C. Anthony, Inc., stations, report for duty last week. George Dvorak was inducted Nov. 9. Amos Barron, announcer, was inducted the 13th.

Blue Advisory Committee Opens N. Y. Meeting Today

The Planning and Advisory Committee of the Blue Network will meet today at Rockefeller Center. Members of the group, representing the seven regional districts of the country, comprise: William Fay, general manager of WHAM, Rochester, N. Y.; H. Allen Campbell, secretary and general manager of WXYZ, Detroit; Earl E. May, president of KMA, Shenandoah, Iowa; Henry P. Johnston, vice-president and general manager of WSGN, Birmingham, Ala.; W. B. Stucht, commercial manager of KJR, Seattle; Harold V. Hough, general manager of KGKO, Ft. Worth, and W. D. Pyle, president and general manager of KVOB, Denver.

Personnel of the present committee was named during the week of Nov. 2.

TUNE-DEX

The music publishing industry's only living, permanent, reference index.

WILL KEEP YOU POSTED

Advance releases, and old favorites at low cost!

TUNE-DEX cards detail complete info: prices, arrangements, performance license, copyright info, publishers, etc., with chorded lead sheet & lyric of chorus

FREE SAMPLES

and info on request.

TUNE-DEX, Inc., Dept. R, 1619 B'way, N. Y. C.



Notes From a Ringside Seat . . .!

● ● ● Add \$64 questions: What talent office is losing most of its male personnel—and not because of the draft, either? . . . "Against the Storm" fades within a few weeks. . . Bert Prager has set a five-minute show with Col. Stoopnagle for Metro to follow Lowell Thomas nightly on the Blue. . . Sign of the Times: Of the 30 students in Gil Martyn's announcing class—ten are femmes! . . . Arthur Solomon, according to Washington reports, has the inside track for appointment as Publicity Director for the Democratic National Committee. . . Jackson Beck, who portrays the part of the two-gun villain, "The Cisco Kid," has landed another role in radio—that of the commentator on CBS' "The Man Behind The Gun"! . . . Add Life's Little Ironies: Sarah Burton, who was born and raised in England, can't get a Cockney role in radio here because directors claim her dialect isn't authentic! . . . Joe Hanley, writer of "Ever Since You Went Away," is 1-A. . . Nellie Revell's humor landed in three national mags this month—"Ladies Home Journal," "Reader's Digest" and "Satevepost". . . Wire from Donna King informs that Alvino Rey and the King Sisters are smashing all records at the Hotel Sherman's College Inn in Chi both in receipts and attendance.

☆ ☆ ☆

● ● ● A "Contented Reader" writes in wondering how come our newspapers have adopted such typically German expressions as "strafe" and "blitz." Wants to know if we can't think up our own phrases for what we're doing to them over there. . . Which reminds us that Sandy Strouse received a letter recently from his brother, Roger, who's with the Merchant Marine. Latter wrote that his convoy got through without a single enemy attack—but upon landing on the other side, noticed an announcement in the London papers that the Germans had claimed sinking the very ship he'd been on! . . . Jane Barton, crack radio publicist, has up and joined the WAVES—but won't be leaving for active duty for some weeks yet. . . Gladys Zazorin, 'phone operator with RADIO DAILY for the past five years, resigning to await the arrival of the Stork. . . Eunice Howard signed for "Treasury Star Parade" Nov. 22nd. . . Richard Stark annoyed because he was referred to recently as an "NBC Chicago announcer." Wants the world to know he's a New Yorker! . . . Lucille & Eddie Roberts nixed a return date at the Rainbow Room to tour Southern army camps with a USO unit. . . Scene at Sardi's: Geo. Jessel getting a 'phone call from his mother, for a change. . . Save a little scrap—if we're gonna win the big one.

☆ ☆ ☆

● ● ● Ed East lands another sponsor on his "Breakfast At Bedlam" starting Monday—the Dry Dock Savings Institution. . . Shirley Eder's WINS show has changed its tag from "Woman of the Day" to "Washington Line." Mary Healy is her guest today. . . Over 10,000 pressings were made from the master record of Sunday's "Command Performance" program in order to supply all requests from the armed services. . . Announcer Geo. Hogan is top student at the Melville School of Aeronautics. . . Johnny Long, Duke alumnus, will be honored by his University next month at a testimonial dinner. . . Patricia Ryan is doubling between radio and the 51 Club. . . One of radio's ace comedienne—Ann Thomas—is being screen-tested by RKO. Here's a gal radio will miss plenty if she does accept that Hollywood offer. . . Bob Hope on "Camel Caravan" Friday. . . Jane Froman, Adolphe Menjou and Frank Fay slated for "Stage Door Canteen" tomorrow. . . Funniest crack of the radio week was Archie's greeting to Clifton Fadiman on "Duffy's" last week: "Hello, Mr. Fadiman, what do you know—besides everything!" . . . Nationwide Songs, Inc., coming out today with a tune called "There's An FDR in Freedom"—a sock title. . . Henry Jerome will introduce it via WOR. . . Ethel Smith would prefer putting it this way: "Home of the V and the land of the WAVE."

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

AMONG new business contracts signed by Glenn Snyder, manager of WLS, this week are Chicago Order Company, three 15-minute periods weekly, five weeks, the Buchanan & Company, Inc., featuring the Rangers, Marjorie Lynn, Rusty and His Dawn Busters; G. Stores, three 15-minute periods weekly through United Advertising Chicago.

William Morris, Jr., stopped Chicago en route from the West to New York. While here, he had a huddle with the Chicago station the outlook of the booking business.

Don McNeill, emcee of the "Fast Club," is back from a three-week shooting trip with the limit of \$100.

Although the local racing business has closed, WAIT, has negotiated a contract with Clem McCardell to continue his afternoon appearances on the station with racing news on other tracks throughout the country.

WBBM news analysts Dick McGibney and Todd Hunter are presently aired for Inter-state Broadcasting Corporation of Kansas City and continue their present broadcast schedule for another 26 weeks. WBBM has 15-minute news shots three times weekly.

Chico Marx denies publisher rumors he's quitting as a band leader and points to prospects of a commercial radio show and New York hotel spot as indications of the show's popularity.

Phil Levant and orchestra are engaged to play the AFRA Benefit Ball which will be held Saturday, Nov. 21, in the ballroom of the Hotel Sherman.

The ALABAMA TRIO

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 TRIO to carry your message.

Better Price

Yes, there's a better rate—on better coverage—on the ALABAMA TRIO. Save a full 10% when you use all three!

WSGN WSFA WA
BIRMINGHAM MONTGOMERY MOBILE

REPRESENTED BY HEADLEY-REED CO.

GUEST-ING

GEN. HORACE S. SEWELL, advisor to the British Military Information Service in New York, will be the "March of Time" promoter tomorrow (WEAF-NBC, 10:30 p.m.).

PERRIN and LOU DIAMOND will be the guests on Tom Slater's "Flight Night," (Mutual, 7:15 p.m.; WOR, 7:30 p.m.).

LE BALL, on the Rudy program, tomorrow (WEAF-10 p.m.).

WARD S. STRECKER, psychiatrist at the University of Pennsylvania, on "Highways to Tomorrow" (WABC-CBS, 4:30 p.m.).

Affiliates Elect District Representatives

(Continued from Page 1)
The districts and their representatives are:
W. Morency, WTIC, Hartford; Richard Shafto, WIS, Columbus; D. Shouse, WLW, Cincinnati; Stone, WSM, Nashville; E. Hubbard, KSTP, Paul, Minn.; Zimmerman, KARK, Little Rock; S. Fox, KDYL, Salt Lake City; X. Pangborn, KGW, Portland; Planning and Administration Committee was formed last year to study the problems of individual stations in their association network. According to Wilfred Hedges, vice-president in charge of Stations Departments, the committee has submitted recommendations which have resulted in many improvements. The committee decided this year to increase the number of districts from seven to eight by adding an eastern coastal

WAR-PROGRAM IDEAS

"We Pay You" Quiz

New quiz show entitled "We Pay You" will have its premiere on KHJ, Los Angeles today and will be heard weekly thereafter from the stages of the Independent Theater Group with patrons of the theaters contesting for cash prizes. Jack Bailey and Dave Young will be co-emcees on the broadcasts. The program was placed through the Allied Advertising Agency and extends through next February 10.

"Leatherneck Digest"

Staff Sergeant Phil Edwards edits the "Leatherneck Digest" over WJTN, Jamestown and WHDL, Olean once weekly on behalf of the United States Marine Corps. The show is of 15-minute duration and includes stories of heroic incidents in the Marine Corps, general recruiting information, and interviews with Marines who have seen action. Recent show featured Marine Private Fred Street who was aboard the Yorktown at the time of her sinking. Staff Sergeant Edwards, a member of the Buffalo

AFM Local 802 Ticket Cites Gains by Incumbents

As the election campaign in AFM Local 802 nears its climax, the Blue Ticket which endorses the incumbent administration, has issued its "record" and "platform" in reply to that presented by the opposition ticket, Unity group. In the radio field, the Blue candidates cited gains in minimum rates for sustaining scale, reduction in hours in the work week, and extension of period in which to give a discharge notice from four to eight weeks. Among the class B and C stations, party claims to have established house bands where recorded music had existed.

Blue ticket claims, also, to have been the first AFM administration to have organized arrangers, copyists and librarians. Group also has taken credit for the Escrow Department which the Unity group counterclaims failed to accomplish its goal of cleaning up kick-backs etc. Election is set for Dec. 3.

Marine Recruiting Office, makes the trip to WJTN, Jamestown every Wednesday evening and the program is fed to WHDL, Olean.



BBC Show On WLIB

Vital role of British women in warfare is dramatically portrayed on the "Women's War," a BBC program aired from London and re-broadcast over WLIB, Brooklyn, on Saturdays at 9:30 a.m. Packed with human interest, the weekly series describes the war activities of the British Isles' 20 million women war workers. Among the guests who have appeared on the program to give Americans first hand news of British women at war have been women airplane spotters, Land Army girls and grandmothers caring for war nurseries.

AGENCIES

HENRY O. PATTISON, for the past ten years associated with J. Walter Thompson Co., has joined the copy department of Benton & Bowles, Inc.

JAMES R. CROWELL, author, has joined the public relations staff of N. W. Ayer & Son.

OTIS WINGO, JR. and HAROLD A. SMITH have joined the public relations department of Young & Rubicam.

DUANE JONES CO. has been named to handle the advertising of the Sapolin Co., Inc., makers of Sapolin, Mello-Lux and other paints, varnishes and enamels.

ERWIN, WASEY & CO. has been appointed advertising agency for the Humphreys Medicine Co.



"THE RETAILER IS IN THE DRIVER'S SEAT"

Says N. E. KREUZBERG, Sales and Advertising Manager of 75 U-Be-See Food Stores associated with THE LIMA-KENTON GROCERY CO., Lima, Ohio.



No. 6 OF A SERIES — WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WARTIME ADVERTISING.

"As I see it, the fate of all food manufacturers is now entirely in the hands of the retailer. From my own personal observations, the retailer is generally interested in some private brand that he suggests and generally sells, should the advertised brand be out of stock.

"It appears that unknown brands are quite likely to make great strides unless all possible advertising support is continued for known brands in the retail food business.

"No right-thinking retailer can blame a manufacturer if war shortages make it impossible to supply normal amounts of his product. But he can find fault if advertising and point-of-sale support are withdrawn altogether.

"Continued advertising is essential even though it may indirectly result in the sale of private brands due to unavoidable shortages of nationally advertised merchandise.

"This may seem to be a "reverse" role for national advertising — but the important thing is that it will keep alive the consumer's desire to buy nationally advertised brands and it will help the retailer stay in business.

"Therefore, such a policy will pay big dividends with those retailers when manufacturers are able to produce consumer goods in abundance once more."

Alpha goes AMP

November 8, 1942, Alpha Music, 501 Madison Avenue, New York transferred the exclusive administration of their radio performing from BMI to AMP. Stations maintaining regular AMP licenses are immediately authorized to perform without restriction all of the copyrighted titles in this active catalogue. Included therein is the well-known and widely used "Book of International Music" by Ralph Sandor and an important segment of Southern dances and songs, many of which are to be found on commercial phonograph records.

ASSOCIATED MUSIC PUBLISHERS, INC.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Radio's Role In War Effort Told To AAAA By Hollister

(Continued from Page 1)

closed to members only, was also addressed by Frank E. Tripp, general manager of Gannett Newspapers, and Col. Willard Chevalier, publisher of Business Week, who represented newspaper and business paper interests respectively.

Other speakers at the afternoon session were Ken R. Dyke, OWI chief of the bureau of campaigns; Walter von Tresckow, president of the Halstead Traffic Communications Corp.; C. B. Larrabee, president of Printers Ink Publishing Co.; John Benson, AAAA president, and William Reydel, of Newell Emmett Company and chairman of the AAAA executive Board. Afternoon and evening sessions were presided over by Howard D. Williams, chairman of the New York council of the AAAA.

Evening session was open to non-members and was addressed by Chester J. La Roche, Young & Rubicam, and Dr. Miller McClintock, newly elected MBS president, who are chairman and president, respectively, of the Advertising Council and who discussed the work and accomplishments of that group.

Calls Revenue Prime Factor

In answering, for radio, the question of what advertising is doing in the nation's war effort, Hollister told his AAAA audience that the major wartime contribution of advertising is the source of revenue of 924 stations in the U.S.A. The CBS vice-president stated: "The 924 radio stations in the U.S.A. receive the revenue which enables them to operate from a single major source: advertising moneys paid to them by manufacturers, merchants, and vendors of services. This gross revenue as you know is the sine qua non, the lifeblood, of the broadcasting system in our nation; it pays the costs of not only the offering of goods and services, but it makes possible likewise the massive total of sustaining, or non-commercial programs—what the layman calls the "editorial matter" broadcast. Thus, just as advertising revenue finances largely the editorial and reportorial services of our daily press, and of our magazines, so American industry contributes the sinews of war to the steady forward march of the 924 broadcasting stations against the common enemies of American freedom.

Cites Network Broadcasts

Reviewing CBS' history from the time of its entrance into the field of war broadcasting, Hollister described his net's record of war broadcasts, citing the different categories of programs, 51 major subject groups in all, and giving 3013 broadcasts as the total of CBS war broadcasts for the first six months of the war. In giving a breakdown of these statistics Hollister emphasized the fact that he spoke only for CBS and that all his figures could be multiplied by the war broadcasts on three other na-

tional networks and 900-odd stations.

Patriotism Before Pearl Harbor

Hollister concluded his address as follows: "Patriotism on the air didn't start with Pearl Harbor. 'America's Hour' in the middle Thirties, dramatized the professions and occupations which have given our nation strength. Documentary programs like 'Americans At Work,' emotional programs like Norman Corwin's 'The Pursuit of Happiness' (the first big variety program with a theme of pride in the spirit and deeds of our nation) were the American-born direct ancestors, by many years, of the tight, gripping type of program this particular network has produced since the Japs hit us—'They Live Forever,' and 'Report to the Nation,' and 'The Twenty-Second Letter' and 'Our Secret Weapon' and 'The Man Behind the Gun,' and 'Woman Power' and 'God's Country' and the American Red Cross Program from England each Saturday morning—and 'Soldiers With Wings,' and Orson Welles' new series about South America called 'Hello, Americans'—and Leon Henderson's regular weekly radio ration-board-quiz for all Americans—and Norman Corwin's news program 'An American in England'—and new programs just over the horizon that I can't tell you about today. . . . No, the quality and the date-line of the voluntary war-effort programs broadcast over this and other networks are new—but the basic theme, of a nation worth saving and building to a greater tomorrow was by no means first revealed by Pearl Harbor.

"Maybe there has, in fact, been 'too much on the air about war.'

"Perhaps to hear about your country 48 times a day, on a single network, and to bump into it as many times on three other networks, and on the beams of the 366 individual stations which are not on a network, is just too much to bear.

"Perhaps it is selling the radio-listener down river to have her discover that the heroine of her favorite peace-time daytime serial is driving an ambulance, or going to a nurse's-aide class, or giving a lift to a soldier. (I don't believe it is, and the Hooper and CAB ratings indicate that the radio audience can take it without loss of confidence in their heroines.)

Lauds Radio Advertisers

"Maybe the individual enterprise of the thousands of people in radio-commerce to interpret war in all of its stark phases has led to over-concentration, overloading, of war-morale, on the air—a medium conceived in novelty, born in information, and reared in the technique of dramatic enlightenment. Maybe it is lop-sided that not only the War Broadcasts, so-called, and the War Announcements, and the War News programs, but literally every item of entertainment, instruction, injunction and diversion that flows outward

NEW BUSINESS

KFAR, Fairbanks, Alaska Cigarettes, thru William F. eleven 15-minute broadcasts "Saturday Night Sports Roundup" via shortwave; Sheaffer Pen Company, thru W. W. Garrison 15 anns.; Bulova Watch Co., thru Co., 140 time signals; Avoca Cream, thru Botsford, Const Gardner, 68 anns.; Woolrich Mills, thru Edward Cave Co., Seattle Fur Exchange, thru Co., 15-minute newscasts thr weekly for one year; Fisher Flour, thru Pacific National weekly 15-minute newscasts year; Standard Oil Co., thru time signals twice daily for Alaska Steamship Company Beaumont & Hohman, Seattle casts three times weekly year; Pan-American Airways nightly for one year, direct.

from a major network should be "screened" through a fine sieve to decide "what this contributes to the national effort"—which is literally the output of the network today. I do not believe that the short of this voluntary program approaches all-out contribution to national effort. Nor is there that the advertisers who supply the sinews of radio war would otherwise. They are, in fact, the folk, of singular optical illusion for they can see only forward.

Interpret via Showmanship

"Only because our time is pre-shrunk I must leave it to the night's speakers to describe the elaborate skilled labor of the Advertising Council in conveying the free American enterprising-act the directives of the Government helping him to interpret those directives with consummate showmanship on the air. There is no time more than touch base on that through CBS short-wave (3 of the 11 now operative from the U.S.A.) there has been a constant program beamed to Africa, Asia and South America what proved in many areas the only reliable news obtainable in those countries, free or captive, from source. I can only allude to the setting-up two years ago of La de las Americas, the new network of 82 Central and South American stations exchanging their programs with North America, abating their 130 million people acquainted with our 130 million vice versa, and none too soon.

Radio "Gone to War"

"I am not spared time to show the inbound short-wave post of CBS—the only one contained by American broadcast works—has taken from the air the short-wave distorted red herrings, the faux pas, the blather of the enemy, and has plied them (with salt) to the pages of the print press. . . . has gone to war on four major networks, on 924 U. S. stations. Advertising is supplying 'what it takes

RADIO

EXECUTIVES

EVERYWHERE

CONSTANTLY

REFER TO

RADIO ANNUAL

FOR

WHEREVER

YOU FIND

RADIO DAILY

YOU'LL FIND

A COPY OF

RADIO ANNUAL

1943 RADIO ANNUAL

NOW IN EXTENSIVE

PREPARATION



Radio Gives Radio Gilt-Edged Boost

(Continued from Page 1)
 tion, and indicates the
 able strides taken by
 industry during the 1930-
 eade.
 ct census figures show,
 nance, that 97.3 per cent
 54,633 homes in the
 o Syracuse, N. Y., con-
 raios, that 65,689 of the
 nes in the metropolitan area
 se—97.1 per cent—are cov-
 roadcasters. The figure for
 us is only a shade more im-
 vnan that for the much larger
 Milwaukee. There 97.2 per
 15,662 of 164,335—of the city's
 units reported radios in
 figures may be higher—
 5 homes reported no radios—
 sibly neglected to indicate
 hey had sets.
96.9 In Harrisburg
 of Harrisburg, Pa., capital
 te, reported 96.9 coverage,
 in 22,533 homes of 23,251.
 etropolitan area the figure
 per cent—43,689 of 45,402
 S were reported in 26,243—
 nt—of the homes in Eliza-
 with 762 residents neglect-
 ort that they had or had
 No report was available
 f the 66,501 homes in the
 an area of Akron, Ohio,
 ere reported in 62,387, for
 coverage in that city of
 nt.
 Ill., with sets in 9,685 of
 s described, boasts cover-
 2 per cent, only slightly
 95.8 per cent showing of
 d, Ill., where radios were
 11,550 of 12,059 units. In
 Iowa, 17,842—94.8 per cent
 3,817 homes described re-
 os. Overall coverage for
 olitan area covered by
 cities is 95.2 per cent,
 in 46,274 of the 48,607
 nits.
 report on Erie, Pa.
 verage of 95.9 per cent for
 ty and the metropolitan
 e, Pa., was 95.9 per cent
 th 32,739 of 34,128 units
 a and 28,526 of 29,747 in
 oper listing radios.
 er cent figure was issued

ANNOUNCER WANTED

dependable, experienced.
 cation, sound background
 Good basic salary plus com-
 s if man qualifies. Eastern
 affiliate station. Give com-
 ills including draft status.
 k AG, Radio Daily, 1501
 New York City.



To The Colors



TOM WYATT, public relations di-
 rector of WCKY, Cincinnati, has en-
 listed in the U. S. Marine Corps.
 —vvv—

BOB TYROL, who recently started
 to handle "The United States Coast
 Guard on Parade" programs on WTIC,
 Hartford, has signed up as an enlistee
 in the Coast Guard.
 —vvv—

RUSSEL J. CAMPBELL of the
 sales staff at WHBF, Rock Island, has
 been inducted into the Army.
 —vvv—

BOB GARDNER, announcer at
 KYSM, Mankato, Minn., has enlisted
 in the U. S. Army Air Corps as a
 radio dispatcher.
 —vvv—

WALTER WINDSOR, chief an-
 nouncer at KLO, Ogden, Utah, is now
 a member of Uncle Sam's fighting
 forces.
 —vvv—

LOUIS COHEN, former stage man-
 ager of WWJ, Detroit, is a technical
 sergeant stationed at Camp Tilden,
 N. Y.
 —vvv—

ERNEST TEAGUE, engineer at
 WSRR, Stamford, Conn., has reported
 to Camp Devens, Mass.
 —vvv—

LES LESTER, assistant librarian
 and staff trombonist of WFAA-WBAP,
 Dallas-Forth Worth, has joined the
 Ferry Command of the Army Air
 Corps.

for the combined metropolitan area
 of Lowell, Lawrence and Haverhill,
 Mass., with sets reported in 78,973
 of the 83,687 units. The Lawrence
 figure was 95.2 (20,285 of 21,304);
 that for Lowell 93.8 (22,485 of 23,976),
 and the Haverhill coverage figured
 at 93.6 (12,001 of 12,827).

The last figure also represents the
 coverage for the city of Youngstown,
 Ohio, where there were in 1940 sets
 reported in 37,448 of 40,007 units. For
 the entire metropolitan area of
 Youngstown the figure was only
 slightly lower—93.5 per cent, repre-
 senting 83,878 of 89,721 dwellings. In
 Camden, N. J., with 771 residents
 neglecting to report, assured coverage
 was 93.1 per cent—27,655 of 30,478
 homes.

Carolina Figures Lower

Considerably lower than all these
 was the figure of 61.8 per cent rep-
 resenting 471,863 of the 764,144 dwell-
 ing units in the state of North Caro-
 lina. Reason for this relatively low
 figure is the lack of receivers in rural
 areas, for the larger cities in the
 state report considerably higher radio
 coverage. In the metropolitan area
 of Asheville, for instance, coverage
 is 79.5 per cent (14,564 of 18,320 units).
 Charlotte's 19,077 sets give it cover-
 age of 79.3, with the Charlotte area
 figures going to 79.9 (21,482 of 26,894
 units). The figure for the city of
 Durham was 80.4 per cent (11,944 of
 14,854) and that for Greensboro 87.1
 per cent (12,179 of 13,966 units). The
 Winston-Salem district reported 77.1
 per cent coverage (20,513 of 26,612
 units).

HARRY FLOWERS, assistant pub-
 licity and merchandising director of
 WBAP-KGKO, Fort Worth, is a
 member of the Army Air Forces sta-
 tioned at Tarrant Field, Texas.
 —vvv—

FRANK SWEENEY, announcer on
 WGN, Chicago, has been sworn into
 the Navy as an aviation cadet. He
 reports for active duty within a few
 months.
 —vvv—

HERBERT L. WILSON, former
 consulting engineer of WBNX, New
 York, has been promoted from cap-
 tain to major in the Signal Corps.
 —vvv—

ROBERT ROYAL, control operator
 at WPTF, Raleigh, N. C., is the most
 recent staff member to enter the
 armed forces. He enlisted as a radio
 mechanic in the Army Air Corps
 ground crew.
 —vvv—

DAN RODGERS, formerly space
 and time buyer of Raymond Spector
 Co., advertising agency, has left for
 San Antonio to report for active duty
 in the Army Air Corps.
 —vvv—

ELBERT J. HALING, former pub-
 licity and merchandising director of
 WBAP-KGKO, Fort Worth, is sta-
 tioned at Tarrant Field air base in
 Texas as a member of the Army Air
 Forces.

Sets-In-Use Soaring Since AEF News Broke

(Continued from Page 1)

last coming out highest every hour
 between 6 p.m. and midnight.

Ordinarily, sets in use fall off con-
 siderably after 10 p.m., but on Nov.
 7, the drop was much less. Using the
 9-10 hour as the base of 100, sets-in-
 use between 10 and 11 remained re-
 spectively for September, October
 and November, 40, 45 and 58 per cent.
 Similarly, for the 11-12 hour, the
 figures are 31, 30 and 41 per cent,
 making it apparent that the public
 remained screwed to radio for more
 news.

Newscasters Popular

Specific news programs shared in
 the tremendous increase in listening
 that night too. Comparing the Octo-
 ber and November ratings, the fol-
 lowing casters gained audiences with
 the event: John B. Hughes from 3.0
 to 8.3; John Gunther from 2.0 to 3.7;
 WABC News Analysis from 2.0 to 3.0;
 G. Putnam from 1.7 to 3.0, and C.
 Wood from 2.3 to 5.3.

Table below shows the average
 quarter hour sets-in-use for each
 evening hour Saturday nights for the
 past three months:

AVERAGE QUARTER HOUR SETS-IN-USE			
Hour	Sept.	Oct.	Nov.
6-7	14.4	17.3	19.7
7-8	16.2	17.4	17.9
8-9	20.8	23.2	25.7
9-10	21.3	28.9	29.2
10-11	9.6	13.0	16.9
11-12	7.5	8.6	12.0

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

"JOHN W. VANDERCOOK DAY"

NBC COMMENTATOR

CONDUCTOR OF "NEWS OF THE WORLD"

AUTHOR

WORLD TRAVELER

Come on down. All radio people welcome—every Wednesday at
 12:30. Bull Ring Bar. Play Bingo for U. S. War Stamps.
 Members \$1.00—Guests \$1.50



Coast-to-Coast



MR. JAY P. B. BEARD has assumed the managerial duties of KBTM, Jonesboro, Ark., now that her husband has volunteered for service in the U. S. Army. He is stationed at Walnut Ridge, Ark. . . . New KBTM personnel setup is as follows: Roland Hughes, former owner of WJZM, Clarkesville, Tenn., commercial manager; Marvin Cloyd, production manager; and Beauton Wood, traffic manager.

WCAE, Pittsburgh, Pa., has added Bob McKenna, formerly of WWSW of the same city, to its announcing staff. . . . Willard Schroeder, WCAE sales manager, has just passed the flying test for a private pilot's license. . . . Herb Morrison, formerly in the promotion department of WCAE, has been promoted to the rank of captain and is stationed at the Oklahoma City Air Depot.

Robert Greene has joined the announcing staff of KROW, Oakland, Calif. He was previously connected with KOIN in Portland, Ore., and KFRC, KPO and KYA, all in San Francisco.

Merchants Biscuit Company of Denver has renewed its schedule of daytime time signals on KOA, Denver, for another 52 weeks. Ball & Davidson Agency of that city set the contract. . . . Rainbo Bread Company, has renewed its "Rainbo Musical Magazine," 3 days a week half-hour show on KOA. The new 52 week deal was handled by station account exec Duncan McColl. . . . "Cavalcade of History," a 15-minute transcribed program, is being sponsored on KOA, twice a week by the Public Service Company of Colorado under a contract signed recently.

News reporter George F. Putnam was the guest of his eleven o'clock news sponsor, Bond Clothing Co., at the Bond plant of New Brunswick, N. J. last week. Putnam was honored at a special luncheon, then went through the plant and met the employees. He was escorted by Walter Neff, of the Neff-Rogow Agency which handles the account, and by the manager of the plant. Bond Clothing Co. sponsors Putnam's 11:00 p.m. news reports on WEAJ, New York, Sundays through Fridays. Putnam, who also emcees the NBC "Army Hour," presents a 6:15 p.m. newscast on WEAJ, Mondays, Wednesdays and Fridays.

1942													
BIRTHDAYS													
17	18	19	20	21	22	23	24	25	26	27	28	29	30

November 18

Pat Alan Jean Ellington
 Betty Frear Sharon Grainger
 Sam Kaufman Mrs. Joe Rines
 Arthur H. Peterson, Jr.

Ray Kember, former head of the script department at KHJ, Los Angeles, is now in the station's transcription department with Von Urbanski, transcription chief for KHJ-Don Lee. Andy Sijakovich has taken over Kember's duties in the script department. . . . Esther Lou Hatch, continuity writer at the Raymond Morgan Agency in Hollywood, has announced her engagement to Al Laughrey, news writer at KHJ-Don Lee. No date has been set for the wedding.

Austin Williams, program director of KLZ, Denver, is doubling in brass. He writes all his own copy for the Public Service Company's "Meet The Army" program heard weekly on the station.

George Cranston, manager of WBAP-KGKO, Fort Worth, has announced the addition of Geraldine Wright to the stations' announcing staff. Until joining the WBAP-KGKO staff she was news commentator and director of women's programs for KRBC, Abilene, Texas. . . . R. C. Stinson, WBAP-KGKO technical director, has added Katherine Hamilton to his staff. She is the first woman to become a technician in the control rooms of the stations.

Boyd Lawlor, local sales manager of WHEB, Portsmouth, N. H., has joined the Walker Co., station representatives. At the same time it was announced that the Walker Co. would represent WHEB nationally. Lawlor will work out of the New York office of the representative firm.

"Memory Lane," which has been aired as a sustainer on WRBL, Columbus, for some time, has been sold to a local dry cleaning association. Series is a weekly feature and is handled by staff announcer Jack O'Connor. . . . Jack Gibney, WRBL special events man, handled the recent broadcast of the "kick-off breakfast" for Community Chest workers of Columbus.

WPAT, Paterson, N. J., has increased its schedule of news broadcasts. Outlet is now broadcasting a five-minute newscast every half hour between the hours of 8:30 a.m. and 5:30 p.m. daily except Sunday. . . . Jack Hunt, son of Adele Hunt, WPAT's employment counselor on the "North Jersey's War of Production" series, has joined the U. S. Navy.

Through its remote facilities, WELL, New Haven, broadcast a special Armistice program last week marking the unveiling of an Honor Roll for the resident of a section of the city now in the armed forces. . . . Another Armistice Day program on the station consisted of an adaptation of Stephen Vincent Benet's "They Burned The Books" by the Dramatic Club of the New Haven High School.

Recent subscribers to the "Christmas Tree of 1942" produced and distributed by Star Radio Programs, Inc. are: WIBA, Madison, Wisc.; KILO, Grand Forks, N. D.; WOSH, Oshkosh, Wisc.; KVOA, Tucson, Ariz.; WBTH,

Williamson, W. Va., and KLX, Oakland, Calif. Series, written by John Rostan, is comprised of 25 half-hour scripts and can be used as a participating, straight-sponsored or sustaining program.

Beaumont Four-Way Cold Tablets are now sponsoring "The World Today" three times weekly over WDRC, Hartford. The contract, placed by H. W. Kastor & Sons, Chicago, runs for 13 weeks, and started Nov. 11. The CBS news roundup is heard nightly over WDRC at 6:45. . . . William Hart has joined the WDRC announcing staff. Hart's appointment completes the reorganization of the WDRC mike staff, which, except for one man, has departed for the war. Hart was the sixth announcer taken on at WDRC in the past few weeks.

WINX, Washington, D. C., is airing the weekly boxing matches sponsored by the Liberty Athletic Club in the Uline Arena. Sam Lawder WINX program director, has returned to the microphone to handle the assignments. . . . Tony Wakeman, WINX sports reporter, is conducting a football scores contest during his 15-minute sports roundup for Valley Forge Beer. Prizes consist of War stamps, with an all-expense trip to the National Professional Football League championship game as a grand prize.

Frederic W. Ziv, Inc., has been advised that discs of the new transcribed show, "Eye-Witness News," is on file at the Library of Congress as part of the library's permanent record on World War II. Show dramatizes eye-witness accounts of the United Nations at war as reported by Associated Press correspondents. Series is produced by John L. Sinn, vice-president in charge of the New York office and cast includes the following: Larry Elliott, Jackson Beck, Al Binnie, Ted de Corsia, Peter Capell, Hester Sondergaard, Luis Van Rooten, Humphrey Davis, Roger DeKoven, Sherman A. MacGregor, David Kerman, Richard Sanders, Ronny Liss, Adele Ronson, Susan Coubaye, Alice Reinhart, Jack Manning, Lon Clark, Owen Jordan, John Moore, Leslie Barrett, Dave Crandell, Adelaide Klein, Robert Chisholm, Betty Cashman, Claire Niesen, Theodore Goetz, Jim Boles, Louis Sorin, Ed Herlihy, Bill Adams, Louis Hall, Leonore Kingston, Ray Largay, Sam Raskyn, Jerry Lesser, Carl Eastman, Cliff Carpenter. 52-quarter hours are scheduled. Press Association, Inc. is the donor of the "Eye-Witness News" discs to the Library of Congress.

United Artists Corp. has announced the appointment of Martin Starr, radio commentator on WINS, New York, to direct radio relations for the Noel Coward motion picture, "In Which We Serve."

"On the Farm Front," news of special interest to farmers, has been added to the regular news periods of WLAC, Nashville, which is heard every morning at 6:30 CWT. This completes a full quarter hour of news, covering events of world importance together with items pertinent to those engaged in agriculture. . . . Morale is

getting a terrific boost these days. Air Corps Classification center, Tullahoma, Tenn., and Camp Forrest, Tullahoma, Tenn., are sponsoring "The Queen" quarter-hour at WLAC. . . . Ruth Douglas, songstress of the "Queen" quarter-hour at WLAC, has her bit by entertaining the listeners at two camps with renditions of melodies, delivered in the best style. She is accompanied by a band which works with her on the program: Brooks Kirk, guitar; F. piano; and Mary Elizabeth H. chord.

Fred Handrich, former WQAM, Miami, has joined the announcing staff of WEAF, New York. He is assigned to the daily 6-hour news period.

WELL, New Haven, will broadcast Harvard-Brown football game to next Saturday. Handling the program will be Dick Allen, newly-announcer, who formerly worked Brooklyn, N. Y.

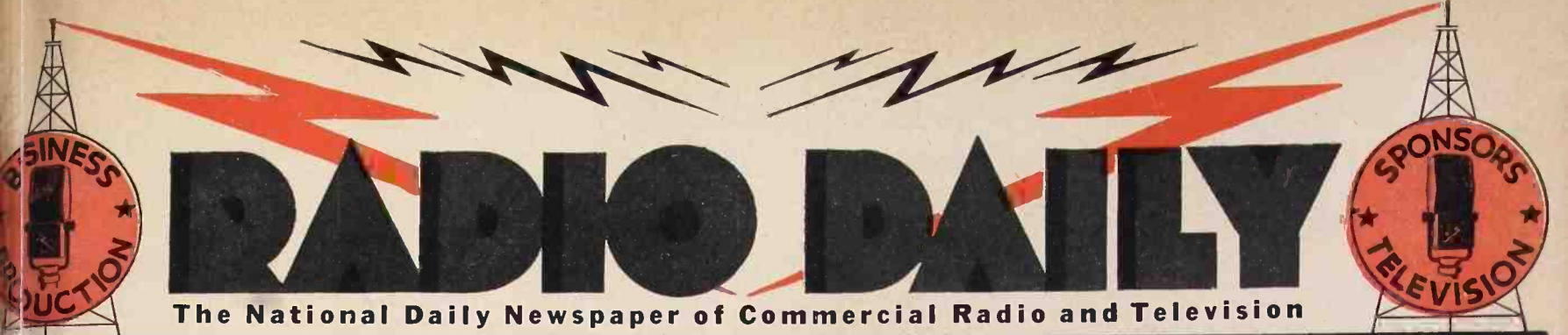
Deviating from its war schedule which has excluded studio broadcasts for its Italian broadcasts, W. York, extended its facilities to a Hunter college students Italian. Girl students were in broadcast aspects of the program during a visit to the station.

Harry Robator formerly of Waterbury, Conn., has joined the announcing staff of WMAS, Mass. . . . Ben Sweet of the WMAS handling the station's weekly "With the Masters" programs, and presents the programs, devoted to one composer on hour broadcast.

Smithgall To WAGA As General M

Atlanta—Charles A. Smithgall has been named general manager of WAGA of this city, succeeding Ioset, according to an announcement by George B. Storer, president of Fort Industry Co., which owns the outlet. Smithgall has been in charge of "Morning Watch" on W. was recently elected as vice president of the Georgia Association of Broadcasters. His predecessor, Ioset, was called to the home office of Fort Industry Co. in Toledo, executive post.

President Storer announced a broad expansion of program would be instituted under Smithgall's direction following WAGA's grant of increased power to 5,000 watts on a new frequency of 590 kilocycles, which entailed extensive enlargement of equipment facilities. While devoting his business career to radio in "Old Man Smithgall's Son," Smithgall has at various times been a morning personality on Atlanta stations.



Publicity Outlook Good

Extend WALB Hearing; Other FCC Activities

Washington Bureau, RADIO DAILY
Washington—The FCC announced today that it has continued until 15 the hearing on the application of WALB, Albany, Ga., for renewal and voluntary assignment of frequency and construction permit to its frequency. The Albany "Herald" seeks to transfer ownership to Albany Broadcasting Corporation. Permission to install a new transmitter was granted KFDM, Beaumont, Tex., and the application of WERC, Erie, Pa., to change frequency from
(Continued on Page 3)

War Production Show Scheduled By Blue Net

To build a bridge of better understanding between war production workers throughout the English speaking nations, the Blue Network in cooperation with the Labor Production Division of the OWI will present "Freedom Bridge," a 15-minute program, on Nov. 21 and 28, from 10 to 11 p.m., EWT. George Hicks will be the announcer. Participating
(Continued on Page 2)

Corwin "England" Series Resumes Over CBS Dec. 1

Norman Corwin's CBS series of programs from Britain, titled "An American in England," is to be extended for five broadcasts beginning Dec. 1, 10-10:30 p.m., EWT. Producer, director and writer returned recently from England,
(Continued on Page 2)

Specifically
WOR and Mutual while checking up on their mailing lists during the past month, included on the questionnaire the inquiry, "How has the War affected your column?" Leo Miller of the Bridgeport "Herald" replied: "Spinal or radio? Anyway both are unchanged."

BMI-Marks-Ascap Suit Stays In State Court

New York Supreme Court Justice Ernest Hammer yesterday upheld amended complaint of BMI and Edward B. Marks Music Co. against Ascap and ruled that the suit to determine the radio rights to certain songs was properly brought in the State Court. The plaintiffs are seeking an adjudication that BMI owns the radio rights to songs where the composers remain with Ascap but the
(Continued on Page 2)

Audience Of 36,350,000 Heard Roosevelt Talk

President Roosevelt's address Tuesday night at the closing session of the New York "Herald Tribune" Forum on Current Problems was heard by a radio audience of 36,350,000 people, according to a survey made by C. E. Hooper, Inc., research firm, and released by CBS. The Hooper rating for the Chief Executive's address was 48.0. Address was heard on all major networks.

Further Clarification Sought By SAG Re Salary Limit Law

Dumont Firm Loans Lab To Television Society

In cooperation with the program experimentation committee of the American Television Society, DuMont Television Co. has specially arranged to open its studios for an evening of practical television on Tuesday, November 24 at 8:30 p.m. The operation of the Du Mont equip-
(Continued on Page 2)

Little Curtailment Of Space Given Radio Noted Throughout The Country According To Wide Survey

Hough Made Chairman Of Blue Outlet Group

Planning and Advisory Committee of the Blue Network, sitting in an all-day meeting yesterday for its first bull session, elected Harold Hough, general manager of KGKO, Ft. Worth-Dallas, chairman, and adopted a resolution which would extend the terms of office of some members to
(Continued on Page 2)

WGAR Super-Bond Drive Commemorating Dec. 7

Cleveland—An all-out War Bond campaign to make Dec. 7 a banner bond-buying day is being launched by WGAR of this city. With its slogan "Let's make the Japs remember this 7th of December" the campaign is aimed at the goal of each person buying one more bond above his regular
(Continued on Page 2)

KFWB Expands Coverage Using Three Press Assns.

West Coast Bureau, RADIO DAILY
Hollywood—KFWB became the first independent radio station on the West Coast to use the three big press associations, AP, UP and INS for its
(Continued on Page 2)

Apart from the fact that the amount of space devoted to radio has changed radically among newspapers in New York City, situation throughout the country is more encouraging for station publicity departments, the papers showing comparatively little curtailment as a result of the war. The more noticeable effect of the war has been the change in personnel handling radio departments with women, of course, replacing the majority going into the services. The problem of finding suitable replacements for those who have been handling the departments over a long period ap-
(Continued on Page 3)

Cagney Says Pay Rule May Stop Guesting

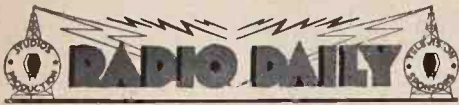
Washington Bureau, RADIO DAILY
Washington—"I can't see now how we can do guest appearances on the radio under the present salary regulations," James Cagney, president of the Screen Actor's Guild, told RADIO DAILY last night. Cagney made it plain
(Continued on Page 6)

Status Of Milk Ad Budget Not Expected To Change

Albany—The New York state milk publicity program is not likely to be endangered by the change in state politics, according to advices on Capitol Hill. Republican legislators say the votes to continue this pro-
(Continued on Page 2)

No Foolin'
Montreal—An unexpectedly real "sound effect" developed in CBC studios when the powder fell from a blank cartridge in a revolver being tested by a sound effects man started a small fire which destroyed two overcoats and scorched the studio's wall. The "conflagration" was extinguished by the studio's automatic sprinkler system.

Exclusive
Philadelphia—Roy Neal is WIBG's most exclusive announcer these days. He has his own studio, and his own microphone. No one else uses them. Station Manager Ed Clery arranged the set-up, 10 minutes after Neal walked into the studios, and advised all and sundry that a doctor had just diagnosed his youngster's ailment as whooping cough.



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wednesday, Nov. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	129 5/8	128 3/8	129 3/8	+ 2 3/8
CBS A	14 1/2	14 3/8	14 3/8	...
Gen. Electric	29 5/8	29 1/4	29 1/2	+ 3/8
Philco	10 3/4	10 3/4	10 3/4	...
RCA Common	4 3/4	4 1/8	4 3/8	+ 1/4
RCA First Pfd.	57 5/8	57 5/8	57 5/8	...
Stewart-Warner	7 1/2	7 1/2	7 1/2	...
Westinghouse	76 1/2	76	76 1/2	+ 1/4
Zenith Radio	16 1/2	16 1/4	16 1/2	+ 1/4
OVER THE COUNTER				
Farnsworth Tel. & Rad.			3	3 1/4
Stromberg-Carlson			6 5/8	7 5/8
WCAO (Baltimore)			18	21
WJR (Detroit)			18	20

Labor Production Show Scheduled By Blue Net

(Continued from Page 1)

from London will be two workers in a depth charge manufacturing plant, Albert Bright and Sidney Perry, and speaking from New York will be two men working in a similar factory, Domenick Pasquale and Victor Ficzek. A speaker from England on the first broadcast will be Phyllis Bentley, the novelist.

BMI-Marks-Ascaph Suit Remains In State Court

(Continued from Page 1)

publishers changed membership to BMI. Ascaph's motion to dismiss was denied and the Court ruled that the action was not one for copyright infringement which would require a Federal Court suit.

Philco Dividend

Philadelphia—Dividend of ten cents per share on common stock, payable Dec. 12 to stockholders of record on Nov. 28, has been declared by the board of directors of Philco Corp. Total dividend payments for this year amounts to 55 cents per share.

WGAR Super-Bond Drive Commemorating Dec. 7

(Continued from Page 1)

quota on the anniversary of Pearl Harbor. The campaign has been opened with a one-hour gala program featuring the entire talent roster of the station, local hotel and night club orchestras and entertainers, and stars appearing at the Cleveland vaudeville theaters. An intensive schedule of quarter-hour programs and special one-minute announcements is the follow-up, with station personnel making the rounds of clubs and schools making speeches on the idea.

Reaction to the plan has been so enthusiastic, as evinced by listeners sending in pledges to buy a bond on Dec. 7, that William Hoyle of the U. S. Treasury Department has taken the idea to Washington for possible nation-wide use. Other slogans originated for the campaign by Sidney Andorn, WGAR special events director, are: "Let's sound taps for the Japs" and "Let's buy one more, to even the score."

Hough Made Chairman Of Blue Outlet Group

(Continued from Page 1)

give the committee continuity. Devised that delegates from the even-numbered regions would have two-year terms, while those from the odd-numbered districts would serve for one year. Incumbent committee will serve for one year, representing 142 affiliates. Blue Network officials, who spoke to the group, outlining general plans for expansion, included Mark Woods, president; Edward Kobak, executive vice-president; Phillips Carlin, vice-president in charge of programs, and John Norton, Jr., station relations manager.

Among those who attended the meeting were: William Fay, general manager of WHAM, Rochester, N. Y.; H. Allen Campbell, secretary and general manager of WXYZ, Detroit; Earl E. May, president of KMA, Shenandoah, Iowa; Henry J. Johnston, vice-president and general manager of WSGN, Birmingham, Ala.; W. B. Stuhrt, commercial manager of KJR, Seattle, and W. D. Pyle, president and general manager of KVOD, Denver. This committee was named during the week of Nov. 2.

FMBI Weekly "Letter" Out For The Duration

Board of directors of FM Broadcasters, Inc., has announced that, with the release of Nov. 15, its news letter is discontinued. Letter has been part of the three year campaign of the FM interests to keep the public, press and general radio industry informed on the progress of frequency modulation broadcasting. Issues were for the most part edited by Dick Dorrance, who was general manager of the trade group until August when he joined the staff of the Office of War Information.

The FMBI, itself, as an organization, plans to continue to operate in the interests of the FM licensees.

Dumont Firm Loans Lab To Television Society

(Continued from Page 1)

ment will be explained to this group, and opportunity will be given for members to experiment with ideas and camera shots.

In accepting this offer, Kay Reynolds, chairman of the committee, said: "We are greatly indebted to M. B. Lajoie and the Du Mont organization for their enthusiasm and kind cooperation. During the war, the technical progress of television is continuing at an accelerated pace; this makes it all the more necessary that, in the interests of this great industry of the future, program experimentation must carry on."

Following the demonstration at the studio, an important matter of American Television Society policy will be put before the members by Norman D. Waters, president.

Status Of Milk Ad Budget Not Expected To Change

(Continued from Page 1)

gram on expiration in June 1943 will be found on hand when bills are introduced at the session starting in January.

Governor-elect Thomas E. Dewey's "state streamlining" program is not designed to adversely affect such a program, party men say, pointing out that it is paid for by a direct tax on milk producers and distributors. The advertising, much of it spot announcements on 22 stations, has been handled by the J. M. Mathes Agency.

Corwin "England" Series Resumes Over CBS Dec. 1

(Continued from Page 1)

where he spent four months writing and directing the broadcasts over the facilities of BBC and his first program is about a small town on the East Coast of England. It deals with the effects of the war on the life of the town and indicates the transitions which have taken place in the material, spiritual, commercial and moral life of the community.

Joseph Julian is to continue as narrator for the added broadcasts.

Eno Campaign On WJZ

J. C. Eno, Ltd., Bloomfield, N. J., is conducting a campaign in behalf of Eno salts on WJZ. Four live station-breaks are being sponsored weekly through Atherton & Currier, New York.

China Relief Show On WMCA

A benefit symphony concert for United China Relief will be given on WMCA tonight from 8:03-8:30 p.m. with Marita Farrell, of the Metropolitan Opera, as guest soloist, and Philip James as guest conductor of the New York Symphony Orchestra. Dr. James L. McConaughy, president of United China Relief, will deliver an address.

Stork News

Frank Dunne, WOR announcer, is the proud father of a baby boy. Newcomer is named Stephen James.

COMING and GOING

LEWIS E. PHENNER, JACK K. COOK, H. THOMSON and R. A. BARFORD, of the dian Broadcasting Corp., visiting yesterday at NBC headquarters.

DAVID CARPENTER, station manager of WKNE, Columbia outlet in Keene, has from New Hampshire for a few days work business.

ROBERT KELLER, of AMP, will be in Sunday for Minneapolis, where he will be the meeting of the 11th District, NAB will be held Monday and Tuesday at the Nicollet.

VERNICE IRWIN, president and station manager of KVI, Tacoma, on a business trip to New York.

LINUS TRAVERS, vice-president of the network in charge of sales and production here yesterday for conferences with the station reps.

MILT BERKOWITZ, news editor and caster on WNBC, Hartford, arrives tomorrow to cover the Willie Pep-Chalky Wright bout to visit the Brooklyn brewery of Piel Brewing Co. sponsor.

T. W. AYDLETT, president and manager of WCNC, Elizabeth City, N. C., is back in station following a quick trip to Washington, D. C. and Portsmouth, Va.

MILTON BERLE, who entertained the at Fort Hancock, N. J., yesterday, will to Floyd Bennett Field today to perform the auspices of the USO Camp Shows.

HAL MEYER, station manager of WSR in Tallentown, Md., yesterday on business.

HERB REIS, manager of the Charlie orchestra, has arrived from Ohio to spend the week in New York.

HARRY BETTERIDGE, sales manager of Detroit, conferring here yesterday with the New York representatives of the station.

KFWB Expands Coverage Using Three Press Assets

(Continued from Page 1)

news broadcasts heard at frequent intervals throughout the day night. Flashes, bulletins, human interest stories and sports results from the four corners of the globe emanate from the studio as the complete up-to-the-minute dispatch sent out from the leased wire terminals.

KFWB will carry the three news wires seven days a week in addition to special news features. broadcast concludes with a review of the important news stories for the benefit of late tuners-in.

Special Event Planned As Army Football Service

Because the travel limitations prevent the West Point rosters from journeying down to Annapolis for Army-Navy game, November 28, I Driscoll, head of the WOR War Service Department, will install microphone and apparatus in the War Department Theater, and carry cheers and roars of the West Pointers to Annapolis where via loud speakers the cad enthusiasm will offer moral support to the army team. Program will be carried twice, once between 11:15 p.m. preceding the game, and again during the half. Feature also go over the Mutual network.

No Big Cutting Radio News Space

(Continued from Page 1)

to be more of a threat to the
of radio news space in the
than any other factor.
The conclusions are some of the
in the survey made by WOR
mutual who, in this year's an-
check up on publicity service,
ed on the return reply card
to about 750 sources, the in-
"Has your paper curtailed
space during the past year?"
low has the war affected your
?"

Magazines Space Easier

of the publicity service pre-
by the New York office of
is not directed at the news-
throughout the country, but
affiliates and member stations,
in turn, handle their local
so that in this check-up a
station reply summarized the
for several papers. Thus WOR
is the area of New York, New
Pennsylvania, Connecticut
Maryland; the Yankee network,
New England area; WGN, the
Chicago area, and Don Lee, the West,

ing the past year the returns
show the easing up of the magazine
which had always been a fairly
outlet to crack. Lush outlet, of
has been "Life" magazine, and
with the same category have been
"Click," "Pick," "Parade."
Publications of "Newsweek"
"Time" have given more atten-
radio, and recently the "Satur-
view of Literature" assigned Al
Lewis, formerly of NBC, to head
radio department. "New
York's" consideration of Dorothy
for a radio columnist in its
column would give radio the
angle.

Army Papers a Factor

ons on the returning cards
the development of still an-
ood outlet for radio publicists.
the army camp newspaper.
Publications, of course, require
lier angle, but appeared grate-
cordial to station and net-
releases.

national picture as revealed in
to Mutual's question, shows
per cent of the papers are
ally status quo with the radio
ments continuing without in-

PROMOTION

KSO Anniversary

To celebrate its tenth anniversary of KSO, Des Moines, Craig Lawrence, station manager, recently entertained at a staff luncheon and presented Dale Morgan, announcer and Jack Stilwell, salesman, with gold fountain pen and pencil sets. They are the only two now on the staff who were with KSO on the opening date. Craig Lawrence joined the organization in December, 1932. Gardner Cowles, Jr., president of the Iowa Broadcasting Company of which KSO is a part, flew in from Washington (he is now with the OWI) to address a birthday breakfast. Advertisers were guests. KSO opened as a 100-watt station and is now 5,000 day and night-time, and is a Blue and Mutual affiliate. Craig Lawrence is station manager, Edmund Linehan is program director and Bob Dillon is commercial manager.

Ted Steele Brochure

Atlantic Coast network is distribut-
ing its first program promotion on
Ted Steele, its new program director,
who will also, have his own program,
the subject of the sales spiel. Em-
ploying the teaser tie-up with priori-
ties, and punning, the folder plays on
"No priority necessary for Steele."
Musician will be featured in "Ted
Steele's Band Box" a recorded show
to be sold on a fifteen minute partici-
pating basis. Of course, he'll be
emcee, present his novachord, and
give out with singing and chatter.
Promotion also lists advertisers who
have sponsored Steel on other radio
programs.

cident or change; 18 per cent experi-
enced some curtailment, ranging from
policy of cutting down on size of
pictures or length of articles, to halv-
ing the amount of space previously
devoted or eliminating week-end de-
partments using features. Counter-
acting this, nine per cent showed in-
crease in radio space and coverage.
Only 1.8 per cent dropped radio edi-
torial space, completely, leaving just
listings and highlights. Of these, the
only major casualty is the radio col-
umn in the Rochester "Times Union."
The other two are the "Fargo
Forum," Fargo, North Dakota, and
the "Hollywood Star," in Pottstown,
Penn. Forty-two per cent replying
made no comment on this issue, in-
ference being departments are status
quo.

Local Situation Not Good

Newspaper situation in the so-called
Times Square area is not encourag-
ing, but the wholesome character of
the problem throughout the New
York-New Jersey-Connecticut-Mary-
land-Pennsylvania area serviced by
WOR helped keep the percentage of
curtailment fairly low. About 10
per cent of the Eastern returns in-
dicated curtailment, with two per cent
cutting radio editorial matter out
entirely as a regular feature. In the
New York City area, publicity de-

Sales-Building Samples

Actual examples of the sales-build-
ing possibilities of William Lang's
transcribed series of personality
sketches, "The Name You Will Re-
member" are related in an illustrated
pamphlet, prepared by NBC's Radio
Recording Division and now being dis-
tributed to advertising agencies and
stations.

One of the success stories was
contributed by Solo's Women's Spe-
cialty Shop, in Philadelphia. This
sponsor contracted for the feature
when Lang was presenting it in per-
son over a local station in that city.
The program proved so effective that
the store has continued to use it
after it became available only by
transcriptions. Following a survey,
the sponsor announced that "certain
proportion of the store's dollar-vol-
ume has been definitely traced to the
show."

Some of the noted personalities
whose active careers have supplied
Lang with colorful material for his
programs are: Leon Henderson,
Marshal Timoshenko, Madame Chiang
Kai-Shek, J. Edgar Hoover, J. C.
Garand, Brig. General James H.
"Jimmy" Doolittle and many others.
Currently available are 39 five-min-
ute programs and four "bonus" shows.
A second series of 39 is in production.
"The Name You Will Remember,"
although only recently made avail-
able, is already running as a spon-
sored feature on KYW, Philadelphia;
KARK, Little Rock, Ark., and WMBG,
Richmond, Va. In Canada, where the
series is handled by All-Canada Radio
Facilities, Ltd., it has been con-
tracted for by CHNS, Halifax, N. S.

partment is faced with elimination of
the column in the New York "Post"
and "Sun." In addition the New York
"Herald Tribune" has cut down its
Sunday section to a few squibs;
"Journal-American" is curtailed con-
siderably; Jack Shaffer's feature
which had run in the Newark "Star
Ledger" and the Long Island "Daily
Press" is out. Tightening up process
is in effect on the "Daily News" and
the "Mirror" also. Outside of this
Manhattan yard, the Albany "Times
Union" reported curtailment.

"Eagle" Resumes

The Brooklyn "Eagle" resumed its
radio department which had been
dropped when Jo Ranson resigned
sometime ago.

In the trade press field, returns
showed that technical magazines have
been devoting more space to radio,
and other trade papers would use
more if copy were angled and dug
up for them. WOR sends out a trade
release once weekly, and specials
others when there is a tie-up between
a sponsor and a new field or product.
Comments and notes on the return-
ing cards showed, also, that the pre-
sent policy of WOR and Mutual was
fairly well stabilized now, sources
affirming dominance of straight news,
brief features, few biogs and good
anecdotes about radio persons.

Extend WALB Hearing; Other FCC Activities

(Continued from Page 1)

1,490 to 1,330 kilocycles and reduce
night power to 100 watts, unlimited,
was designated for hearing. WEW,
owned by St. Louis University, St.
Louis, Mo., was denied a special ser-
vice authorization to increase its
operating hours from daytime to un-
limited.

License renewals for periods up to
two years were granted 78 stations.
Commissioner George Henry Payne
granted the motion of WLW, Cincin-
nati, to continue until Dec. 9, its
application to operate with 500 kilo-
watts at night. KVOE, Santa Ana,
Cal., was granted a continuance until
Jan. 6, from Nov. 23, in the matter
of its application for a construction
permit. A five-month continuance,
from Dec. 7 to May 7, was granted
Hughes Productions, Los Angeles,
Cal., in their applications for new
television stations in Los Angeles and
San Mateo, Cal.

WDAF Plea Denied

The petition to intervene and en-
large the issues involved in the ap-
plication of KOBH, Kansas City, Mo.,
for a construction permit was denied
by Commissioner Payne. This applica-
tion had been led by WDAF, owned
by the Kansas City "Star."

Wedding Bells

Los Angeles—Corp. Hilliard H.
Marks, brother of Mary Livingstone
and formerly a gag writer for Jack
Benny, and Harriette Haddon, actress,
have applied here for a marriage
license. Hilliard is assigned to an
Air Corps training center.

Fort Worth, Texas—Two KGKO
staff members took the marriage
vows in the past month. Mary Lillian
Faires of the continuity staff has
resigned to become the wife of
Ensign Thomas M. Dollins. Irma
Belle Porter, hostess of the station's
Dallas studios, became the wife of
Lieutenant James B. White.

Presenting.....

"Twilight Tales"

Starring Elinor Gene

52 TRANSCRIBED

1/4-HOUR PROGRAMS

One of the finest juvenile series ever
produced—and endorsed without hesita-
tion by the P.T.A. and Board of Educa-
tion of Los Angeles County. Sponsored
continuously by KNUDSEN CREAMERY
OF CALIFORNIA for 2 years. Now
available on a syndicated basis.


Write or Wire for Audition samples,
prices, and availabilities.

KASPER-GORDON, Inc.
140 BOYLSTON STREET
BOSTON, MASS.

WHAT'S WHAT IN BOSTON

20—WCOP is Boston's fam-
ily station . . . when you're
selling fam-
ilies, buy
WCOP!

REPRESENTED BY
HEADLEY-REED CO.



WCOP BELONGS
ON YOUR
SCHEDULE

Los Angeles

By JAC WILLEN

COMMANDER ALICE COOPER, mother of Gary Cooper, has awarded a citation to Chef Milani, nationally famous nutritionist and KFWB diet adviser, in recognition of outstanding services voluntarily rendered to the Women's Emergency Corps, to the Community and to the state.

Milani, who was recently appointed food director of the Hollywood Canteen by President Bette Davis, contributed food and supervised the cooking of a benefit banquet for Mrs. Cooper's 1,000 guests, with funds secured going to the Women's Emergency Canteen, which feeds hundreds of Servicemen weekly.

Luther Roundtree, who has become a permanent member of Bob Burns' "Arkansas Traveler" radio cast, appearing as Bob's country cousin ("Uncle Unie's and Aunt Boo's Boy"), is a banjo playing member of Spike Jones' "City Slickers" orchestra—and his name is really Luther Roundtree.

Victor Borge, Bing Crosby's Danish comedian, may go on the road in a long series of army-camp dates, returning each Thursday for his "Music Hall" program.

A New York stage producer is beckoning Gil Lamb, film comedian, now playing "Homer Clinker" on the Rudy Vallee program.

Dick Joy, KNX-CBS announcer and newscaster, will play host to 75 hostesses from the Hollywood Guild Canteen at the Nelson Eddy show, today. The girls recently voted Joy their favorite newscaster.

Tommy Cook, Hollywood's brilliant boy actor who did such a masterly job as master-of-ceremonies of Arch Oboler's prize-winning "Hollywood Salute To The President" the first of this year, stepped into the role of narrator of Oboler's "To The President" program one time only, on Sunday, Nov. 15, over the Blue Network from 4:30-5 p.m., PWT.

Mrs. Mary Bock, mother of Hal Bock, head of NBC's Hollywood press department, died Sunday, Nov. 8, at the Roosevelt Sanitarium after an extended illness.

Judy Canova, hillbilly comedienne of radio and motion pictures, will join Edgar Bergen and Charlie McCarthy to headline the gala two-hour holiday show to be aired over the Columbia Network on Thanksgiving Day.

Lecture Tour For Lewis

Fulton Lewis, Jr., Mutual's commentator, will tour the West and South in a two-week lecture trip starting Dec. 1. He will conduct his regular broadcasts from Mutual stations along the route, returning to WOL, Washington, Dec. 15. His itinerary is: Dec. 1, Wichita, Kansas; Dec. 3, Houston, Texas; Dec. 4, Los Angeles; Dec. 6, Portland, Ore.; Dec. 7, Takoma, Wash.; Dec. 8, Seattle; Dec. 9, Spokane, Wash.; Dec. 10, Kansas City, Mo.; Dec. 11, Denver, and Dec. 13, Emporia, Kansas.

MAIN STREET

OL' SCOOPS DAILY

Reporter At Large . . .!

● ● ● Col. Hans Christian Adamson, one of the rescued flyers with Eddie Rickenbacker, took along a typewriter with him hoping to knock out nine "School of the Air" scripts. What a script he could turn out now! . . . Don Bernard leaving Friday for the coast to take over the Hollywood end of the new "Treasury Hour" series starting on the Blue Nov. 28th. . . . Max Marcin has signed contracts to do three films a year on "Crime Doctor" . . . Kay Kyser will broadcast from the deck of a newly-launched merchant ship next week at the Henry Kaiser shipyard. . . . Speaking about Kaiser, the Miracle Man has reached out and grabbed Francine Gale away from the Phil Spitalny ork. She'll supply lunch-hour entertainment for the men. . . . Cecil H. Hackett, managing director of WINS, visited the Piper Aircraft Corp. last week to work out some promotional plans. Before he knew it, he was enrolled as a student flyer and during the week he was there, managed to get sufficient instruction to prepare him for a solo test for the C.A.A.! . . . Despite the fact that Alan Reed replaced Jack Smart in the Lunt-Fontanne play, "The Pirate," they're still the best of pals. As a matter of fact, Smart will pinch-hit for Reed on Saturday nights while the latter does his stunt on "Abie's Irish Rose."

★ ★ ★

● ● ● THE MORNING MAIL: A note from Emil Mogul informs that his company was the first to use the slogan, "One Day Nearer To Victory," in all their correspondence. . . . Harold Davis, of WDAS, writes that he had the pleasure of premiering Barry Wood's recording of "Everybody Every Pay Day" Nov. 9th via his "Merry-Go-Round" stanza. . . . Jack Stevens, who called the turn in the Michigan-Notre Dame game and who picked Boston College to swamp Fordham, postcards in that Chalky Wright will kayo Willie Pepp tonight when he defends his featherweight title.

★ ★ ★

● ● ● Charlotte Manson, who used to be mistaken for Brenda Frazier here but now that she's in Hollywood is taken for Jane Russell, has given up her role on "Guiding Light" and is going all-out for a screen career. Meanwhile, she's appearing on "Screen Guild" and "Stars Over Hollywood". . . . Dinah Shore does her 11th "Command Performance" this week. . . . Since being signed for the Met, James Melton is getting more radio offers than ever. He'll be heard with Fred Allen this week and on the "Telephone Hour" Dec. 14th. . . . Recommended: Jan Savitt's dinner music, no less, on WMCA last night. . . . Richard Kent, the Blue's "Traveling Cook," up at the Submarine Base at New London, Conn., getting an idea on how a sub's cook prepares a meal while submerged. . . . Jack Mather replaces Frank Graham as announcer on the Tommy Riggs show. . . . Lon Clark gets a crack at the announcing end of the business when he joins Charlie Stark, Ed Fleming and Art Gentry on Bob Hawk's "Thanks to the Yanks" . . . "The Pig With the Straight Tail," penned by Lou Hazam, radio script writer, off the Liveright presses this week. . . . The Victory Twins, one of radio's better duos, booked for NBC's "Studio Club" Saturday night. . . . Laura Deane Dutton makes her B'way debut in Leonard Sillman's "New Shoes" opening Dec. 22nd.

★ ★ ★

● ● ● CRITIC'S CORNER: The musical eloquence of Dave Rose's orchestra can't remain hidden behind a singer—even when that singer is Ginny Simms. The Rose orchestral touch, by any other name, would sound just as sweet. . . . Garry Moore's two singers, Brad Reynolds and Marie Greene, have both landed sponsors. Now how about a bankroller for Garry's big league talents? . . . Chalk up another four-star performance for Betty Garde on "Famous Jury Trials" last week. . . . Ditto Karen Kemple and Bill Hargrave's warbling on the Schaefer Revue the other night.

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

HATS off to Ted Weems, orchestra leader who accepted petty offering in the merchant marine rather than try to rate a commission through his Washington contacts. And praise to the maestro for his position statement: "I am thoroughly convinced that before this war is over we are all going to sacrifice things which we, by mistake, thought were our inheritance." Ted and his band enters the merchant marine in San Francisco on Dec. 15.

Richard Crooks, whose "Voice of Firestone" concert was broadcast from the NBC Chicago studio Monday, Nov. 16, will sandwich radio show between two Chicago operatic appearances. He sang a role in "Faust" on Nov. 14 and appeared in "Mignon" on the 18th. Crooks also is making concert appearances at Indianapolis on Nov. 21 and

"Our Town," new weekly magazine, will be launched soon by Cons, formerly editor of the department "Music and Rhythm."

Orrin Tucker, orchestra leader, has the title of "welfare officer" at Navy pier with a lieutenant's rank.

A new program called "Animals of the News" and featuring Dr. W. Young, managing director of Anti-Cruelty Society of Chicago, will be launched Saturday morning WAIT at 10:30 a.m.

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.

INTERESTING

ROMAN, ADOLPHE MEN-
and "FRANK FAY, on the "Stage
"teen," today (WABC-
3 p.m.).

WYN DOUGLAS, in an adapta-
of "Nothing Sacred," on the
"Harris Playhouse," tomorrow
CBS, 9 p.m.).

ESSEL and PARKER
ELY, on the Kate Smith pro-
tomorrow (WABC-CBS, 8

RNALD CHAPMAN, of the
ommandos; LADY CEDRIC
WKE and ROBERT GILL-
e-president of Paramount
son "Double or Nothing,"
oy (WOR-Mutual, 9:30 p.m.).

EF DONALD and ROGER
Rn "Nellie Revell Presents,"
WEAF-NBC, 10:30 p.m.).

RS R. REED, senior meteo-
the Des Moines Weather
y, on "Adventures in
aturday (WABC-CBS, 1:30

YTELL and ANN CORIO,
ary Queen program, Satur-
F-NBC, 7:30 p.m.).

D FUNK, author and lex-
e on Dave Elman's "Hobby
aturday (WABC-CBS, 8:30

A HUNT, on "Stars Over
" Saturday (WABC-CBS,

NE DIETRICH and BOB
n "Soldiers with Wings,"
WABC-CBS, 10:15 p.m.).

IE MAIN, on the Bergen-
program, Sunday (WEAF-
n.).

**Men's Club Federation
Petrillo Record Ban**

in Bureau, RADIO DAILY
on—A strong resolution in
to the Petrillo ban on re-
has been sent President
CIO President Murray,
dent Green and members
by the general federation
clubs, on the basis that
"not only interferes with
processes in this country
a detriment to the up-
the morale of a nation

FOR SALE

watt composite transmitter now
erent. Motor-generator high-voltage
available for sale approximately
1, 1942. Also incidental trans-
parts. Reason for disposal: moving
new installation. Address in-
Box A1.
RADIO DAILY
New York City

NEW PROGRAMS—IDEAS

Local Follow-Up

WBNX, New York, followed up its
Sunday broadcast of Philippine Com-
monwealth Day program featuring
addresses by Presidents of U. S.,
Philippines and Mexico with a com-
mentary period in Spanish by Don
Severo Jorge Villegas, commandant
of the Philippine League of Defense;
Don Fernando de Los Rios, former
Ambassador of Spain to the U. S.;
and Dr. Ramon Ruiz, director of
Good Neighbor Center of the Roerich
Museum. By fortunate coincidence,
Philippine special feature took place
during WBNX period devoted to
"Pan-American Revue" for Spanish-
language audience. B. F. DeGil, sta-
tion's Spanish director, arranged com-
mentary tie-up.

"Schools At War"

Annual school children's series on
WBIG, Greensboro, N. C., was in-
augurated last week under the new
title, "Schools At War." Weekly pro-
grams will continue through May 4
of next year and will be participated
in by some 200 children from the first
grade through high school age, repre-
senting 21 local public schools. Series
shows practical education in concrete
ation and gives glimpses into all
phases of children's promotion of war
effort.

**NBC Int'l Traffic Chief
Joins Radio Div. Of CIA**

Herminio Traviesas, traffic section
chief of NBC's International Division,
has resigned to join the Radio Divi-
sion, Office of the Co-ordinator of
Inter-American Affairs, as traffic
manager. He will be stationed in
New York.

Traviesas was born in Cuba of
Spanish parents. He was graduated
from Princeton University in 1936
and from Cornell University in 1938.
He will be succeeded at NBC by his
former assistant, John B. Williams.

**Canada Radio-Set Sales
Shows Increase Of 15%**

Montreal—An increase of 15 per-
cent in the sales of radios, musical
instruments and supplies by Cana-
dian department stores in the period
from January to September 1942, is
reported by Dominion Bureau of Sta-
tistics, which gives this year's sales
to Sept. 30 as \$2,939,049, compared
with \$2,554,798 in the similar period
of 1941. In September alone sales
totalled \$411,848, an increase of 7 per-
cent over the September 1941 sales
amounting to \$384,815.

Dr. Eddy Nutrition Post

Dr. Walter Eddy, who conducts
WOR's "Food Forum," has been ap-
pointed chairman of the department
of nutrition and related sciences at
the New York Institute of Dietetics.
He will supervise studies in biology,
anatomy, physiology, bacteriology,
chemistry and nutrition.

Christmas Previews

Local merchants association will
sponsor four 15-minute broadcasts
over WBT, Charlotte, N. C. for the
four weeks immediately preceding
Christmas. Due to the exigencies of
war, the association has decided to
dispense with their customary Christ-
mas Parade, and in its stead are using
additional radio time in the promo-
tion of their campaign to bring chil-
dren to Charlotte for their Santa
Claus adventures. Entirely a show
for children, the format will be a
series of interviews with the kiddies,
including the presentation of a gift
to each child participating. Announcer
Lee Kirby will emcee the shows. Kay
Owsley, continuity director will write
the scripts, which the OWI has
okayed.

High School News

"News and Views of High School
Life" a fifteen-minute program de-
voted entirely to happenings in local
high schools is currently being broad-
cast each Thursday afternoon over
WWNY, Watertown, N. Y. The pro-
gram is written, arranged and broad-
cast by high school students and is
outgrowth of the Radio Workshop
which was started over WWNY a
year ago and was broadcast weekly
during the last school year.

**GE Appoints Markham
Director Of FM Outlet**

Schenectady, N. Y.—Emerson Mark-
ham, in charge of farm and science
broadcasting for General Electric, has
also been appointed manager of the
frequency-modulation (FM) radio sta-
tion W85A, it has been announced by
Robert S. Peare, manager of G-E
broadcasting. Markham succeeds
John R. Sheehan who left the com-
pany a week ago to assume duties
with the Office of War Information
in New York. The General Electric
FM station now broadcasts seven
hours a day, from 3 to 10 p.m. In
addition to his duties at station W85A,
Markham will continue to supervise
the Science Forum, Farm Forum, and
Farm Paper of the Air programs of
station WGY here, as well as Excur-
sions in Science, a national radio
service.

WLIB Appoints Walker

The Walker Co., Chicago, with
offices in Kansas City and Los An-
geles, has been appointed as national
sales representatives of WLIB, Brook-
lyn, according to Elias Godofsky,
general manager of the outlet. Ap-
pointment does not include represen-
tation in the East and is effective
immediately.

Spanish On WQXR

First programming mapped out by
reps from "Time" and "Life" outside
of news broadcasts in their experi-
ment with WQXR, will be "Let's
Speak Spanish" which is designed
as a Latin-American attraction. Pro-
gram will be aired late in December.

AGENCIES

CERTIFIED EXTRACTS, INC., has
announced the appointment of Duane
Jones Co. to handle the advertising
of Cakex and other products made
by the company.

JOEL HAMMIL formerly with the
Radio Bureau of the Office of War
Information is now in charge of radio
activities for the Campaigns and
Media Branch of the Division of
Information, War Production Board,
Washington.

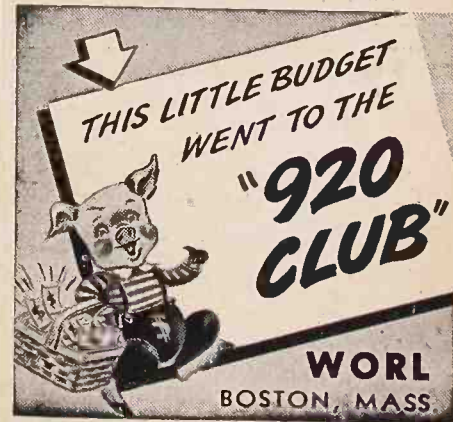
WILLIAM H. WEINTRAUB & CO.
has announced the election of new
officers; Elkin Kaufman, formerly
secretary-treasurer, has been elected
to a vice-presidency in addition to
his duties as secretary; William Gal-
low, media director, has been named
reasurer; Paul Rand, art director,
was also elected a vice-president.

WARWICK & LEGLER, INC., has
announced the following new per-
sonnel: copy department, Albert S.
White and Ethel Harris Gregory; art
department, Burton E. Goodloe; pro-
duction department, Thomas P.
Doughten; media, Edward J. Rohn;
accounting, Martin Munzer, and of-
ficer personnel director, Phyllis Mc-
Elhone.

HEFFELFINGER AGENCY, has
placed a spot campaign for Cooper
Safety Razor Corp. on WJZ, New
York, WMAL, Washington, D. C. and
WEBR, Buffalo. Campaign is for a
new rust-resisting blade produced by
the sponsor.

WMCA Adds Remotes

Having recently acquired remote
band pick-ups which bring names
such as Benny Goodman and Vaughn
Munroe to the air, in place of platter
programs, WMCA reports that its
night time schedule has added six
full hours of live talent programs.
Its weekly average, including the
remotes, is 65 per cent, with evenings
ranging from 50 on Thursdays to 85
on Sundays. Evening percentages
compilations for live programs cover
time between 6 p.m. and 11 p.m.
Running from Monday through Sun-
day consecutively, the count is, in
per cent 75, 70, 55, 50, 60, 60, and 85.



SAG Seeks More Info Re Salary Limit Law

(Continued from Page 1)

James Cagney, William Berger, SAG attorney, conferred at length yesterday with Treasury officials on the status of free lance actors, with particular reference to the clause in the regulations which prohibits payment of salary in excess of that received by the individual in the preceding year.

The SAG filed a 14-page brief on this point, making the second brief it has filed on the salary order within a month. On Oct. 26, along with the Motion Picture Producers Association and the Screen Directors Guild, it filed on the question of long-term contracts. Another brief was filed Tuesday by AFRA. It is understood concentration is upon the question of "business expenses" for artists and long term contracts, and it is believed that the Screen Directors Guild also filed a second brief Tuesday. This could not be confirmed here, but it was known definitely that representatives of the SDG conferred Tuesday with Treasury officials.

Thomson said he was pledged not to indicate how the SAG representations were received by the Treasury officials.

BIR Rules On "Guild" Program

Following a week of conferences here between a Hollywood committee and officials of the Treasury Department, a ruling has been enacted through Norman D. Cann, acting Commissioner of Internal Revenue, which states that artists appearing on the "Screen Guild Players," program of the Motion Picture Relief Fund, are required to include as taxable gross income only the AFRA minimum wage scale paid them.

This special ruling was made possible only because of certain waivers granted the Fund's program by AFRA and cannot be obtained from AFRA by any other radio program. Under the ruling the real value of the artists' services need not be included in his or her gross income for Federal tax purposes. However, amounts actually paid them, according to the AFRA minimum scale, must be included as taxable income.

WBYN-Press Wireless Deal

WBYN, New York, has contracted with Press Wireless, Inc. for use of the latter's facilities in order to broadcast a daily Monday through Saturday newscast from the British Broadcasting Corp. News periods are scheduled for 2 p.m. on a six-day-a-week schedule.

Wilson For Tiffany At WKRC

Cincinnati—Jack Tiffany, chief engineer for WKRC, of this city, will leave Dec. 1 to join Western Electric, doing special war work for the U. S. Navy. He will be succeeded by George Wilson, who has been engineering supervisor. Wilson's post will be filled by Wilfred Kenedy, who at the present time is a member of the engineering staff.

WORDS AND MUSIC

By SID WEISS

WE'RE STEPPING OUT WITH A MEMORY: Of the time prankster Morton Downey snipped the suspenders off Ted Husing while he was delivering a five-minute spiel—and Ted couldn't do a thing about it... Of those broadcasts which first permitted studio audiences and how the spectators' faces were filled with awe... Of the time big name concert and operatic stars thought it beneath their dignity to step into a radio studio... When practically everybody was saying "Check and Double Check"... When orchestras were kept down to 15 men because a larger number couldn't be handled properly... When continuity, written to create a desired mood, went something like this: "Out of an Eastern garden of another day, rises a soft, exotic perfume..."

☆ ☆ ☆

Even the sound effects are being documented for the new Orson Welles' show, "Ceiling Unlimited." In line with the program's policy of presenting a factual story of American aviation, sound technician Harry Essman took a mobile recording unit to Lockheed and Vega this week to make recordings of actual planes in motion for use on the show. Lockheed Hudson Bombers, Flying Fortresses and Lockheed P-38 Lightning Fighter planes went through a routine of motor warm-ups, take-offs and landings. So now when you hear a "P-38" on the Welles show, it won't be an illusion—but an accurate recording of an actual P-38.

☆ ☆ ☆

NOBODY EVER TOLD ME THAT: Lanny Ross could hang out his shingle and practice law, if he gave up singing... Mark Warnow hates spinach but eats it four times a day because his doctor said it was good for him... Ben Grauer has a tremendous collection of books but no time to read them... Boake Carter paints portraits in his spare time... H. V. Kaltenborn writes poetry... Bob Burns, who used to be a river boat pilot, fools around with a mechanical toy ferry boat in a miniature harbor.

☆ ☆ ☆

● ● ● In his column last Sunday, Walter Winchell put into a few words the whole point of the campaign we have been waging for a starring program for Irene Beasley. Walter said, "Radio wouldn't be right without Irene Beasley, still big-time." And if you want proof, tune in WJZ at 10 p.m., EWT, Saturday, Nov. 21st, when, as guest of the "Yankee Doodle Minstrels" program, Irene Beasley will sing "Praise the Lord and Pass the Ammunition." Smart sponsors will be praising the Lord for such talent, and passing the contracts Beasley-ward.

☆ ☆ ☆

SMALL TALK: "Bad Penny," a ballad written by Arthur White and Jack Keeton, should make plenty of good dollars for the composers... Fred F. Finklehoffe, producer of "Show Time," leaving for the coast to put the finishing touches on M-G-M's "Girl Crazy." While there, he'll also discuss a film deal for his wife, Ella Logan... Korn Kobblers being considered for a part in the film, "Stage Door Canteen"... The first "for the duration" contract awarded a local band goes to Lee Crane, whose orchestra is featured at the 2-for-1 Victory Lunchtime Canteen at the Edison Hotel... Vera Barton this week acquired a fan club of more than 3,000 members in one fell swoop. She was notified by the Movie and Radio Appreciation Club of Straus Junior High School, N. Y. that she was their singing favorite... Not only is Jackson Beck a villain in "The Cisco Kid"—but he consistently takes over his press agent, Lee Meyers, in gin rummy. So consistently that by the end of the week the press agent owes him!... Jone Allison getting bids from a noted French portrait painter to model for him... Joe Hasel recovered from frost bite and split-lip sustained while covering Boston College-Fordham game last week. He and Paul Douglas had to broadcast from roof of Fenway Park because press box and radio booth were too crowded... Earl Godwin, Blue newscaster, arriving in town today to address Ford dealers.

☆ ☆ ☆

Cagney Says Pay May Stop Guest

(Continued from Page 1)

however, that he was not for the SAG, which has not any policy decision on this r

"There just isn't too much discussing this thing until the ment lets us know where Cagney went on, adding, it looks now, our companies us what the government thir worth, and we'd be breaking to accept and radio contrac of us has this whole situatio in his mind, however, and its likely that we'll do anything establishing a policy before ernment gives us the addit formation we're all waiting

Cagney, who came here to confer with Treasury of the new salary regulations of the SAG, pointed out screen stars will probably fo rulings of the American F of Radio Artists, since all t appear as radio guest stars at once members of AFRA.

George Murphy, SAG vident, said he was not pre make any statement on the preferring to get the salary film actors as film actors str out before worrying about r appearances.

AAAA New Coast C Installs New O

West Coast Bureau, RADIO D Los Angeles—Re-election of Miner of the advertising agen ing his name and Joseph R. of the Joseph R. Gerber Co., F Ore., for two-year terms as ge of the Pacific Council of the A Association of Advertising has been announced follow annual meeting held recently Monte, Calif. Other govern tinuing in office, whose terms in 1943, are: Raymond P. Syverson-Kelley, Inc., Spokane C. Knollin, Knollin Adv Agency, San Francisco; and T. McCarty, President, The Company, Los Angeles. Off the Council were all re-elec the year 1942-43 as follows: cl Dan B. Miner; vice-chairman, R. Gerber; secretary-treasur ell T. McCarty.

NBC Promotes Wal

Clem J. Walter, senior tec in NBC's sound effects depart has been appointed assiste Frederick G. Knopfke, sound division manager by Wynn NBC's eastern division Proc Director. Walter has been assi with NBC for 15 years.

Slater On "Go Get It"

Tom Slater has joined the p ing staff of "Go Get It" ser WOR, New York, according to nouncement by Compton Adve Inc. He replaces Bob Emery has resigned.

WAR BOND PAYROLL SAVINGS ROLL OF HONOR

The eyes of all America are upon the United States Treasury Roll of Honor appearing in the "Payroll Savings News." For copy write War Savings Staff, Treasury Department, Washington, D. C.

From 750 One Hundred or More Employees Whose Workers Are Investing at Least 10 Percent of the Gross Payroll in War Savings Bonds Through the Payroll Savings Plan.

State	Name of Company	Percent
ALABAMA
ARIZONA
ARKANSAS
CALIFORNIA
CONNECTICUT
DELAWARE
FLORIDA
GEORGIA
ILLINOIS
INDIANA
IOWA
KANSAS
KENTUCKY
LOUISIANA
MAINE
MARYLAND
MASSACHUSETTS
MICHIGAN
MINNESOTA
MISSISSIPPI
MISSOURI
MONTANA
NEBRASKA
NEVADA
NEW HAMPSHIRE
NEW JERSEY
NEW YORK
NORTH CAROLINA
NORTH DAKOTA
OHIO
OKLAHOMA
OREGON
PENNSYLVANIA
RHODE ISLAND
TENNESSEE
TEXAS
VIRGINIA
WASHINGTON
WEST VIRGINIA
WISCONSIN
WYOMING

NEW 10% WAR BOND DRIVES SWELL TREASURY HONOR ROLL

HOW TO "TOP THAT 10% BY NEW YEAR'S"

Out of the 13 labor-management conferences sponsored by the National Committee for Payroll Savings and conducted by the Treasury Department throughout the Nation has come this formula for reaching the 10% of gross payroll War Bond objective:

- 1. Decide to get 10%.**
It has been the Treasury experience wherever management and labor have gotten together and decided the job could be done, the job was done.
- 2. Get a committee of labor and management to work out details for solicitation.**
 - a. They, in turn, will appoint captain-leaders or chairmen who will be responsible for actual solicitation of no more than 10 workers.
 - b. A card should be prepared for each and every worker with his name on it.
 - c. An estimate should be made of the possible amount each worker can set aside so that an "over-all" of 10% is achieved. Some may not be able to set aside 10%, others can save more.
- 3. Set aside a date to start the drive.**
- 4. There should be little or no time between the announcement of the drive and the drive itself.**
The drive should last not over 1 week.
- 5. The opening of the drive may be through a talk, a rally, or just a plain announcement in each department.**
- 6. Schedule competition between departments; show progress charts daily.**
- 7. Set as a goal the Treasury flag with a "T."**

AS of today, more than 20,000 firms of all sizes have reached the "Honor Roll" goal of at least 10% of the gross payroll in War Bonds. This is a glorious testimony to the voluntary American way of facing emergencies.

But there is still more to be done. By January 1st, 1943, the Treasury hopes to raise participation from the present total of around 20,000,000 employees investing an average of 8% of earnings to over 30,000,000 investing an average of at least 10% of earnings in War Bonds.

You are urged to set your own sights accordingly and to do all in your power to start the new year on the Roll of Honor, to give War Bonds for bonuses, and to purchase up to the limit, both personally and as a company, of Series F and G Bonds. (Remember that the new limitation of purchases of F and G Bonds in any one calendar year has been increased from \$50,000 to \$100,000.)

TIME IS SHORT. Our country is counting on you to—

"TOP THAT 10% BY NEW YEAR'S"



Save with
War Savings Bonds

This space is a Contribution to America's All-Out War Effort by RADIO DAILY



Coast-to-Coast



TO ASSIST the Italian Division of the Treasury's War Savings Staff office, WOV is plugging the government's war bond rally which on Dec. 6, will present the Children's Grand Opera Co. at the Hecksher Theater, in "H. M. S. Pinafore." Station is presenting the performers on two programs over the air, in addition to announcements throughout the day.

Cliff Allen, program director of WWVA, Wheeling, W. Va., has been appointed news director and war program supervisor. With the assumption of his new duties, Allen will be relieved of all program managerial duties, which have been assigned to Lew Clawson, WWVA chief announcer.

Claire Harrison Cari-Cari, continuity director of KWK, St. Louis, is serving on the Radio Committee of the Citizens' U. S. Army Recruiting Campaign. Don Cochran, KWK announcer, has left the station to enter government service. "Memories In Melody," featuring transcribed light opera and musical comedy selections, is currently being sponsored on KWK by local housefurnishing firm.

Allan Strong, formerly with WOV, New York, has joined the staff of WBYN, New York. He has been assigned the "We Bring You News" broadcasts. "Starlight Singers" have returned to WBYN after a tour of stations from coast to coast. Musical group is directed by R. C. Frinke.

Bob Mabry has joined the announcing staff of WFDF, Flint, Mich. He was formerly chief announcer at WCAR, Pontiac, Mich.

J. B. Fuqua, general manager, of WGAC, Augusta, has designed a plan to meet today's production emergency. Each Saturday afternoon he meets with the staff of announcers and engineers, and they discuss problems of the past week and future programs. There has been a decided improvement in production since these meetings began.

Announcer Jim McMurry of WPTF, Raleigh, has entered the Army Enlisted Reserve Corps. He was an Esso Reporter and has been replaced by Phil Ellis of the WPTF staff. Peggy Fox and Frances White have been appointed WPTF receptionists. Both are new to radio.

Edward J. Conture, program director of WDLP, Panama City, Fla., has been appointed war program manager, and will act as liaison man between the station and the OWI. Dorothy Story, receptionist and bookkeeper at WDLP has now been added to the announcing staff as the station's first female full-time announcer.

Edith Miller, formerly of WOW, Omaha, will be in charge of the 1942 KSO "Christmas Tree" broadcasts which are featured annually from Thanksgiving until Christmas over KSO, Des Moines. More than 14 sponsors pay the bill. This is the eighth season for the series. KSO will be co-host to the "Quiz Kids" who will be brought to Des Moines by KSO and the local Women's Activities Committee on a special Bond program scheduled for November 22 at the Shrine Auditorium. The project is expected to raise a half-million dollars.

The winter seasonal ditty, "Little Jack Frost," now getting a radio build-up, is the product of Frank H. Grey, Ascap, and Tommy MacWilliams, continuity editor of WSIX, Nashville, Tenn. Tune is published by New Dawn Music Corp., Hollywood, which outfit is releasing their "Without You" December first. This team also wrote "Kappa Sigma Waltz," published last year by Paull-Pioneer Music Corp.

Barry Wood has cut a second set of four "Treasury Song Parade" transcriptions to be distributed nationally by U. S. Treasury Department. Numbers include "Moonlight Becomes You," "Constantly" and "I Ain't Got a Dime to My Name," all from film "Road to Morocco," and "I Had the Craziest Dream," from "Springtime in the Rockies." With current Bluebird disc of "Ev'rybody Ev'ry Pay Day" and previous set of four "Treasury Song Parade" platters, this makes nine numbers Wood has recorded for Treasury this fall.

Lee Kirby, sportscaster and announcer on WBT, Charlotte, is currently doing a 30-minute program for "The Yank," official army newspaper. The show, a smorgasbord of music, local color, sports news and other bits of interest to men in the armed service, written and produced by Kay Owsley, WBT continuity director, will be transcribed at WBT and then sent to Washington for broadcast via shortwave to soldiers all over the world. WBT-ers active in the Charlotte Little Theater productions include Kay Owsley, continuity; Jack Knell, news editor-analyst; Adele McCarty, continuity; Cassie Massie, transcriptions, and Dick Pitts, Hollywood news reporter. Knell is a member of the board of directors of the Charlotte Little Theater, and chairman of the play reading committee. Miss McCarty is a member of the cast of the forthcoming production, "Claudia." Title role of the Claudia show is played by Mrs. Lanny Wallwork, former WBT receptionist.

KXL, Portland, inaugurated its new studios and offices last Sunday with a special hour-long program featuring variety entertainment as well as prominent speakers and congratulatory messages. The new set-up for KXL includes a main studio with a seating capacity of 75 people for small audience participation shows, a small studio to conduct forums, newscasts, etc., and a large control room. Both studios and control room are scientifically designed and acoustically corrected. They also are connected by large observation windows which offer the utmost in efficient operation. The offices adjoining are ample to take care of program and production facilities, and they consist of program, production, and continuity departments, commercial manager's office, auditor's office, and general manager's office. In addition to the above space, is a large general office, and a comfortable reception room.

John W. Elwood, general manager of KPO-NBC, San Francisco, visited NBC-Hollywood recently. Two resignations have been received by KPO-NBC recently: Beth Gardner, assistant to continuity editor Byron Mills; and Janice Anderson, assistant press manager, who will rejoin the editorial staff of The Oakland "Post Enquirer," where she was previously employed.

Additional 25 minutes was added to the regular half-hour "Farmers' Forum" on WHP, Harrisburg, Pa., to celebrate 4-H Club Achievement Week recently. Participating on the program were four county agents, four home economics representatives, two boys and two girls from each of the four counties represented and one club leader from each county. Program was under the direction of Joe Tonkin, WHP farm program director.

Harry James' Chesterfield programs on CBS originate from Hollywood beginning Dec. 8 following band's return to cinema capital to check in at MGM for "Best Foot Forward." Announcer to replace Mel Allen, who has been handling mike chore in New York, is not yet set. James closes Dec. 3 at Blue Room of Hotel Lincoln and is not booking location in Hollywood during film and radio commitments.

KYSM, Mankato, Minnesota, has turned its "Heartbeats in Sport Headlines" over to the Navy to recruit Naval Aviation. Announcer Bill Faulkner, recent KYSM addition, is heard on the five-minute program three nights a week. Eagle Roller Mill of New Ulm, Minnesota, has just signed with KYSM for six fifteen-minute programs per week, Mondays through Saturdays, to promote Eagle Roller Mill Flour and Feed Products. Programs are heard from 6:30-6:45 a.m. directed to early morning farm audience, and feature "Swede" Johnson and his accordion, popular KYSM staff musician.

WQXR, New York, has inaugurated series titled "Paris Again" under sponsorship of Parfums Schiaparelli. Programs consist of musical French compositions and more time the sponsor has used radio to advertise its French perfumes.

Newcomer on the program WNBC, Hartford, Conn., is Heintz. She will act as announcer to Ralph Kanna, program director. Recent WNBC remote coverage including the ceremonies in connection with the awarding of a \$50,000 Constance Bentley, second runner in the 11th National Poetry Contest. Presentation was at a local department store.

Jerry Belcher, public events director of WCKY, Cincinnati, has been named man of a committee in charge of relic cannon and field scrap and salvage use. Sponsoring drive are the station, City of Cincinnati and the Cincinnati Ordnance Plant.

Stoughton's Drug Stores, Hartford, Conn., which has sponsored Sunday noon news broadcast on WDRS, Hartford, for six years, just renewed its contract for next year. The contract also includes spots weekly. The Stoughton's advertises a hearing device with nasal filter on its program.

Announcer Russell Naughton, Hartford, has been placed in charge of early morning "Shopper's Special" program, a feature running from 7 to 9 a.m. Naughton is president of the "Strictly Swing" club and an organization with 15,000 members.

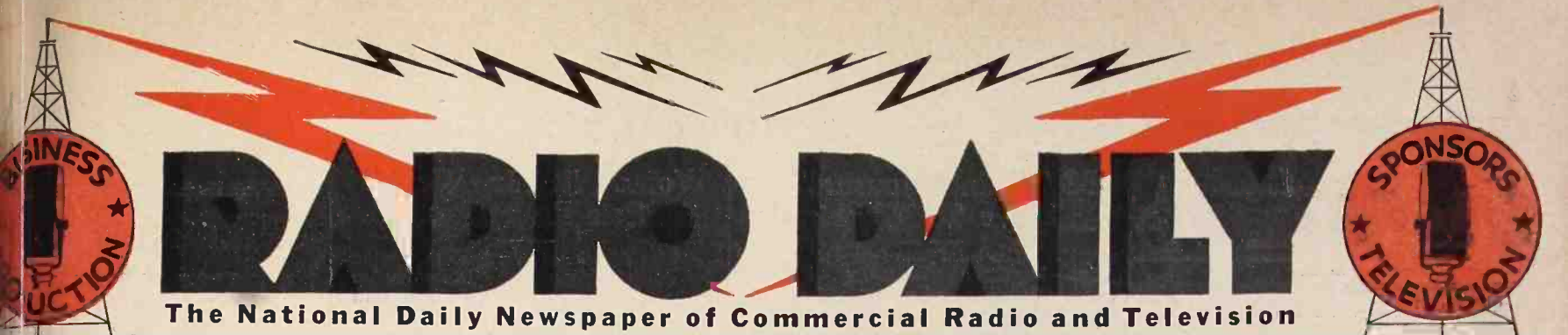
Barry Barents, mikeman at WTAG, leaves the Worcester station this week to join Transit Advertising, New York. Barents will be in charge of Central New England representation for the firm. He had been with WTAG for over two years, during special events and as a regular announcer at the station.

Four Broadcasts Abroad Of "This Nation At War"

Four broadcasts of "This Nation At War," public service program presented by the Blue Network in cooperation with the National Association of Manufacturers, will be heard in England beginning Nov. 20, produced by George Corey, chief elementary ex-writer of the program, who has gone abroad as an accredited war correspondent. Four broadcasts will be heard from 10:15-10:45 p.m., EWT.

With governmental sanction for travel among the American troops in England, Corey will build up a program featuring talks by fliers, and sailors in England, and to-person conversations between fighters and war plant workers on this side of the ocean.

1942											
BIRTHDAYS											
17	18	19	20	21	22	23	24	25	26	27	28
29	30										
November 19											
Charme Allen			Tommy Dorsey								
Bob Harris			Karl Kraus								
George McCaughna											



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

21, NO. 34 NEW YORK, N. Y., FRIDAY, NOVEMBER 20, 1942 TEN CENTS

Indie ET Men Losing Out

Sus Bur. Completes Radio Homes' Listing

Washington Bureau, RADIO DAILY
Washington—Radio coverage of 86.8 per cent for the 30,721,944 white households in the country was reported yesterday by the U. S. Bureau of Census, completing its comparison of radio-equipped homes in the nation. Contrasted with this coverage of only 43.3 per cent for 3,168,562 non-white house-

holds in the Island, Massachusetts, New Jersey and Connecticut, which reported over 95 per cent coverage in white dwelling units, (Continued on Page 2)

Cola Signs CBS 3rd Consecutive Year

Cola Co. has renewed its CBS contract with Andre Kostelanetz over the network in the U. S. plus stations in Honolulu and Hilo. Re-effective Nov. 29 marks the network's third consecutive year on the air. Programs continue in the slot Sundays 4:30-5 p.m. EWT. Advertising Co. Inc., handles the account which recently replaced Spalding with Ted Cott as announcer on the show.

Can Congo Broadcast Comes Through For NBC

Yesterday aired the first broadcast from the Belgian Congo since the Belgian invasion, and the second broadcast since the U. S. entered the war—with a pick-up from Jack O'Connell, veteran newspaperman and now working with the Office of War Information. (Continued on Page 2)

Cross-Section

quipps, bon mots and brainy remarks heard on Bob Hawk's "Thanks to the Yanks" show on radio are now being perpetuated in posterity in the form of a book release which will be published regularly. It is aptly and playfully titled "Posers and Pranks to 'Thanks to the Yanks'" and contains the most interesting of the material used.

Too Busy

Edmond Stevens, busy with his work as head of the Blue's literary rights division, has had to turn down an offer to play an important role in "Flare Path," legit show produced by Gilbert Miller and directed by Margaret Webster. Born and bred in the theater, Stevens played in the original "Journey's End" company in London with Colin Clive.

MGM Closes With Blue For 5-Minute Series

MGM which has been dickering with the Blue Network for a five-minute strip has closed the deal covering 54 outlets, first show going on Mon. Nov. 30. "The Lion's Roar" will be on 7-7:05 p.m. EWT, Monday through Friday featuring Col. Stoopnagel supported by announcer Fred Uttal in five minutes of comedy. Donohue & Coe handles the MGM pictures account which will not use a (Continued on Page 3)

Gen. Motors 1943 Plans May Not Include Disks

General Motors' radio plans for 1943 are now being given close consideration, with final determination deadline set for February 1, 1943. Spokesman for the organization indicated that thus far the agencies have not submitted any program plans, though producing offices and free lancers have been submitting many to the (Continued on Page 2)

'Women At War Week' Drive Sets Extensive Radio Plans

CBS "Country Journal" Shifts To Washington

Columbia's "Country Journal," weekly "radio newspaper" and delineator of the activities, problems, home life and opinions of America's farm families, moves its headquarters from St. Louis to Washington, D. C. to facilitate its wartime farm news coverage. (Continued on Page 2)

Govt. Reported Withdrawing Business From Recording Studios; In Favor Of Using Its Own Facilities

Bob Hope Takes Lead In Mid-Nov. Ratings

Two shows, Fred Allen and Kay Kyser, which had not been included in the first 15 shows in a C. E. Hooper national program rating for Oct. 30, made the grade in the newest listing out yesterday and dated Nov. 15. Listing of the Texaco comedian is the first Allen has been on the grouping this season. Bop Hope who had yielded the top of the list to Bergen- (Continued on Page 6)

Atlanta Pickup Sunday For Ecuador President

President Carlos Arroyo Del Rio of Ecuador will be heard by the people of his country upon his arrival in Atlanta, Ga., Sunday at 3:30 p.m., EWT, on a special program arranged by CBS for simultaneous rebroadcast by Radio Quito in Ecuador. (Continued on Page 2)

Cuticura Soap Renews Spot Anns. Contracts

Potter Drug & Chemical Corp. of Cuticura Soap, has signed its sixth annual renewal for both announcements and five-minute spots on 9 key outlets plus one additional station, (Continued on Page 4)

Plight of independent recording studios which, through their association have been protesting against the establishment of recording studios here by the Overseas Branch of the OWI, became more critical this week with the report that private recording companies in the future will be denied all of the government business which they have had to this time. Report was made by Howard L. Volgenau, Industrial Consultant for the War Council of the State of New York. Matter will be the chief topic of discussion. (Continued on Page 3)

ACA-Philly Outlets' Training Plan Starts

Philadelphia—First group of licensed applicants to receive practical station experience under a war-time training plan for building up a supply of broadcast technicians (RADIO DAILY, Oct. 16) sponsored cooperatively by eight broadcasting stations here, the Board of Education and the American Communications Association, started (Continued on Page 6)

Gillette Sports Cavalcade Sets 2 Heavyweight Bouts

Two heavyweight bouts: Lee Savold vs. Jimmy Bivins on Friday, Nov. 27, and Tami Mauriello vs. Lou Nova on Friday, Dec. 11, will be broadcast over WOR-Mutual under sponsorship of Gillette Safety Razor Company as (Continued on Page 2)

Vital Statistics

Having put its tabulators on the job, WOL, Washington finds that the final report on the drive for "Keys For Salvage" by Fulton Lewis, Jr., MBS commentator, some 89,209 pounds of keys were collected through his efforts. Individually, the door-openers total 4,460,451 each made of much needed metal and originally carried around by unsuspecting citizens.

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Nov. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	130 1/8	129 3/4	129 3/4	+ 1/8
CBS A	14 3/4	14 3/4	14 3/4	+ 3/8
CBS B	14 5/8	14 1/2	14 1/2	+ 1/8
Gen. Electric	29 5/8	29 3/8	29 5/8	+ 1/8
Philco	10 7/8	10 7/8	10 7/8	+ 1/8
RCA Common	4 3/8	4 1/4	4 1/4	+ 1/8
RCA First Pfd.	57 5/8	57 5/8	57 5/8	+ 1/8
Stewart-Warner	7 5/8	7 5/8	7 5/8	+ 1/8
Westinghouse	76 7/8	76 3/4	76 3/4	+ 1/4
Zenith Radio	16 1/2	16 1/2	16 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	5/8	5/8	5/8	-1-16
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OVER THE COUNTER

	Bid	Asked
Farnsworth Tel. & Rad.	3	3 1/4
Stromberg-Carlson	6 5/8	7 5/8
WCAO (Baltimore)	18	21
WJR (Detroit)	18	20

Gillette Sports Cavalcade Sets 2 Heavyweight Bouts

(Continued from Page 1)
a part of its "Cavalcade of Sports." Don Dunphy will handle the blow-by-blow description, with Bill Corum supplying the background color before the bouts and between rounds. The bouts, which will be held at Madison Square Garden and are scheduled for 10 p.m., are expected to furnish the sports world with a "duration" champion while Joe Lewis, present title-holder, is serving in the U. S. Army.

Belgian Congo Broadcast Comes Through For NBC

(Continued from Page 1)
formation. Speaking through the shortwave facilities of Radio Congo Belgique in Leopoldville, Iams described briefly the conditions in that city, comparing them to an average American town where the people are all doing war work, although life is otherwise very calm. NBC's news and special events department expects to carry broadcasts from Leopoldville occasionally.

CBS "Country Journal" Shifts To Washington

(Continued from Page 1)
erage beginning Saturday, Dec. 5, when Charles "Chuck" Worcester also becomes its new Farm Editor. The program is heard over WABC and CBS each Saturday from 1-1:30 p.m. EWT.

By shifting the "Journal's" headquarters, CBS hopes to bring the farm listener into closer contact with Washington, giving him a complete picture of the war role he is filling and interpreting the war from an agricultural viewpoint.

Heads of governmental bureaus will be presented on the program to explain, directly from the Capital, all new farm legislation. Farm experts also are to be presented to explain new scientific farm methods and agricultural projects being undertaken to aid victory.

Leon Levine, assistant director of Education for CBS, who supervises the new series from Columbia's New York headquarters, is planning with Worcester to expand CBS' agricultural activities. "Country Journal" farm reporters are to be established in key agricultural areas to supplement news coverage and to report to the "Journal."

Gen. Motors 1943 Plans May Not Include Disks

(Continued from Page 1)
agencies, following reports that the firm's present series of transcriptions, "Victory Is Our Business," will not be renewed after the current schedule of productions have been completed. Series is close to the wind-up.

In recent weeks, the series has been giving consideration in its programming to include such vital topics as the blood bank, safety, share the ride, rehabilitation of men returning injured from the wars, and the employment of older men and women in industry—subjects which have been of vital importance to government agencies, especially the War Manpower Commission. During the airing of one disk on the blood bank topic in Indianapolis, recently, GM turned over the minute and half usually allotted to a talk about the work of GM, to the local Red Cross, and obtained over 2,000 contributions to the bank.

Campbell-Ewald is the agency.

Continental Baking Renews Daytime Serial On CBS

Continental Baking Co. has renewed its serial drama "Bachelor's Children" over CBS effective Nov. 30. Show is heard Monday through Friday 10:45-11 a.m. EWT and rebroadcast at 3:45 p.m. Products are Wonder Bread and Hostess Cake. Ted Bates agency handles the account which uses 45 CBS outlets.

Welles Furnishings Auctioned

The six-day sale of furnishings from the Orsen Welles apartment on 57th Street closed yesterday, with a total of \$85,000 being paid for the articles sold. The sale was held at the Crown Art Galleries.

"Women At War Week" Sets Radio Programs

(Continued from Page 1)
the supervision of Marjorie L. Spriggs, Chief of Women's Programs.

The campaign will be launched next Sunday night, by a coast-to-coast CBS broadcast from 7 to 7:30 p.m. EWT. Mrs. Henry Morgenthau, Jr., wife of the Secretary, will be the guest speaker. Stars on the program will include Fredric March, Florence Eldridge, Dorothy Maynor, and Gracie Fields. The Treasury Department Orchestra and Chorus will be under the direction of David Broekman, and the entire production will be directed by William Murray and William Bacher.

Three "Star Parades"

Other radio activities in connection with Women At War Week, will be three special "Treasury Star Parade" programs to be heard on some 820 stations during the week. The three programs include "Claudia" by Rose Franken, with a special message from Mrs. Morgenthau; "Everybody Has To Win This War" by Violet Atkins, with a special message from Mrs. Roosevelt; and Stephen Vincent Benet's "A Letter To Hitler" starring Helen Hayes.

During the week radio stations will also use special one minute "Voice of The People" announcements aimed particularly at women, in addition to many local special event programs which have been planned by the field offices, with the cooperation of the Washington headquarters. The War Bond Office of War Information allocation for the week of Nov. 22, will also stress the importance of women in War and the "Women At War Week" Bond and Stamp selling drive.

Atlanta Pickup Sunday For Ecuador President

(Continued from Page 1)
dor. The Ecuadorian President will broadcast again at 7:30 p.m., EWT, for Columbia's Latin-American network, La Cadena de las Americas. His second broadcast will originate in the Atlanta studios of WGST. Both broadcasts will be in Spanish.

Carlos Garcia-Palacios, of the CBS Latin-American relations staff, is making the trip from New York to Atlanta to expedite the two programs. He will be accompanied by Russ Johns and Luis Alcivar.

Alcivar, a native of Ecuador, will interview President Del Rio in Atlanta. Johns is chief of the CBS short-wave production department.

At the invitation of President Roosevelt, President Del Rio will pay a visit to Washington, Monday, Nov. 23.

WORC Joining Blue

Effective April 5, 1943, WORC, Worcester, Mass., will become affiliated with the Blue as a member of the basic network, bringing the total number of Blue affiliates to 143. Owned by Alfred Frank Kleindienst, WORC operates full time on a frequency of 1,310 kilocycles with 1,000 watts power. The network rate is \$180 per evening hour.

COMING and GOING

LEWIS ALLEN WEISS, executive vice-president of MBS and general manager and vice-president of the Don Lee Broadcasting System, arrived from the coast. Attended the dinner last night at the Waldorf-Astoria for McClintock, newly-elected president of the Blue Network's Planning and Committee.

HENRY J. JOHNSTON, vice-president and general manager of WSGN, Birmingham, Ala. E. MAY, president of KMA, Shenandoah and W. D. PYLE, president and general manager of KQOD, Denver, en route to their headquarters after having attended the meeting of the Blue Network's Planning and Committee.

R. E. BRADHAM, station manager of WISL, Charleston, S. C., in town yesterday and at the station relations department of the Blue Network.

JOHN J. MURRAY, accountant at Columbia outlet in Boston, completed business trip here yesterday and left for Massachusetts.

JOHN TOOTHILL, president of Buick Company, Inc., is in town from Chicago.

MRS. HELEN LAMBETH, of WMP, Point, and WCBC, Greensboro, is here on a short visit. Paid a visit yesterday at the offices of the Blue Network.

LEONARD KAPNER, president and manager of WCAE, Pittsburgh, is in town on station and network business.

BOB BOWMAN, Canadian Broadcasting Company, leaving shortly to accompany Brockington, special adviser to the Ministry of Information, on a tour of New Zealand.

W. B. STUHT, commercial manager of Salt Lake City, conferring yesterday with New York representatives of the station.

CONRAD THIBAUT leaves for Boston to fill a concert engagement in that city.

NATHAN FRANK, commercial manager of WNCB, Raleigh, N. C., was in town yesterday at the offices of the Blue Network.

EDWARD A. DAVIES, vice-president in charge of sales for WIP, Mutual outlet in Philadelphia, spent yesterday in New York.

T. S. MARSHALL, president and commercial manager of WOLF, in town from Syracuse on short business trip.

TED HUSING and JIMMY DOLAN, Columbus, Ohio, where tomorrow they will broadcast the game between Michigan and Ohio State.

RICHARD W. DAVIS, general manager of WNBC, Hartford station of the Blue Network, a visitor to New York yesterday.

LENNOX MURDOCH, commercial manager of KSL, is here from Salt Lake City on station network business. Conferring yesterday with the local reps.

Census Bur. Completes "Radio Homes" List

(Continued from Page 1)
boast a non-white coverage of 86.8, 92, 78.9 and 89 per cent respectively. New York's 92 per cent non-white coverage is the highest in the nation, scaling down to a 16 per cent in the large non-population of Mississippi. In the latter state, which boasts the largest non-white group of any in the country, only 40,850 or 255,300 units own radios. Mississippi's 39.9 per cent coverage for both white and non-white is the lowest of the 48 states. The general pattern of the census indicates that the difference is greatest where the non-white population is mainly rural, smallest where the non-white group is mainly urban.

Los Angeles

By JAC WILLEN

BILL THOMPSON did a special War Department transcription this week which will be shortwaved to service men all over the world. Thompson did all of his Fibber McGee characterizations, Wallace Wimple, Old Timer, Horatio K. Boomer and Nick DePopulus.

Dinah Shore, Blue Network singer, this week winds up work on her first motion picture, "Thank Your Lucky Stars," and resumes her weekly tours of out-of-the-way army camps.

"Der Fuehrer's Face" as popularized throughout the United States by Spike Jones and his City Slickers, stars of the NBC "Gilmore Furlough Fun" broadcasts, is being presented to 130,000,000 Americans this week by Fox Movietone News.

Harry W. Flannery, who many times broadcast from Berlin when the bombs were falling, predicts that before the end of this war listeners will hear news broadcasts from the battlefronts on land and sea and that the microphones will be where the bullets are whizzing.

Bob Burns, who talks much of farming on his "Arkansas Traveler" radio program, lives his own yarns. This week he finished harvesting 170 tons of dried lima beans from his San Fernando Valley farm. Earlier he sent to market 1200 tons of sugar beets. But Bob gets his sugar from ration books like everyone else!

Kay Kyser has become a regular Saturday night demand by the visiting Army, Navy and Marine attendees at the Hollywood Canteen. Most any week that finds Kay anywhere within possible traveling time of "Hollywood by Saturday night" finds Kay and his gang playing away, and giving show after show for the boys.

There'll be a new announcer on the Blue Network's "Breakfast at Sardi's" broadcasts; the reason, John Nelson, who has been handling that assignment since the program first went on the air, will become an ensign in the U.S. Navy. No successor has been named as yet.

Cuticura Soap Renews Spot Anns. Contracts

(Continued from Page 1)

through Atherton & Currier, Inc. agency handling the account. This particular business was placed through the NBC National Spot and Local Sales Division, calling for the use of six 5-minute programs each week over WEAJ, New York, and twelve 1-minute announcements each week over WBZ and WBZA, Boston and Springfield; WGY, Schenectady; KDKA, Pittsburgh; WTAM, Cleveland; WRC, Washington, WMAQ, Chicago, KOA, Denver and KPO, San Francisco.

As recently announced in these columns, Fanny Farmer Candy Shops bought participating time on most of the above mentioned outlets, plus some others, also through NBC spot division. J. Walter Thompson has the candy account.

MAIN STREET

OL' SCOOPS DAILY

Radio Is My Beat. . .!

● ● ● The stories they tell of Goodman Ace—like Wilson Mizner—are legion. They never grow old or dull. There was the time, for instance, when Goody was a leg man on a Kansas City sheet and was assigned to cover a local ice show. On the way over, he ran into a former staff member who was selling insurance. "Wha'd'ya wanna cover a thing like that?" demanded the reformed scribe. "You know all those shows are alike. C'mon over and let's shoot some pool and then you can go back to the desk and write up how beautiful the costumes were and all that sort of stuff. It's a cinch." Goody allowed himself to be talked out of it—so they went to a pool room. Later on, he went back to the office and pounded out a masterpiece on the loveliness of the show, etc. The editor read it over with a fishy eye. "Must have been a whale of a show," he said sarcastically. "Too bad the opposition didn't like it. They ran some sort of a story about how the balcony caved in and a couple of people were killed." As Goody silently closed the door after him, he was heard to mutter: "At least I won six bucks at snooker!"

★ ★ ★

● ● ● The Blue Network variety show, "Army-Navy Game," featured a tribute to the American Merchant Marine last week. On the stanza, a congratulatory message was read from Henry Kaiser. It was supposed to come on the day of the broadcast—Thursday. Instead, it came in typical Kaiser fashion—a day before the show, on Wednesday!

★ ★ ★

● ● ● **THE REVIEWING STAND:** Gabe Heatter really let go the night the news came racing through that Tojo's fleet had taken a licking. Heatter might have raised eyebrows when he confessed that his continuity had nothing new about it. "It's all been told on every other news program tonight," said Heatter, in effect, "but it's great news—and if you don't mind, I'd like to repeat it." And so he went on with the delicious statistics about how Uncle Sam's seagoing fighters dished it out. Most dialers are very tough with commentators—they like their news uniquely angled, colorfully documented. But here was Heatter with old news and we guarantee that listeners hung on every syllable. . . . Bing Crosby paid his own kind of tribute to the genius of the late Ralph Rainger. And he did it in his own characteristic style—that loping, informal, ad-libby gait of his. Where others might have stiffened up and let go with stuffy eulogy, Bing just made almost casual mention of his fondness for Rainger. Sounds almost as if there may have been a slight exhibition of poor taste in the talk—but radio insiders know that here is the very heart of the fabulous Crosby success. Everything he does is in perfect, flawless key. He just happens to be the kind of guy who would pay tribute that way. It was a simple, impressive kind of farewell.

★ ★ ★

● ● ● **TICKET TAPE:** Winchell's sponsor has bought another columnist, Hedda Hopper, to replace "The Parker Family" on the Blue immediately following the Winchellian scoops. Inasmuch as Jimmy Fidler would air on the same chain right after Hopper, dialers would get a straight 45 minutes of columnar talk which is not supposed to be good radio, so a change is in the offing. Who will be affected is still unknown. . . . Arlene Francis slated for a lead in the Max Gordon entry, "Doughgirls" . . . Experts estimate that "Praise the Lord (and add your own tagline)" will sell over a million copies before winter wanes. . . . Cass Daley may be paired with Victor Moore as a regular comedy team for films. . . . The last program of Norman Corwin's "An American In England," which wasn't heard here because of transmission failure, will be repeated as the 4th of the series of five similar programs Corwin will offer on CBS starting Dec. 1st.

Chicago

By FRANK BURKE

COMPLETED cast of entertainers for the Elgin Watch Company two-hour institutional broadcast, WBBM-CBS on Thanksgiving from 3-5 p.m. is as follows: Ameche, emcee; Walter Pidgeon, Edgar Bergen, Red Skelton, Jones, Jose Iturbi, Dale Evans, Janis, Gene Krupa, Judy Canham, Ginny Simms, Golden Gate Quartet, Ella May Morse and Freddy Lou Silvers, conductor of the Theater Orchestra, will direct piece band and Spike Jones and City Slickers will also appear. Davis may also be featured.

Jane Benson, formerly assistant radio editor of the "Milwaukee Journal," has joined Tony Koenig as Blue Network publicity star in Chicago.

Chico Marx and orchestra will appear on the Treasury Department "Bondwagon" broadcast over WJJD at noon on Monday.

WJJD is increasing its after-noon "Concert Hour" program to seven one-hour broadcasts weekly with the Olson Rug Company as sponsor.

Rita and Eileen Clifford, of WIND, Gary, office, will marry some men in the near future. Rita will marry private Edward Flemming of the U. S. Air Corps during the Christmas holidays and Eileen will marry Aviation Cadet James Rees in January.

Bill Goodwin gets the announcement on "Sports in the City" on WJJD.

Interview program with Bill Dunn begins a series on WJJD Saturday Nov. 28, from 9:15-9:30 p.m. Program will originate in military camps.

The first of a series of weekly half-hour "spelling bees" will be broadcast over WGN starting Sunday with Harold Isbell as emcee. Contestants will be a group of business men vs. the chorus girls of the Chez Paree.

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 private 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

TEST-ING

OGAN, on "Double of Noth- (WOR-Mutual, 9:30 p.m.).

HR, on the Camel Caravan today (WABC-CBS, 10

IE RING, on "Those Good" today (WJZ-Blue Net- p.m.).

ES BRULL, FRANK GER- GENEVIEVE TABOUIS, "The North American "The People's Platform," (WABC-CBS, 7 p.m.).

HASE and JUDITH AN- on the "Saturday Night," tomorrow (WOR-Mu- p.m.).

LEE O'DANIEL of Texas, ENRY HANEY, financial ss columnist of the Hearst METCALFE WALLING, Hour Administrator, and ARREN, president of the Clock Co., discussing "e Abolish Overtime Pay Duration," on Theodore American Forum of the ay (WOR-Mutual, 8 p.m.).

TRIPPE, president of Pan- Airways; LAWRENCE professor of civil engineering western University, and LEXANDER DE SEVER- ssing "Will Air Power Win on the "Reviewing Stand" Sunday (WOR-Mutual, 1

ND BRAGGIOTTI and JAN on the Coca-Cola program, WABC-CBS, 4:30 p.m.).

AHERNE and ROBERT Y, on the "Radio Reader's" Sunday (WABC-CBS, 9

INORE M. HERRICK, di- personnel and labor rela- the Todd Shipyards Corp., "manpower" program, Sun- C-CBS, 12:15 p.m.).

MELTON, on the "Texaco er," Sunday (WABC-CBS,

D. HARGROVE, pastor of Bethel Independent Metho- th, Birmingham, Ala., on "Over Jordan," Sunday BS, 10:30 p.m.).

Stork News

Crotty, of NBC's television t, is the father of a born to Mrs. Crotty last The baby weighed seven e ounces at birth.

Peter, was born Thursday, to Mr. and Mrs. Richard ach. Father is a member ss department of the Na- cert and Artists Corp.

NEW PROGRAMS—IDEAS

"Above The Battle"

Americans and prominent foreigners in California, who are authorities on political and economic problems are the stars of a new KGO, San Francisco program titled "Above the Battle," dedicated to shedding light on current problems from the stand- point of the average citizen. Pro- duced by Stuart Hannon, who acts as moderator, the opening broadcast featured such famous personages as M. Vladimir Timoshenko, Stanford faculty member and authority on Russia's natural resources; Mrs. Alice Riggs, wife of the president of Anatolia College, Greece; Dr. Robert Kerner, professor of history of Uni- versity of California. The shows will be heard each Sunday afternoon at four o'clock.

"This Is Your War"

Plugging for more widespread adop- tion of the ten per cent payroll de- duction plan, for the purchase of War Bonds, a special program on KQW, called attention to the only case in the west where workers have paid their share of administrative costs for the payroll deduction setup. The system is being worked by

Schools Throughout Nation Register For Air Debates

Universities and colleges throughout the country are registering for the second series of National Intercol- legiate Radio Prize Debates to be held under the auspices of the American Economic Foundation with the co- operation of the Blue Network. The Foundation conducts the "Wake Up, America!" Radio Forum heard every Sunday afternoon over the Blue Net- work. Dr. William F. Peirce, chair- man of the board of trustees of the American Economic Foundation and formerly president of Kenyon Col- lege, will moderate the local and national radio debates held in connec- tion with the contest. There will be eight local qualifying debates broad- cast between February 15 and March 15, the winner and second best to receive a \$50 and a \$25 cash prize, respectively.

The finals will be debated on Sun- day April 18 at the "Wake Up, Amer- ical!" period 3:15 to 4:00 p.m., EWT, WJZ, New York. The winner of the final will receive a \$1,000 War Sav- ings Bond and \$250 cash and the run- ner-up a \$500 War Savings Bond and \$125 cash. The subject of the debate is "Should American Youth Support the Re-establishment After the War of Competitive Enterprise as our Dominant Economic System?"

Students of 185 universities and colleges representing 44 states and the District of Columbia entered the first series of National Intercollegiate Radio Prize Debates held under the same auspices early this year. The success of this contest, the first of its kind ever to be held over the air, prompted the initiation of the second

the Electrical Contractors Association and Local 6, International Brother- hood of Electrical Workers, AF of L, who share on a fifty-fifty basis the cost of office work and bookkeeping. The plan was urged for nation-wide adoption by James G. Smyth, northern California administrator of the War Bond Savings plan. The program, titled "This Is Your War," will be- come a regular Saturday night fea- ture, with Ira Blue as emcee.

Physical Culture Program

A physical culture program was aired by KPO in a special round- table discussion, on the subject "Building Strong Bodies," in observ- ance of National Education Week. The program was relayed to other NBC stations of the Pacific Coast, and stressed the need for physical training in the school program.

Produced by Leonard Gross, direc- tor of public service programs for KPO, the show featured Verne Land- reth, chief of physical training for the state of California; Helen Carlen- kovich, three-year holder of all wo- men's major diving championships of the nation; and Mrs. Walter B. Peter- son, president of the 28th district, Parents and Teachers Association.

Max Jordan Article In 'Literature' Series

Article titled "Religion and Radio," by Max Jordan, NBC foreign director, has been selected by editors of the Catholic High School Literature Series for inclusion in Book 2, of "Appreciation Through Reading," a volume published jointly by W. H. Sandlier, Inc., and the Catholic Uni- versity of America Press.

In his contribution, Jordan de- scribes some of the first attempts to broadcast religious programs interna- tionally, and mentions new fields for the radio transmission of religious themes. He cites NBC's experience in arranging successful broadcasts from the Roman Catacombs and from the famous Oberammergau Passion Play, and concludes with the opinion that radio "can be utilized to bring home to all men, regardless of dif- ferences in belief, those things that make the whole world kin."

Garden Ceremonies On WMCA

WMCA tonight will broadcast a portion of the Women's International Exposition from Madison Square Garden, with Luise Rainer featured in a special radio drama, concerning Soviet women, written by Terry Lewis and titled "The Green Great- coat." The program, which will be heard from 10:03-10:30 p.m., also will include an address by Marcia Daven- port.

series. Colleges receiving invitations have until November 15 to notify the American Economic Foundation, 293 Madison Avenue, New York, of their intention of entering students in the contest.

AGENCIES

ANDERSON, DAVIS & PLATTE, INC., has announced the opening of a branch office to be located in Wash- ington, D. C. T. Hart Anderson, president of the agency, will divide his time between New York and Washington.

COMPTON ADVERTISING, INC., has been appointed by Kolynos Co. to handle the advertising for its tooth powder. Advertising for the com- pany's tooth paste remains with Blackett-Sample-Hummert, Inc.

JOHN RIDER has been named office manager of the Hollywood office of the Biow Co., by Vick Knight, executive producer of the agency.

CAMPBELL - EWALD CO., New York, has filed an annual statement and designation with the Secretary of State of New York at Albany, showing outstanding capital stock of \$200,000 in \$10 par value shares.

CAMPBELL-EWALD CO. of New York, Inc., has adopted as its new corporate name, Eastern Division of Campbell-Ewald Co.

RADIO ADVERTISING campaign is being mapped for Floranide, a new combination peat and moss fertilizer made by the Cypress Abbey Co. of San Francisco. The account has just been assigned to the Gerth-Pacific Agency of San Francisco.

B. D. IOLA COMPANY, INC., has been elected to membership in the American Association of Advertising Agencies.

ISABEL OLMSTEAD of the radio copy department of Compton Adver- tising, Inc., has been made head of the company's casting office. Miss Olmstead has been with Compton for four years. She was formerly pub- licity supervisor for the agency.

Wedding Bells

Portland, Ore.—Mary Lou Nichols, daytime receptionist of KOIN-KALE for the past five years, was married recently to Warde H. Erwin, local attorney. She will remain at her job for the duration.

In Philadelphia Its

WPEN

THE STATION

THAT SELLS

5000 WATTS

950 KC

Bob Hope Takes Lead In Mid-Nov. Ratings

(Continued from Page 1)

McCarthy, in the October 30 listing, is back on the perch with a 32.3, his highest November rating in five years. Two shows dropped behind and are not on the new report. They are "Kate Smith" and "Adventure of the Thin Man." The other switches in rank are just one or two notches either way.

The evening "Sets-In-Use" Index published in this report stands at 32.4, up 2.0 from the October 30th report, up 0.2 from the November 15th report of last year. The average evening Rating was 11.3, up 0.8 from the October 30th report and up 1.3 from last year. Thirty-seven programs showed losses of audience, 73 showed gains, and 1 was unchanged.

The complete list of the November 15th "FIRST 15" with their Ratings follows:

Bob Hope	32.3
Charlie McCarthy	31.4
Fibber McGee & Molly	31.1
Jack Benny	27.4
Aldrich Family	27.1
Frank Morgan-Fanny Brice	24.4
Walter Winchell	24.2
Radio Theater	24.2
Music Hall	23.7
Mr. District Attorney	23.3
Kay Kyser	22.8
Eddie Cantor	21.9
Rudy Vallee	21.0
Screen Guild Players	19.0
Fred Allen	18.0

Red Skelton still leads the list of programs measured by partial rather than full national interviewing. Because his broadcast is after 10:30 p.m. EWT, his broadcast is not checked by Hooper in the Eastern Time Zone.

KTKN, New Alaska Outlet, Now On Regular Sked

KTKN, Ketchikan, Alaska, new station licensed to Edwin A. Kraft, started regular broadcast schedules last Saturday. Kraft is president of Northwest Radio Advertising Company, Seattle agency, and also owns KINY, Juneau, Alaska. KTKN which was licensed upon the direct request of the Office of War Information will provide news and entertainment to American forces stationed in the Territory. Most of the major chain programs are being transcribed by the Government, and these are flown to Alaska by military planes and released for the benefit of the soldiers and sailors. KTKN will operate from 7:30 a.m. to 11:00 p.m. daily.

Personnel consists of Roy Grandey, formerly of KHQ, KOL, and CBS, Hollywood, manager; Perry Hilleary, formerly with KOMO, program director; Dallas Williams, newsman from KOL and KIRO, news editor. Construction was completed in record time under the supervision of radio engineer, Vincent I. Kraft, who is associated with his brother, Edwin A. Kraft, in the Seattle office.

More than fifty stations throughout the country recorded special programs of greetings to the soldiers and sailors. These programs were broadcast over KTKN during its initial week of operation.

WORDS AND MUSIC

By SID WEISS

EVERY once in a while (not too often, thank Gahd), we wish we were just a fan instead of an alleged hepster. Then we could let down our hair and really do some raving. Such a mood hit us the other night listening to Phil Spitalny's musical magic at the Strand. We don't know what Phil's done to the band—but whatever it is, it has our approval! Perhaps it was the magic of Evelyn's violin—perhaps it was the high D's Ruth Cove climbed up to on her trumpet (and, brother, how many male trumpeters can you name who can duplicate that?)—perhaps it was the savage beat of Viola Smith's drumming (if you closed your eyes, you'd swear it was Krupa)—perhaps it was the clarinet sub-tones of Kathleen Hamilton—perhaps it was the martial arrangements they featured—or maybe it was just the mood we were in. Be that as it may, we can't remember when we've been so thoroughly stirred by a band. Dropping into Lindy's later on for a midnight bite, we ran smack into Spitalny himself—which is the chief reason for this piece. After leaving ourself short of breath raving about the show, Phil, always a very practical gent, looks us in the eye and says: "Look. Telling me you liked the show is fine. It's great. It makes me very happy. But it would make me a lot happier if you would save it for print!" So we're trapped. Trapped like a trap in a trap. What does that mean anyway? Now we've drawn the assignment of conveying to the trade how we felt that night. And we don't even know how to begin!

★ ★ ★

Phil took good care of that. "C'mon up to my dressing room," he says, "and we'll talk it over right." So here we are up in the California room backstage at the Strand and trying our darndest to concentrate on what Phil is saying—meanwhile straining our neck to catch a glimpse at the loveliest in his band who are constantly streaming up and down the stairway.

★ ★ ★

"I run this band like a business organization." We look around and it's Phil talking. "It's nothing for me to run down to Kansas City or New Orleans to hear a girl that's been touted to me. Didn't I go all the way to Red Wing, Minn., to hear Kathryn Smith play the trumpet?" At this point, we interrupted with a very natural question. "Do you mean to say, Phil, that you're constantly on the look-out for new musicians?" He nodded. "Well, doesn't that sort of break down the morale of the other girls knowing that you're always looking for replacements?" "I didn't say 'replacements,'" says Phil. "I'm always looking for new musicians—but to add to my band. We've added nine new girls in the past year or so." That's different, we figured. If he wants to build up his overhead, that's his headache.

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But what a great band it is and what a great job Phil's done. In the beginning, when he first organized his all-femme band, the trade was inclined to look upon it as a novelty. They regarded it patronizingly and figured even if the music isn't as good as a male band, at least the musicians are prettier! But Phil didn't look at it that way. He was not only out to build up an attractive unit—he also wanted to put out the finest music possible. And he's done it. If we never realized it before, we certainly do now—in spades. He's welded together as musically efficient a unit as you'll find in the land. Every girl in the band is a specialist. The finest on her instrument in the country. Phil has traveled countless thousands of miles assembling this machine and it's doing him proud now. And doing General Electric proud, too. If you doubt us, look at the Crossley. It's the highest rating a straight musical show has ever climbed to.

★ ★ ★

—Remember Pearl Harbor—

ACA-Philly Outlet Training Plan

(Continued from Page 1)

work on Wednesday. Eight one in each of the stations, the assignment.

The first group in the the course will consist of 25 applicants. Their course will commence Dec. 7, 1942. The theoretical will continue for 13 weeks, requirement being 15 hours of work per week. These hours 7-10 p.m., five nights a week. end of the theoretical course applicant succeeds in pass examination for the broadcast the applicant will then be to go on to the eight weeks' training course conducted Union in the stations.

Chas. Smith Supervising

This entire procedure is supervised by Charles C. Chairman of the Union who has interviewed all applicants and assigned them by roster the stations.

Execs of the three sponsor groups met in the studios of earlier this week, and adopted union's plan. Representing the stations, were Samuel R. Rose, president of WFIL, Chairman Management Committee, and following station representatives:

—George Lewis, chief engineer; P. Gillett; KYW—Ernest Gage, engineer; WIP—Benedict Gimble, president, and Clifford Harris, engineer; WHAT—Milton La general manager; WIBG—J. Clery, general manager; W Arthur Simon, general manager; WDAS—Alexander W. Danne Sr.

Union Representatives Included

The Board of Education was resented by: W. E. Brunton, AS Director of War Production of Philadelphia; I. N. Baker, ciple of Dobbins Vocational L. J. Lipp, Coordinator, Vocational School, 22nd and Avenue.

Union Committee Members, tion to Smith were: Dick WPEN; Paul Krantz, WIBG; Pfaff, WIP; I. N. Erney, KYW; Roder, KYW.

In announcing the adoption plan, Rosenbaum said "This ev of constructive forethought b Union for the benefit of the is an example of the excellent friendly relations which exist Philadelphia between the emp and the Union. The operati the plan requires hearty coope from the stations which it wi ceive. However, the amount of involved from the Union Com is far greater than the effort req from the stations. The Union is dering a real service to the in which all parties are interest

Stork News

Los Angeles—Ken Higgins, KFI writer, is receiving congratulations on the recent arrival daughter.

The
ENTIRE
RADIO
INDUSTRY
in one
PRACTICAL
VOLUME

*The RADIO ANNUAL for 1943 is now being
compiled and will be ready early next year.*



Coast-to-Coast



WILBUR EVANS, baritone star of Blue Net's "Stars From The Blue," made such a hit in the Offenbach opera, "La Vie Parisienne," which opened last week for a one-week engagement at the Broadway Theater in New York, that the opera is being held over another week. Evans goes into rehearsal soon as the male lead opposite Marlene Dietrich in her Broadway debut in the Spe-wacks-Kurt Weill musical, "One Man's Venus."

An educational campaign to teach listeners to help the radio repair manpower situation is being conducted by WTAG, Worcester, Mass. Daily announcements instruct the public to take their radios to repairmen instead of asking them to call. A checkup of radio repair shops by WTAG shows the effects of the drive, many shops reporting a noticeable increase in personal deliveries by customers.

Jack Teagarden, trombonist, and Jerry Wald, clarinetist currently leading his own band at Meadowbrook, will be Leonard Feather's guest experts on "Platterbrains," the swing quiz, on WMCA, tomorrow, 7:03-7:30 p.m., EWT.

General Electric has renewed Frazier Hunt over FM Station W65H, Hartford, for a 13-week period starting Dec. 1. Hunt is heard for a 15-minute period each Tuesday, Thursday and Saturday evenings. Contract was placed by Maxon, Inc., New York.

New sustainer on KYSM, Mankato, Minn., Mondays through Fridays, is titled "KYSM Headlines," which includes national and local news as well as interviews with the station's personnel about their personal life and duties at the station. KYSM has lost three "Bobs" to the Army. Bob Peterson, Bob Gardner and Bob Redeen have been inducted into the armed forces. Newcomer at the station is Bob Irving who replaces Gardner on the announcing staff.

Within just a few hours the same day that news stories carried George M. Cohan's death, WWJ, Detroit, broadcast a half-hour memorial program. George Stark, veteran news columnist and, for many years theatrical critic and personal friend of Cohan, told his listeners of many Detroit incidents in the life of the great showman, and William Kendall Clarke dashed off a flash-back drama that scored heavily. Music was by the WWJ orchestra. WWJ observed National Flag Pledge Observance Week recently by having the "Pledge to the Flag" read over the air each day at 1 p.m.

Now going into the second three-month period is a series, sponsored by a professional group on WEIM, Fitchburg, Mass. All the optometrists of Fitchburg and the surrounding towns of Gardner, Leominster and Winchendon present each Sunday, the transcribed series, "The Marvel of Vision," which is produced by the "Better Vision Institute." The program is completely institutional, commercial time being used for two purposes: to promote greater attention to the care of the eyes; to acquaint the public with the services of an optometrist as compared to similar practices. Names of individual contributing members are not mentioned. They are referred to only as the "optometrists of Fitchburg, Gardner, Leominster and Winchendon." The program was sold to the group by means of a meeting and audition, arranged by WEIM and attended by the entire group.

Two new members have been added to the staff of KSL, Salt Lake City. Ruth Freiss, formerly with KUJ, Walla Walla, Wash., is now in charge of the transcription library. James Burdette, formerly with KFPY, Spokane, Wash., is the newcomer on the announcing staff. Opal Cummins, assistant engineer and secretary to Gene Pack, KSL technical director, has received her radio-telephone first class license. John Alexander, Mark Austad and Jim Petersen are handling the KSL-University of Utah football broadcasts.

CKLW, Windsor, has chosen a studio band to provide accompaniment for Del Parker, vocalist. Herb Leach is the new maestro. Series will be aired at new time.

Clellan Card, of WCCO, whose morning program, "Almanac of the Air" has been heard every week day morning for the past seven years, began a new weekly show, "Fun House," which is heard Saturdays at 8:45 a.m., CWT. The new program, sponsored by Minneapolis House Furnishing Co. and St. Paul House Furnishing Co., will feature silly yarns by the inimitable Card and organ music by Ramona Gerhard. At the first broadcast, three dressed turkeys were given away by the sponsors to the studio audience for the most peculiar women's hat, the largest waistline and the newest bride. The radio audience was also informed how it could obtain free turkeys.

New Jersey's First Lady, Mrs. Charles Edison, will be the principal speaker on a special war bond program originating at the Hotel Douglas Newark studios of WAAT, tomorrow afternoon, at 12 o'clock, and which will be fed to a New Jersey network of stations including WTTM, Trenton and WFPG, Atlantic City. The broadcast will launch "Women At War Week," sponsored by the Treasury Department and will be written and produced by Lee Stewart, with Gus Steck's orchestra supplying the musical background and members of the WAAT dramatic staff portraying the role women are playing in the war effort. Other well known guests are to be present.

Prominent in Coast Guard radio doings over WWL, New Orleans, are Martin Burke, former continuity writer, now in Coast Guard Recruiting; Louis Mesinter, former bass fiddle player in the Jax concert orchestra, now a player in the band; Freddie Neumann, one member of the team of "Double Keyboard and Twenty Fingers," and pianist with WWL's "Dawn-busters," now leader of the 40-piece Coast Guard Band; and Chris Yacich, arranger and composer, now writing arrangements for the Coast Guard Band.

Recent staff changes at KBON, Omaha, include the induction of announcers, Hugh Bader and John Knudsen into the Army Air Corps; Dr. Dayton Heckman, political science and government professor at the University of Omaha, has joined the staff as news editor and Ed Skogman, formerly of KFEL, Denver, as announcer; Lyle F. Mellen, Omaha newspaper and advertising man for twenty years, has joined the commercial department; Mary Louise Votava, formerly with J. Walter Thompson, Chicago, has been placed in charge of commercial copy and promotion.

Jim Poole, veteran livestock and farming analyst of the Midwest, began a 5-day-a-week broadcast series on WGN, Chicago, last week. Poole's 15-minute program features the latest news about farming and livestock in key Midwest markets, as well as late market reports. His broadcasts on Monday, Wednesday and Friday are sponsored by the Arcady Milling Company of Chicago. Guy Savage, whose "Human Side of Sports" air column is aired on WGN, has had another song published. His latest and fifth song to be put on paper is titled "We Gotta Get Up Too Early." Savage turned it out in collaboration with Ray Herweg, account executive of the Mitchell-Faust advertising agency. The tune was published by the Braun Music Company.

Bob McRaney, general manager of WCBI, Columbus, Miss., has been named chairman of the model airplane committee of the local Exchange Club. James Eatherton, WCBI, commercial manager, was in Memphis and St. Louis recently on a business trip. He was accompanied by his wife and son.

Johannes Steel's book, "The War," a biography of contributing much to contemporary went into its second printing. Book was published last month by Dan House. Steel is a commercial manager, WMCA, New York.

In keeping with the spirit, Santa Claus too, arrived in Toledo, Ohio, starting a series of broadcasts on W... week at 6:30 p.m. Santa is of LaSalle & Koch, department who is sponsoring St. Nick board, Monday through Saturday.

"North Jersey War of series of war-industry recruiting on WPAT, Paterson, has been by the Chamber of Commerce N. J., as well as department station's coverage area. Comp from the fact that the program too many women from civilian ment to government and war jobs.

New recruiting program is Marine "News Roundup" broadcast on KLZ, Denver, each Sunday 10:30, featuring the International News Service "weekly news service. Program includes to all men enlisting in the in Denver each week. Pre Marine Sgt. Brian Elliott Robertson Advertising Agency executive in Denver, broadnounced by Bob Petrie of...

Two award broadcasts were recently by WNBC, Hartford; pennant of the Maritime Commission Russell & Erwin Manufacturing the Army-Navy "E" flag to C Firearms Co. Milt Berkow news editor and sports comm been renewed by Piel Bros., b sorship calls for nightly sports...

"Essential Activity" May Get Army Call

Washington Bureau, RADIO Washington—A warning to men in essential activities prepared to answer the draft announced this week by Service headquarters. Not local draft boards stated increasing demands of the arm require that large numbers in essential activities who a for service be released for im Assurance that these call not come without warning plicit in another part of the sent the local boards, stating important that they be released in an orderly man ing consideration to their 9 tions, and the time necessar, cure or train replacements, particularly true of those engaged in management, eng planning, superintendence, tions requiring essential sk those engaged in the train others."

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

November 20

Fran Allison Walter Biddick
Bill Boher Judy Canova
Art James Allen Rivkin
Frank Thomas Virginia Verrill

November 21

Joe Du Mond Edward K. Oates
Eleanor Powell Ted Straeter

November 22

Hoagy Carmichael Frank Graham
Glen Litten Dick Pack
Howard A. Petrie

Set Equipment Inventory

Reduction In Salary Sought By CBS Prexy

A special meeting called for Nov. 16, CBS board of directors will consider a proposal submitted by William S. Paley, president, which would reduce his 1942 salary of approximately \$187,000 to \$65,000, making the CBS executive one of the lowest paid top executives to take action on the government wage-ceiling law. Paley has asked to have his salary reduced to \$65,000 per year and to resign his existing employment contract so that there will be no...

(Continued on Page 7)

Stations Supporting NAB Retail Promotion Plan

Washington Bureau, RADIO DAILY—Contributions to support the development of the NAB retail promotion plan, designed to bring radio stations into the radio advertising market more actively than heretofore, have been received from 154 stations, announced Friday by the NAB. The plan has been promised by authorized broadcasters.

retail promotion committee,

(Continued on Page 2)

Special Christmas Shows From CIA To Latin Amer.

Half-hours of Christmas music featuring Bing Crosby, Vivian Della Chiesa, Dr. Frank Black's Symphony Orchestra, Westminster College Choir, Scott Trotter's orchestra and the Radio City Maids are being sent this week to over 100 representative American radio stations from...

(Continued on Page 2)

Private Newcasts

Worcester, Mass.—Diplomatic strategy by the WTAG continuity department helps keep clients happy. WTAG ad-writers keep clients posted on latest war bulletins and keep them along to sponsors during telephone conversations. Since many advertisers are unable to listen to the radio during the day, their high in praise of the extra "service" furnished by WTAG.

Mrs. FDR On Blue

Mrs. Franklin D. Roosevelt will give the farm women of America an insight into life in wartime England in a address to be aired on the Blue Network Wednesday, Nov. 25, as a feature of the "National Farm and Home Hour." Speaking from Washington, Mrs. Roosevelt will be heard at 12:30 p.m., EWT.

OWI Denies Pirating Station Technicians

Washington Bureau, RADIO DAILY—Washington—"There is no basis whatsoever to this talk about pirating," Murray Brophy, OWI communications officer, told RADIO DAILY Friday in reply to charges by WSPR, Springfield, Mass., Blue Network outlet, that OWI was trying to hire technical workers away from the station.

"After all, the information activities of the OWI call for full utilization

(Continued on Page 3)

Westinghouse Returning With Half-Hour Program

Westinghouse Electric & Manufacturing Co. will return to the air early in 1943 with a half-hour program Sunday afternoons, 2:30-3 p.m., on NBC. This is the first time account is using radio since it was taken over by Young & Rubicam agency about a year ago. Program will consist of John Charles Thomas, John Nesbitt

(Continued on Page 2)

Long-Awaited Plan By FCC And BWC Will Have All Licensee Surplus Material Listed By Dec. 10

Cite More Statistics Re Daytime Serials

Supplementing the data he presented on the daytime serial drama last Monday, at a Hooper Clinic for clients, and in reply to challenging inquiries made at the meeting, M. N. Chappell, Hooper technical consultant, over the week-end issued additional statistics, and statistics handled in a different manner, to prove his point that the d.s.d. was losing ground.

On the basis of a theory drawn

(Continued on Page 6)

Recording-Ban Hearing Tentatively Dated Dec. 7

Washington Bureau, RADIO DAILY—Washington—Tentative date of Dec. 7 for the opening of sub-committee hearings on the Petrillo recording ban has been set by Senator D. Worth Clark, Idaho Democrat, and Wallace

(Continued on Page 2)

Balance Of Best Foods, Inc. Bought By Hecker Concern

Three firms, all users of network and spot radio time, are involved in a deal announced late last week by which Hecker Products Corp. takes

(Continued on Page 2)

Washington Bureau, RADIO DAILY—Washington—Announcement of the long-awaited FCC and BWC equipment inventory plan was made Friday. To every FCC licensee (amateur and professional) will be sent a questionnaire on which he will list all surplus equipment. With this material in hand, FCC, with the WPB is expected to work out a plan for voluntary redistribution of surplus and salvageable equipment.

It is hoped that the plan will enable many stations to stay on the air which might otherwise be forced to

(Continued on Page 6)

Camel Corners Comics For 'Caravan' Revamp

R. J. Reynolds Tob. Co. for its "Camel Caravan," one hour Friday night show over CBS is inaugurating an all-comedy stanza plus music which will utilize every available comedian which it can induce to either do guest shots or continue for indefinite periods. New format goes into effect next Friday with Lew

(Continued on Page 3)

'Radio Index' System Expanding To 1,000 Homes

Chicago—Nielson Radio Index System, which currently has its audiometer recording instrument in about 200 homes, will expand to 1,000 by January 1. A field force of 25 research

(Continued on Page 5)

★ THE WEEK IN RADIO ★

... Webs vs. FCC Regulations

By BOB LITZBERG

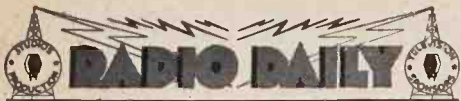
FCC chain regulations controversy reached another stage last week, when a Federal Statutory Court dismissed the suits of NBC and CBS to enjoin the FCC from enforcing eight new chain regulations, which the plaintiffs claimed would mean the end of network broadcasting. In making the decision the court granted the networks a stay until Feb. 1, 1943 in order to appeal the case to the U. S. Supreme Court. Both networks signified their intentions of carrying

the suit to the highest court in the nation for a final decision... Broadcasters throughout the country are responding to the request of the War Manpower Commission and the Selective Service Board to furnish detailed information about employees, jobs, training and suitability of women for these jobs; purpose of "manning tables" is to facilitate the orderly withdrawal of men into the armed forces in inverse ratio to their es-

(Continued on Page 2)

Co-Op For Uncle Sam

Hollywood—Collaboration is the byword among gag-writers in this city, where formerly scripters competed against each other in a "life and death" struggle to outdo one another. Sixty of Hollywood's finest gagsters are cooperating in writing government agency plugs for use in various divisions of America's war effort by the Hollywood Radio Idea Exchange.



★ THE WEEK IN RADIO ★

... Webs vs. FCC Regulations

(Continued from Page 1)

Vol. 21, No. 35 Mon., Nov. 23, 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

(November 20)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Special Christmas Shows From CIA To Latin Amer.

(Continued from Page 1)

the Office of Coordinator of Inter-American Affairs.

The programs are entitled "Felix Navidad" and "Felices Pascuas" and present Crosby in "Silent Night" and Miss della Chiesa in Bach-Gounod's "Ave Maria" with the two adding their holiday greetings in Spanish in behalf of all the North American artists.

Artists, musicians, Conductor Black and Aldo J. Ghisalbert, the producer, as well as Llopis De Olivares the commentator, donated their services to the programs which were produced in the New York and Hollywood studios of NBC. The programs also feature a group of traditional Christmas carols representing all of the United Nations.

Another program being sent this week to Latin American radio stations for holiday broadcasting is the Spanish adaptation of the morality play "Everyman." The play, produced by Alexander Kirkland, was adapted into Spanish free verse by Rene Borgia. It features the St. Patrick Cathedral Choir. Luis Van Rooten plays the lead role "Everyman" in the production.

sentiality and to provide for replacement by other workers with the least possible disturbance to the economic status of the industry.

Through its 1940 city and metropolitan area radio-homes figures, currently being released, the United States Census Bureau is continuing to build up a volume of gilt-edged evidence that radio covers the country like no other medium; in coverage figures issued last week, the Bureau revealed that a majority of the cities of the country approached a percentage of 97 per cent radio-equipped. Equally significant were the results of a survey of the Pulse of New York, Inc., which showed sets-in-use at an abnormally high figure as a result of the invasion of American troops in North Africa... Loss of government business by independent recording studios resulting from the need for "secrecy and greater efficiency" brought forth a volume of protests from that branch of the industry as represented by the Association of Recording Studios, which was contemplating further action following its meeting scheduled for next Wednesday.

Printed media throughout the country was reported as more friendly to radio as a result of the war, according to the annual survey of publicity service conducted by Mutual Broadcasting System and WOR, New York... Interstate Commerce Committee of the United States Senate laid the groundwork for two investigations of current radio situations by appointing sub-committees for an

Recording-Ban Hearing Tentatively Dated Dec. 7

(Continued from Page 1)

R. White, Jr., Maine Republican. Clark is chairman of the sub-committee of the Senate Interstate Commerce Committee which will hold the hearings, and White is a member of the body. No matters of policy have yet been decided upon by the sub-committee, Clark said, since two members are not in Washington, and a third, Tunnell of Delaware, has been unable to meet with Clark and White.

Westinghouse Returning With Half-Hour Program

(Continued from Page 1)

and his "Passing Parade," Mark Warnow's orchestra and the Lyn Murray Chorus.

Westinghouse's last radio series was titled "Musical Americana" a production which started off as "100 Men and a Girl," on NBC. Fuller, Smith & Ross was the agency.

Beecham's on WJZ

Beecham's Pills, Inc., Bloomfield, N. J., will sponsor a series of live chain breaks on Station WJZ beginning today. Five chain breaks will be aired weekly.

inquiry of the AFM recording ban as well as for an investigation of the refusal of NBC and CBS to sell time to the Cooperative League of the U. S. A... Mutual Broadcasting System announced the appointment of Dr. Miller McClintock as its first paid president... Broadcasters' repairs and replacements last week received an AA-1 priority which goes into effect at the first of the year, in line with the WPB's new industrial policy; in addition an increase in the manufacture of home receiver tubes has been authorized.

AFRA sent notice to stations and networks for the purpose of initiating negotiations for increases in minimum wages based on the cost of living clause in its present contract... NAB caravan continued its way, with a meeting of the 15th district held in San Francisco... Eastern council of the American Association of Advertising Agencies held a wartime meeting in New York.

Coca-Cola Co. completed plans for sponsorship of nine hours of programs to be broadcast from various camps and foreign bases on the Blue Network on Christmas Day; Blue Network also signed Metro-Goldwyn-Mayer for a five-day-a-week 5-minute series on 54 outlets... Associated Music Publishers acquired performing rights to the Alpha Music Catalogue, important source of music used by broadcasters... Pros and cons of the "soap opera" were discussed at meeting of trade executives held under the auspices of C. E. Hooper, Inc., research firm.

Outlets Supporting NAB In Retail Promotion Plan

(Continued from Page 1)

under whose aegis the plan is being developed, has been enlarged to include all segments of the industry and provide a wider geographical representation. Five new members include: Robert E. Bausman, WISH, Indianapolis; Gene L. Cagle, Texas State Network; Kenneth K. Hackathorn, WHK-WCLE, Cleveland, O.; C. L. McCarthy, KQW, San Jose, Calif., and Oliver O. Runchey, KOL, Seattle.

Chairman of the committee is Paul W. Morency, WTIC, Hartford, and the other members are Dietrich Dirks, KTRI, Sioux City, Iowa; William C. Gilliespie, KTUL, Tulsa, Okla.; Sherman D. Gregory, WEA, New York; Arthur Hull Hayes, WABC, New York; Walter Johnson, WTIC, and John M. Outler, Jr., WSB, Atlanta, Ga.

Presto's FTC Stipulation

Washington — Presto Recording Corp. of New York has stipulated with the FTC in connection with the sale and distribution of its recording disks, to "cease and desist from representing that the bases of the disks are composed of plate glass." Brand concerned is "Presto Discs."

COMING and GOING

W. B. STUHT, commercial manager and KOMO, Seattle, left town Friday night having spent the week here attending of the Planning and Advisory Committee Blue Network and conferring with station.

I. R. LOUNSBERRY, executive vice-president of WKBW, Columbia outlet in Buffalo, at network headquarters on Friday.

BOB HOPE left New York early this morning for Columbus, Ohio, to head benefit for the Red Cross.

JOHN H. CUMMINS, formerly commercial manager of WFOY, St. Augustine, Fla., an ensign in the U. S. Navy, was in Friday paying a call at the CBS headquarters.

DAVID CARPENTER, station manager WKNE, Keene, who was here for a couple of days last week, has returned to New Hampshire.

HARRY H. HOESSLEY, sales manager WHKC, Columbus, is expected from Ohio for conferences with the New York representatives of the station.

ROGER W. CLIPP, general manager of Philadelphia outlet of the Blue, was here on network business.

NEVILLE MILLER, LEW AVERY and ARNEY, JR., are in Minneapolis for the of the 11th District, NAB, which will today and tomorrow at the Hotel Nicollet.

JOEL HOLT, chief announcer at WKIP, Keepsie, spent Friday in New York.

MILTON BERLE will entertain today at Joyce Kilmer, close to New Brunswick, N. J.

LINUS TRAVERS, vice-president of the network in charge of sales and production back at his Boston offices following business trip here last week.

PARKS JOHNSON and WARREN HULL broadcast today's "Vox Pop" program Eugene, Ore., famous lumber center.

HAROLD F. OXLEY, manager of Jimmie Ford and Tommy Reynolds, returned Friday a four-week tour of the South and Midwest.

JOSEPH L. MILLER, labor relations director for the NAB, returned to Washington after short business trip to New York.

Balance Of Best Foods, Bought By Hecker Conc

(Continued from Page 1)

over full control of Best Foods, Deal calls for the purchase by Hecker firm of 29 per cent or stock in Best Foods, Inc. from Gen Foods Corp. for a reported price of \$5,500,000; former firm had all owned 71 per cent of the stock. Hecker firm is currently sponsoring the Moylan Sisters on the Blue Force cereal; most recent series Best Foods, Inc., was "We the bots," which was formerly aired CBS and NBC.

Several agencies have been handling Best Foods accounts for radio including Benton & Bowles, Arthur Kuykendall and Leo Burnett agency.

Kellogg On "Sardis"

Kellogg Company, Battle Creek, Mich., will participate in "Break at Sardis," aired on 13 Pacific Coast stations of the Blue Network, beginning Jan. 4. Kellogg will sponsor five-minute participation Monday through Friday in behalf of "P" Originating at the Hollywood restaurant, the program is heard daily from 9:30 to 10 a.m. PWT. Kenyon & Eckhardt, New York, handles the account.

Denies Pirating Station Technicians

(Continued from Page 1)

istic broadcasting stations as "short-wave" Brophy contended. "Our man went to the station to talk about the purchase of equipment, and what probably is that one of the engineers asked him about the OWI rule. Our rule is that none of our stations should be employed by a broadcast station, anyone contemplating employment at a local station unless the money comes from the employee." Brophy's protest was contained in a letter to the NAB, and drew an immediate telegraphed reply from the NAB. Davis, OWI director, advised the station that he regretted the activity on the part of the OWI might have caused any question to arise about pirating. There was an organized campaign to draw technicians from privately owned radio stations, he continued, and made it clear that no one in the OWI could be granted deferment to any individual. (Deferment for government work was forbidden by the President's executive order last week).

Text of Wire

WSPR wire read as follows: "We are to protest most vigorously against the OWI procedure in sending representatives to technicians of small stations offering them high salaries, particularly draft exemptions, to take civil service jobs at government short-wave government stations. The government is sending thousands of technicians to work for itself but now brazenly raids private stations without consulting the technicians or considering consequences to stations. Yesterday Mr. Brophy, chief technical director of the New York office, informed our staff, unknown to me, that formal letters arrived addressed to our men. We have barely licensed men now to keep their hair and are threatened with loss of every man by draft deferment. We cannot train replacements unless we compel our engineer to drop his work and send hundreds of enlisted men at government radio school here. Can we drop this just to train replacements for us? He now says here at the station and also

WARTIME PROMOTION



"War Bonds In Action"

WTIC's "War Bonds In Action," an exhibition showing a cross-section of war materials being manufactured in Connecticut and Western Massachusetts, which has been in progress since October 19, has closed, with War Bond sales reaching well over \$100,000. More than \$6,000 was taken in from the sale of War Stamps. The price of admission to the exhibit was the purchase of a war stamp of any denomination and it was estimated that more than 12,000 persons visited the show.

"War Bonds In Action" started out with no fixed objective other than to help swell the general sale of war securities throughout Hartford, and was in competition with no other local drive.

While there had been several large purchases which ran up into the four figures, most of the Bonds sold were of the \$25 variety.

Station has already been complimented by the United States Treasury Department not only for its work in promoting the sale of war securities but for the originality of its idea in assembling products manufactured in this section of New England in order to let the people see how their money is being spent here for the making of articles used in the war effort.

works eight hours daily teaching for the government. How can he also train replacements for us? I consider this action of OWI as outrageous, and it will put us off the air in short order. Can you take this matter up for us?"

Need Short-wave Personnel

Brophy declared that no new personnel will be needed for the new short-wave outlets OWI contemplates. "They are already staffed," he said. "The way it works is simply this: CBS, for instance, has two transmitters which we take over. We install two more. We don't need additional technicians to operate these extra stations—the engineer already there simply moves from one chair to another. All our new stations will be coupled with existing stations."

C. E. Arney, Jr., assistant to NAB President Neville Miller, wrote Douglas Meservey, assistant chief of the OWI Radio Bureau (William B. Lewis is in California on a trip) protesting the alleged pirating. "Draft officials are realizing more and more the necessity for deferment of some of these technical men in radio stations. We have every reason to believe that henceforth radio stations will not be subjected to the severe drain on manpower in the technical field which has marked the operation of the draft heretofore," he wrote, and then added, "If, however, the OWI Overseas Division is going to seek to take these men away from stations, as indicated by this station operator, I can foresee a severe curtailment of domestic broadcasting."



Sponsored "Payroll Party"

KOIN produced the "People's Payroll Party" for Sears, Roebuck & Co. when the latter sought a series of four Sunday programs to boost the "10 Per Cent Every Payday" campaign of the U. S. Treasury's War Savings Staff.

Show carries 30 minutes of informal fun, with Johnny Carpenter as ringmaster. Station's orchestra, directed by Joseph Sampietro, and mixed chorus under Jim Riddel's tutelage, carry the musical load. Special guests are the Singing Sentinels, male quartet from local shipyards, and Suzanne Burce, Oregon's 13-year-old singing Victory Girl.

Charles Robison narrates one of his "Voice of the Mighty Meek" stories, which is given a musical-dramatic treatment as it unfolds. Bill Mears is the show's scripter.

Dave Showalter, director of Sears promotion in Portland, appears on the show to read a homey, brotherly letter, "Sin-Sears-ly Yours," addressed to former company employees now scattered among all the fighting fronts of the United Nations.

Camel Corners Comics For 'Caravan' Revamp

(Continued from Page 1)

Lehr, Eddie Green, Tom Howard and George Shelton, and Herb Shriner as to comedians. Lanny Ross, Georgia Gibbs and Xavier Cugat's orchestra continue along with Shriner the show's regular comic, according to Tom Luckenbill, radio director for the Wm. Esty agency, handling the Camel account.

Decision to go heavy on comedy is attributed to the survey by the War Department which indicated 87 per cent of the soldiers polled liked popular music, while 85 per cent also indicated a preference for comedy programs.

Show will discard the dramatic skits heard in the past which were based on "Our Town."

Major Kent In New Post

Washington—Major Harold Kent, who used to be radio contact man for the Chicago Board of Education, has been given a new job by the Army Bureau of Public Relations. His assignment has been shifted from the Radio Branch to the Review Branch, where he will review radio programs for security purposes.

Los Angeles

By JAC WILLEN

LAST week's Eddie Cantor rendition of "Praise The Lord and Pass The Ammunition" packed a real wallop. So much so that at the request of Henry Morgenthau, secretary of the Treasury, it will be recorded and passed along.

Ginny Simms is reported signed for the forthcoming Abbott & Costello feature at Universal "Oh! Doctor." Proviso of the deal has Vick Knight, Hollywood Biow agency head, and producer of her radio show "Johnny Presents Ginny Simms" for Philip Morris cigarettes, okaying all sequences and actions of Ginny on the screen.

Gordon Jenkins and his music have sustained the high-level he originally set for himself when first he hit the airplanes from Hollywood.

Harry Von Zell may lend that "voice" of his to a swell part at one of the major studios of filmland. Part would give Harry an opportunity to display some of his capabilities at histrionics.

Sydney Strotz, vice-president in charge of NBC, West Coast, returns from another quick trip to the northern part of the Coast.

Sam Clark, erstwhile press agent for Jack Benny, is fast making himself well-liked among local agencies and news scribes.

The Merry Macs are negotiating with a sponsor for their own program to originate on the West Coast after the first of the year. Show will run fifteen minutes, twice weekly, with the Macs as hosts, providing patter as well as songs under their individual identities of Judd, Ted, Joe and Mary Lou. Accompaniment will be provided by their own band. The deal will be consummation of a program originally planned for the Merry Macs before they signed with Old Gold last year.

Art Rush returned to the Coast this week after another of his quick business trips back to Gotham.

The producers of Lum and Abner's latest picture, "Two Weeks To Live," are so optimistic about its entertainment values that they are planning to road show the film throughout the deep South. The picture is scheduled to be released January 18.

The Merry Macs wind up east coast engagements Nov. 25 to return to Chicago for a repeat performance at the Oriental Theater (Nov. 27) before returning to Hollywood (December 9) to conclude pending radio and film business.

Tom Breneman had himself a time on his "Breakfast at Sardi's" airing the morning of the 18th, when the lady whose hat he was more or less holding up to ridicule turned out to be Mrs. Don E. Gilman, wife of the head of Blue Network on the West

Joins NBC Femme Page Staff

Patricia O'Hara, wife of Fiske O'Hara, noted Irish actor, and a talented actress in her own right, has joined NBC's new staff of woman pages. She is serving as a receptionist.



A Reporter's Report Card. . . !

● ● ● FRED ALLEN: Your "new" announcer will be Jimmy Wallington. . . SOL LESSER: Nice gesture on your part offering every hostess at the Stage Door Canteen a screen test for the film role. . . SAM GOLDWYN: It's a toss-up as to who gets Danny Kaye first—you, or the draft board. . . GRACE MOORE: I see where you and Metro have reached an agreement. . . JOHANNES STEEL: Your latest book, "Men Behind The War," published last month by Sheridan House, goes to the presses for its second printing this week. . . IRVING BERLIN: The Annual Fall Festival of the Songwriters' Guild will be held Thanksgiving Eve at Palm Gardens. . . EZRA STONE: Your radio pal, Jackie Kelk, who plays Homer in the "Aldrich Family," has been put in 4-F. . . KATE SMITH: Helen Menken made you a promise that she'd appear on your show once a year. She'll keep that promise this year on Nov. 27th. . . JACK HALEY: Understand you've asked for a leave of absence from "Show Time" to entertain the troops overseas. . . HARRY WISMER: You get the coveted Sugar Bowl assignment on the Blue New Year's Day for Gillette.

★ ★ ★

● ● ● TED COLLINS: Sylvan Taplinger signed an agreement this week with Gregory Ratoff Prod. for the use of his original song, "Tropicana," in Ratoff's new Columbia picture with Mae West. Picture is called "Tropicana" with story based on the song. . . EARLE FERRIS: Harriet Gould is leaving your office soon to become movie editor of "Liberty". . . BOB HOPE: Your senior gag writer, Milt Josefsburg, is 1-A. . . ZERO MOSTEL: What happened that night at "Strip for Action" that everybody is talking about? . . . CHARLES MARTIN: Kay Medford, who couldn't land a radio role in N.Y., is being groomed for the lead in Metro's "Anna Christie". . . DON SHAW: Your B'way reporter, Jack Eigen, celebrates his 7th wedding anniversary this Friday. On that same day he starts in on his first network show via Mutual. . . TOM LUCKENBILL: Understand you can't move the Camel Caravan to the coast because several artist contracts guarantee N.Y. origin. . . BENNY RUBIN: What sponsor did you secretly audition for the CBS Playhouse the other night? . . . BENNY GOODMAN: Paramount Theater wanted you for eight weeks when "Star Spangled Rhythm" opened there, but you are due at the Palladium Feb. 5th so can only take a four-week booking. . . ED WYNN: Whatever happened to that highly-touted radio show of yours?

★ ★ ★

● ● ● LADY ESTHER: Nice timing on your part, skedding "Mrs. Miniver" for dramatization on Dec. 7th! . . . JAMES MONKS: That Marine film your brother, Johnny, helped author for "March of Time" is a sweetheart. . . JOAN EDWARDS: "Star Bound," the new music comedy based on the life of your uncle, Gus Edwards, is having trouble finding a young man to impersonate Walter Winchell as a boy. Jackie Green, the new comedy find at Club 51, will be given stellar billing. . . MARY MARGARET McBRIDE: Yesterday, the state of Missouri celebrated "Mary Margaret McBride Day." You are the only living person thus honored by the state. . . GINNY SIMMS: When Judy Garland learned that hubby Dave Rose was going into the air force, she sighed and said: "I'll miss the man and the musician." . . GABE HEATTER: Upton Close, who has been on the air for 18 years, started his first stint on Mutual yesterday with 56 stations airing his commentary. . . ANNE NICHOLS: Betty Garde has nixed a Hollywood offer to play the stripper in "G-String Murder". . . JOHNNY JOHNSTONE: Joan Livingstone, who used to be with Abe Schechter and subsequently covered news for NBC in Shanghai, is back in town and seeking a news berth in radio here.

★ ★ ★

— Remember Pearl Harbor —

Chicago

By FRANK BURKE

ALVIN J. STEINKOPF, recently turned from eight years European bureau chief for AP, joins the staff of WBBM as a news anchor this week. He'll be sponsored, starting tomorrow in a tri-weekly evening news spot Tuesday, Thursday and Saturdays by the Barbasol Company from 10:05-10:15 p.m. Jim Kane, public relations chief in Chicago, is throwing a press cocktail party Steinkopf today.

Mary Ann Mercer, singer heard on the NBC Raleigh show, has been named honorary godmother of Tom Dick and Harry Krouse, baby trip adapted by the Kiwanis Club of Des Plaines and will be mistress of ceremonies at a benefit for the younglings sponsored by Roy Fabian, editor of the Des Plaines "Journal" on Dec. Tom, Dick and Harry of WGN has also been invited to participate. Whitey Ford the "Duke of Paducah" program will act as Santa Claus. Charles Garland, WBBM executive and the major of Des Plaines are cooperating to make the benefit successful.

The "Wishing Well," sponsored by Carson Pirie & Scott on WBBM, has been renewed for another 52 weeks effective Nov. 23. The program features Mary Paxton as mistress of ceremonies and Cliff Johnson emcee.

Renewals have been received for two newscasts on WMAQ. Peter Platt, Inc., thru Platt-Forbes Agency, signed again for its 15-minute program Mondays, Wednesdays and Fridays for 13 weeks effective Dec. McKesson & Robbins, thru the Tarce Agency of New York has also signed a 13-week renewal for its Monday-Wednesday-Friday newscast. Norman Barry is heard on both programs.

Robert M. Guilbert, member of continuity department of NBC's central division, has been named continuity acceptance editor, succeeding A. W. Kaney, who recently was appointed station relations manager of the central division. Guilbert's position will be taken over by Madeleine Clark, a graduate of the NBC-Northern Western Summer Radio Institute 1942. Jerome Meer has been added to the news writing staff succeeding John R. Fahey, who resigned to enter the military service.

"A Musical Package," new 15-minute popular recorded show to be heard on Saturdays from 9-9:15 a.m. was launched Saturday on WGSP. Sponsor is the Standard Distribution Company. Contract, which was placed through Schwimmer & Scott, will run for 52 weeks.

WANTED

Young woman at present employed as commercial manager of 5,000 watt, network affiliated station, desires to make new connection. Prefers metropolitan area station in the East. Reply Radio Daily, 1501 Broadway, Box AH, New York City.

NEW PROGRAMS—IDEAS

Homefront Horizons

on the Home Front," first of 13 weekly broadcasts. When Wanted to Save Today and Tomorrow," was presented at Minneapolis, last Monday under the auspices of the Minnesota Federation of Women's Club with cooperation of the Minnesota Association and the University of Minnesota. These programs are to meet the questions of life on a number of fronts: social, educational, civic, biological. Mrs. George B. Foster, Minneapolis, radio chairwoman of the state federation as well as national federation of Women's Clubs, is ranging the series. Ruth A. Na, senior at the University of Minnesota, is the script writer.

Gas Rationing

question and answer program on gas rationing was conducted in Cincinnati district rationing office. WCKY, Cincinnati. Questions of which were sent in the evening public, were probably answered by E. J. Foster, WCKY night manager of the Cincinnati district rationing office.

**Red Broadcasts
NAM Convention**

WOR-Mutual will air from the annual meeting of the National Association of Manufacturers which will be held Dec. 2, at the Waldorf-Astoria Hotel,

Witherow, NAM president of the Blaw-Knox heard on NBC network at 6:30 p.m., EWT, in address of the meeting, this year is "War Power, and Peace Power."

at 6:30 p.m., Ben Grauer, speaker is to interview workers from all parts of the country who are in New York as guests of the visitors will be presented in a program as "Honor Workers." of their part in speed-up, promoting safety or workers that are aiding the war plants.

the final day of the so at 6:30 p.m., H. W. chairman of the NAM committee and president of the Long Cork Co., Lancaster, Pa. on "The Way to Free-

York, will not carry at the time of the NBC broadcast but will broad-

Naval Recruiting Show

WHAM, Rochester, New York presented a program Navy Day a little out of the ordinary trend. Winners of the coveted Navy "E," for excellence in production, paid tribute to the Navy—Eastman-Kodak Company, Bausch & Lomb Optical Company, The Gleason Works and Consolidated Pool Machine Corporation joined in the tribute and presented a show titled, "Come All Billy Blazes."

Program was heard by Lt. J. A. Danzig of the Third Naval District and so well received, a request for release of the script was received by William Fay, Vice-President. The purpose;—a broadcast over WMCA, New York. The release of script writer, Lillian Heermans and four concerns involved, was obtained and the show, under the title "You're In The Navy," was aired recently.

Cast in the parts are sailors who have had experience in the dramatic field. The program is put on by the station for the purpose of recruiting.

district rationing office. The programs were scheduled for each Thursday at 8 p.m. until gas rationing became effective on Sunday.

**'Radio Index' System
Expanding To 1,000 Homes**

(Continued from Page 1)

men has been engaged for full time service, lining up the 1,000 families which will participate in the market research program.

In reporting the expansion program to RADIO DAILY, H. L. Rusch, executive vice-president of the A. C. Nielson Co., announced that several new clients have subscribed to the service, including General Foods, Colgate-Palmolive-Peet Co. and Miles Laboratories.

The Nielson method consist of an audio-meter installed in the radio receiving set to record, scientifically, the time and programs listened to. In addition, each family participating receives a specially bound book of charts, 11 x 17 inches, and containing about 300 pages. These are filled out and tabulated by Nielson organization which supplies clients with monthly reports on its listening survey.

cast them from recordings at 6:45 p.m. on the same days.

WOR-Mutual will also carry addresses from the NAM annual meeting. Scheduled are talks by Secretary of the Navy Frank Knox on "The Progress of the War" Wednesday, December 2, 10:30-11 a.m., EWT; Paul V. McNutt, chairman of the War Manpower Commission, on "Mobilizing Manpower" Thursday, December 3, 10:30-11 a.m., and Colby M. Chester, chairman of the board of General Foods Corporation, Friday, December 4, 1:15-1:30 p.m. EWT, on "Industry Looks to 1943." WOR will carry the first two addresses, for local airing, between 12:45 and 1:15 p.m., transcribing them from the morning line.

**America's Ace Radio Reporter is
"Johnny on the Spot," as usual—**



FULTON LEWIS, JR.

and his entire staff moved to WOR's New York Studio to bring Mutual listeners complete election news

On the battlefield and on the air the best man always "gets there first with the most men." Fulton Lewis always is at the right place at the right time... even if it means moving his entire staff. He did move his entire gang to New York to bring his millions of Mutual network listeners first-hand news of America's first war-time elections.

Fulton Lewis can always be found where news is in the making. He's continually on the move and at the scene where issues of importance are taking shape. Perhaps this explains why he has the overwhelming support and commendation of Congress, national leaders and the press. It surely is the reason why he has more co-operative sponsors than any newscaster in the annals of broadcasting.

Fulton Lewis, Jr., is available 5 times weekly for sponsorship in any of the remaining open markets on the Mutual Network at your one time quarter hour rate per week! Don't waste a minute—sign him up now! Wire, phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

**THE BLUE NETWORK
OUTLET**

C B M

Stations: New York - Chicago - San Francisco

Cite More Statistics Re Daytime Serials

(Continued from Page 1)

from studies on quiz program trends, Chappell reports that when the total number of programs offered increases above a certain point, the listeners are divided more ways, and as the audience is smaller for each program, the average rating drops.

Quiz Popularity Decreases

Cited are the facts that between January 1940 and January 1941, average rating of quiz programs fell from approximately 13.0 to approximately 11.3. During the same period, the number of sponsored network program hours of quiz shows increased from 4½ to 7½ per week. The following year 1941-1942, average rating rose from 11.3 to 12.1. Network hours fell from 7½ to 5½.

Applying the same reasoning to daytime serial drama, Chappell argues that during 1940, d.s.d. increased from 55 hours to 63.25 weekly. This was accompanied by a drop in average rating from 7.0 to about 6.1. During 1941, the sponsored network hours for d.s.d. dropped to 60.75. The expected rebound, then, in average rating did not transpire. Instead average rating dropped also, from 6.1 to 5.9. The losing trend is emphasized thus far this year also, for from January to October of this year, total hours dropped from 60.75 to 50. Average rating dropped, instead of increasing, from 5.9 to 5.1.

Enlarges On Point

Via the Listening Hours Index, Chappell presents his point further, maintaining that the higher rating of some serials obscures the general decrease in total listening. He maintains that the truer picture is the Listening Hour Index which multiplies the average rating by total hours, and via that reports a steady drop these past three years from 384, to 359 to 256. Concluded that this trend is contrary to that observed in the performance of radio in the evening, Sunday afternoons, early morning and late afternoons—wherever the air is not dominated by daytime dramatic serials.

To the Colors!

GEORGE WELLS, news editor of WBYN, New York, has been called to active duty in the U. S. Signal Corps. He was the honored guest at a farewell party tendered by the WBYN staff before leaving last Friday.

— VVV —

DOUGLAS "PINKLE" KAHLE, studio engineer of KOA, Denver, has been accepted for service with the Army-Navy Production Expediting Agency in Washington, D. C.

— VVV —

JOHN MAYO MITCHELL, husband of Helen Mitchell of the CBS "Clara, Lu 'n' Em" series, has completed his basic training with the Army Air Forces at Miami Beach, Fla., and has entered officers' training school,

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Nov. 12-18, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAf of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

SONG TITLE	PUBLISHER	ACI	ACI (Preceding Week)
White Christmas (Berlin)		1639	1832
Praise The Lord And Pass The Ammunition (Famous)		1190	1055
Mister Five By Five (Leeds)		990	983
Dearly Beloved (Chappell)		853	567
When The Lights Go On Again (Campbell-Loft-Porgie)		703	543
Daybreak (Feist)		694	918
I Came Here To Talk For Joe (Shapiro-Bernstein)		658	581
This Is The Army Mr. Jones (Army)		601	567
Manhattan Serenade (Robbins)		579	593
There Will Never Be Another You (Mayfair)		579	320
Be Careful It's My Heart (Berlin)		557	418*
I Get The Neck Of The Chicken (Southern)		536	479
Ev'rything I've Got (Chappell)		515	176
My Devotion (Santly-Joy-Select)		476	532
I've Got A Gal In Kalamazoo (Bregman-Vocco-Conn)		466	589
Moonlight Becomes You (Famous)		457	196
Army Air Corps (Fischer)		456	204
I'm Getting Tired So I Can Sleep (Army)		455	689*
Serenade In Blue (Bregman-Vocco-Conn)		432	455
Ev'ry Night About This Time (Warock)		431	166
I Met Her On Monday (A B C)		413	451
Why Don't You Fall In Love With Me (Harms)		390	247
At The Crossroads (E. B. Marks)		371	213
Can't Get Out Of This Mood (Southern)		354	371
There Are Such Things (Yankee)		352	445
Der Fuehrer's Face (Southern)		326	321
Idaho (Mills)		316	329
He's My Guy (Leeds)		279	267
By The Light Of The Silvery Moon (Remick)		277	522
Pennsylvania Polka (Shapiro-Bernstein)		266	566
Gobs Of Love (Paramount)		252	305
Hip Hip Hooray (Robbins)		246	531
Boy In Khaki (A B C)		237	163*
I Had The Craziest Dream (Bregman-Vocco-Conn)		229	259
I'm Old Fashioned (Chappell)		218	247
Starlight Sonata (Broadcast Music)		216	215
Velvet Moon (Witmark)		213	216
Rose Ann Of Charing Cross (Shapiro-Bernstein)		198	...
At Last (Feist)		191	492
Touch Of Texas (Southern)		189	307
Wonder When My Baby's Coming Home (Crawford)		187	222*
Abraham (Berlin)		175	134*
I Don't Care What You Think Of Me (Dorsey)		174	176
One O'Clock Jump (Feist)		166	...
Brazil (Southern)		162	380
Cow Cow Boogie (Leeds)		152	259*
Please Think Of Me (Witmark)		149	...
Street Of Dreams (Miller)		148	219
That Soldier Of Mine (American)		145	...
Moonlight Mood (Robbins)		142	...

(Continued on Page 7)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

Equipment Inventory Under Way, FCC-

(Continued from Page 1)

interrupt operations. Government agencies are also interested. The purpose of the survey is to obtain as far as possible the needed equipment, manufacture of which requires materials and facilities gently needed for the military.

Selling prices for equipment not to be listed, and the recording that such equipment on hand does not constitute an asset to sell. Detailed replies are called which details information on the condition of the items. Even units of standard manufacture be listed, it is requested that adequate description be given to size, power, frequency range, resistance, capacitance, etc.

Condition Must Be Good

Junk, scrap or equipment in need of repair should not be listed. Transmitters should not be listed including those for which a license permit is outstanding. Completion is not contemplated listing of equipment already ordered under order 99 (untransmitters) is not sought. Spare parts should also not be listed.

Information returned will be logged and distributed as a public publication. In order to keep it up to date, licensees are requested to keep the commission advised when additional equipment is available.

Completion and return of questionnaires not later than the date asked.

Six Calif. Universities Sending Shows To

Six radio programs from California universities salute the University of Chile on its 100th anniversary have been prepared for shortwave broadcasting to Chile today, it was announced by the Coordinator of International Affairs. Institutions to be represented in the salutes include: Mills College, Stanford University, University of California, University of California Agricultural College, University of San Francisco, and University of Southern California.

Among the personalities who will send greetings to the Chilean university are Dona Marta Ide De Rios and Antonio Rios, wife and son of the Chilean president; Dr. Rufus Schmidt, president of Southern California and Dr. Raymond Lyman, president of Stanford.

Stork News

Portland, Ore.—Oscar, a radio technician at KGW-KEX, here father of a boy, named Vernon. Newcomer weighed 8½ pounds at arrival.

Los Angeles—Bill Gordon, Don Lee script writer, was out for cigars recently to announce arrival of a son, his first.

RADIO DAILY

tion In Salary
ht By CBS Prexy

Continued from Page 1)
for additional compensa-
on profits.
ade known his intention in
the stockholders in which
posed a salary reduction
rd Klauber, chairman of
ive committee of the board
s and executive vice-presi-
er also proposes a pension
oth officers and employees
work.

Text of Letter
letter to the stockholders
ows: "The enclosed notice
ng of our stockholders on
together with the attached
ment, self-explanatory, and
u will read it in detail.
u guidance, in view of the
legal form of such docu-
am summarizing the pro-
ons below:

modification of my own em-
contract, which will bring
the maximum gross com-
permitted under present
rders and regulations. My
tract provides for a fixed
of a share of the profits, the
ich for 1941 was \$202,155.35
for 1942 would be ap-
y \$187,000. Under the pro-
fication, I will receive an
ary of \$65,000, with no
ing.

Compensation Plan
will be eligible to share
employees to the extent
by law in the Additional
Plan referred to in
2 below, it is not presently
led that I shall share under
contemplated that I shall
in the proposed plan re-
paragraph 3, below.

Introduction of a pension
yding certain contingent
at features, for officers and
earning over \$3,000 a year
re otherwise eligible, at a
ost of approximately \$280,
taxes, increasing an esti-
age of \$16,000 per year,
s, for the next five years
no change during such
ersonnel or salaries).

Inclusion of Klauber
xecution of a contract with
klauber, the Chairman of
ive Committee, providing
action of his compensation
pension with contingent
ts.
y recall that at the 1941
eting provision was made
use of part of our profit
nds for the purpose of a
un. The present program

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

Table with columns: SONG TITLE, PUBLISHER, ACI. Includes songs like 'All The Things You Are', 'Begin The Beguine', 'Star Dust', 'Night And Day', etc.

PATRIOTIC

Table with columns: SONG TITLE, ACI. Includes 'Over There (Feist)', 'You're A Grand Old Flag (Vogel)', 'Anchors Aweigh (Robbins)'.

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

"Mutual Goes Calling"
Celebrates First Anni.

"Mutual Goes Calling," will cele-
brate its first anniversary Tuesday,
December 1. Anniversary celebration
originating at WHK, Cleveland, will
be for special benefit of studio audi-
ence of service men. During the past
12 months, program has originated at
other points along the Mutual line
to ring in top-flight entertainers from
pictures and radio. Show is carried
by 163 Mutual affiliates, plus KGMB,
Mutual's Honolulu outlet. Armed ser-
vices audiences in Hawaii voted pro-
gram the second most popular on
their list.

Kenyon Brown Manager
Of KOMA, Okla. City

Oklahoma City, Okla. — Kenyon
Brown has been named general man-
ager of KOMA of this city succeed-
ing Jack Howell, who has entered the
military service. Brown was formerly
employed as a sales executive and an-
nouncer at KVOO, also in Oklahoma
City. He started his radio career as
an engineer for W9XBY and then
went to WLBF, which is now identi-
fied as KCKN, Kansas City. Brown
also was employed at KSO-KRNT,
Des Moines, before joining KVOO in
1937. He is 29 years old.

reflects that principle and is the cul-
mination of more than a year of
study and comparative analysis of
available retirement programs.

"Because it provides for retirement
at age sixty, rather than a later age,
it is particularly desirable from a per-
sonal standpoint. It has the double
advantage, at what seems to me to
be small net cost to your company,
of tending to hold capable and loyal
personnel, and to attract younger
men as our older employees reach
the age of retirement.

"The plan comes to you with the
recommendation of the Board of
Directors, and is, I feel sure, worthy
of your approval."

Syndicated Disk Biz
Seen On The Upgrade

Boston, Mass.—Syndicated tran-
scription business is on the upgrade,
according to recently-signed contracts
of Kasper-Gordon, Inc. Department
stores and gift shops are predominant
in this latest business report of the
program producing firm.

New contracts are as follows: for
"Santa's Magic Christmas Tree," Bon
Marche Department Store via KOL,
Seattle, Charles Stores via WMBG,
Richmond, Fligelman's Department
Store via KFPA, Helena; for "Ad-
ventures in Christmastree Grove,"
Sears Roebuck & Co., via WLBZ,
Bangor; for "Imperial Leader," James
Allan & Co. via WCSC, Charleston,
S. C., and Moncrief Furnace Co. via
WATL, Atlanta; for "The Enemy
Within," Choen Furniture Co. via
WMBS, Uniontown, Pa.; for "Songs
of Cheer And Comfort," Grimshaw
Mortuary via KOY, Phoenix, Chelf's
Drug Stores via WMBR, Jacksonville,
Silvers Stores via WSFA, Montgom-
ery, Retail Furniture Dealers Assn.
via WPID, Petersburg, Bowman's
Bakery via WDBJ, Roanoke; for
"Know Your Furs," House of McKit-
trick via WORD, Spartanburg, Bal-
lard & Smith Department Store via
WLPM, Suffolk.

New KYA Commentators

San Francisco—Two new commen-
tators have joined the KYA staff
here. They are Archibald McPhail,
former Washington correspondent of
the New York "Herald-Tribune," to
be heard in the evenings, Mondays
through Fridays, and John Thomp-
son, columnist of the San Francisco
"News," who will broadcast Monday,
Wednesday and Friday nights. KYA
also has upped its religious programs
to the impressive schedule of two
hours and forty-five minutes of spon-
sored religious broadcasting each
Sunday, plus three and one-half
hours of sponsored and sustaining
religious shows which are broadcast
during the week.

NAB Issues Figures
In Manpower Survey

Washington Bureau, RADIO DAILY
Washington—Drop in station per-
sonnel from an average of 22,482 on
Oct. 19, 1940, to 21,087 on Sept. 15,
1942, was revealed as the NAB com-
pleted compilation of the data re-
ceived from 615 broadcasters cooperat-
ing with the NAB in its manpower
survey. A 73 per cent response from
the 919 licensed broadcasters is re-
ported to date.

Women-in-Stations Increase

The employment of men by the
average station dropped from 18 to 16
during the 23-month period, with the
employment of women rising from
4,385 to 4,952. All station employ-
ment decreased 6.2 per cent during
the period, male employment drop-
ping 10.9 per cent while 12.9 more
women are now working for stations
than two years ago.

More than one-quarter of all men
employed by broadcast stations, the
questionnaires revealed, have been
lost to the armed forces during the
two-year period—only about 35 per
cent via the draft. Seven out of
every 10 of the personnel of the
615 stations had left to join other
station staffs, enter the armed forces
or enter some other civilian employ-
ment during the period covered by
the survey.

On Sept. 15 of this year, 64.4 per
cent of all station personnel was
listed in the draft years—20 to 45.
Since the passage of the teen-age
draft act, an additional 4.3 per cent
must be added, bringing the total to
68.7 per cent. Nine per cent of the
20-45 group has 1-A or 1-B status,
2-3 per cent 2-A or 2-B, 67.6 per cent
3-A, 1.5 per cent 3-B, 9.5 per cent 4-F,
and 8.8 per cent were not yet classi-
fied. Awaiting call or holding reserve
commissions were 1.3 per cent.

19 Per Cent Listed As "Essential"

Only 19 per cent of all station
employees were listed as essential—
an average of four for each station of
the average personnel of 21. In actual
figures, 608 stations listed 2,464 "neces-
sary men" of a total employment of
12,821. One hundred and fifty of
these were in 1-A on September 15,
116 in 2-A or 2-B, and 1,958 in 3-A
or 3-B. About two-thirds of the 3-A
group have dependent children.

NAB announced that it was not
particularly interested in the "Man-
ning able" plan, feeling that it was
designed primarily for larger indus-
trial organizations. Broadcasters are
eligible, however, and NAB has no
objection to their returning the table
with the data requested.

Skelly Oil Co. Renewal
On 21 NBC Stations

Skelly Oil Co., through Henri, Hurst
& McDonald, Inc., has renewed its
newscasts over 21 NBC stations, be-
ginning Dec. 14. On that date, Alex
Dreier, now NBC's representative in
London, will replace the present com-
mentator, Clifton Utley. Dreier will
be heard Mondays through Fridays
from 8:00 to 8:15 p.m., EWT.



Coast-to-Coast



PROGRAM designed to gain more volunteer workers for the Worcester Civilian Defense Office was aired last week by WTAG, Worcester. A 15-minute show, the broadcast helped to familiarize the public with the purpose, work, and accomplishments of the Civilian Defense Unit. In interview form, program featured Clementina De Rocco, executive director of the Corps, Eleanor Meyers, vice-president of the Worcester Junior League which is financially responsible for the unit, and Eleanor Parmer, WTAG war service director. Show was second in an educational series devoted to local war agencies.

J. Leonard Reinsch, general manager of WSB, Atlanta, travelled to Macon last week to speak before the assembled Baptists of the state, meeting for their 121st annual convention. His subject was "Religion and Radio".... Two other guest speakers from WSB have been Beth Barnes, scriptwriter, and Marcus Bartlett, production manager, who made 30-minute talks before the radio class at the University of Georgia in Athens.... Mrs. Kathryn Morris of WSB's secretarial staff has returned to the station after having undergone a tonsilectomy.

"Today's Heroes," interviews with newly-enlisted members of the armed forces, made its debut on WTOL, Toledo, last week with the period devoted to the Marine Corps. The program, sponsored by Tiedtke's, one of Toledo's large downtown department stores, is aired Monday through Friday at 6:45 p.m. Guesting on the first show was Capt. Evans Spaulding, Commanding Officer of the Marine detachment of the Toledo Naval Armory, and Capt. J. H. Myers of the First Parachute Battalion.

A banner crop of young New York composers trained by their own city will make its bow to the music public in a broadcast from WNYC, New York on Saturday at 10 a.m. A half-hour concert will be devoted entirely to the original works of Dorothy Poulson, Leo Kraft, Claude Palisca, Rose Balaban, Phoebe Cohen, Mary Innes, Penelope Vrachopoulos and Norman Phillips, all undergraduates of Queens College, which is municipally owned. Some of the composers are only 16; few are over 18. Some took up composition at the city's high school of music and art; even more have started from scratch in the young institution near Flushing. A number will be at the piano in the performance by an all-student cast of their own works.

News from KXOK, St. Louis: Guy Lowe, traffic manager, has been inducted into the Army; Curt Bradley, who has been in charge of the transcription library at the station, is now handling the traffic position and Elmer Muschany has replaced Bradley in the transcription library; Other personnel changes at KXOK include the addition of Janet Mumbrauer and Peggy Englesing, recent graduate of the Missouri School of Journalism, in the news department and Robert Gotsch as a transcription man; John Rose, bass player in the KXOK studio orchestra, has joined the St. Louis Symphony Orchestra and has been replaced by Bill Lauth; C. L. "Chet" Thomas, program director, has returned from Columbia, Missouri, where he attended the regional conference of the Association for Education by Radio. Thomas was chairman of the round table discussion on "What the Schools Should Be Doing in Wartime."

Hitherto heard on WOV's program of Latin-American music, Pan-Americana, Joan Dexter and the "mysterious" young lady known only as "Mattie," are now being featured on their own programs.... "Mattie" continues as the star of Pan-Americana, Mondays, Wednesdays and Fridays at 9:15 p.m. Accompanied by an instrumental quartet, the same type of music as before will be presented.... Joan Dexter, who recently appeared in the Broadway musical "Let Freedom Sing," and other shows, will take over on Tuesdays, Thursdays and Saturdays in a program of musical comedy and light classical numbers.

Tom Slater, Mutual network sports and special events director, has eliminated his weekly visit to Washington because of the government's request to eliminate all traveling that isn't absolutely essential. Slater will conduct as much of the network's business as possible through correspondence and travel to Washington only once every three weeks. Aside from his executive duties, Slater is heard as the emcee on "The Better Half," "This Is Fort Dix" and as the commentator on "Fight Night" all Mutual programs.

Early morning tri-weekly news commentary, "Keeping Up With the World," on KROW, Oakland, is now being repeated in the evenings of the same day. Program is sponsored by a local furrier and is presented by Mrs. James E. Sidney Wales.... Scott Weakley and Wallace Elliott of the KROW staff played the leading roles at the Armistice Day Pageant at the Oakland Civic Auditorium last week. Station broadcast the pageant in its entirety before an audience of over 5,000 people.

Helen Hayes, chairman of the Milk Bank campaign for Russian War Relief, will ask for aid for hungry Soviet kids on George Hicks' "Men of the Sea" program today, over the Blue Network (WJZ). The broadcast will emanate from the Russian War Relief exhibit at the International Women's Exposition in Madison Square Garden.

Jeanne Behrend, pianist, and member of the Curtis Institute of Music faculty, has joined the artists staff of W69PH, the Frequency Modulation station of WCAU, and is heard in a half-hour concert every Thursday evening at 7:30, EWT.... Miss Behrend, a composer and authority on American music is the latest addition to a strong group of musicians who this season began a concert series on W68PH.

Elmo Russ, formerly director of special presentations at WMCA, New York, and ex-featured organist at the New York Capitol and Rialto Theaters, is now doing a nightly fifteen-minute program of "piano moods" on WEVD, New York. Russ features original music on the program, all written by him.

WIP, Philadelphia, has inaugurated a new series of weekly broadcasts featuring the mayor of Philadelphia. Broadcasts are used by the mayor to inform the public of the latest city government proposals and problems.

Bob Sherman, WOWO-WGL newscaster and producer of the regular weekly broadcast from Baer Field, Fort Wayne's Army Air Base, has taken over the job of assigning special war service announcements to the various programs on WOWO and WGL.

Half hour pick-ups of Bob O'Hara and his Hotel Woodruff orchestra direct from the hotel grill are made each Wednesday and Saturday evening for 10:30 to 11 over WWNY, Watertown, N. Y.... The first in a series of programs entitled "Stockmen's Trails" was broadcast recently over WWNY. The series is built and directed to the rural audience of Northern New York.

Larry Elliott, will announce the new Treasury Department program which begins on the Blue Network, Saturday, November 28. The new program will follow the format of the previous successful Treasury program "Millions For Defense" and will feature big name artists. Elliott, a free-lance announcer, has announced all the Treasury programs since that department began using radio for its bond drives.

Bob Feldman, time sales sportscaster for station Springfield, Mass., is back again after an illness that kept him down for more than six weeks.

Nola Luxford, "Miss Anzac A." who has been interviewing and New Zealand airmen in and broadcasting their message short wave to their home area, elected president of the N. Society of New York, and general manager of the Anzac Club of New York.

Joan Dexter, vocalist, has returned nightly since the institution station's English evening has been signed by Xavier will sing with Cugat's band return to the Waldorf-Astoria Maritime Service, with just notice in which to corral appealed to WOV, and with interview of the service's (Officer on the Alan Courtne more than met the quota Station is helping fill and this week.

RADIO DAILY'S list of the most times on the air is format of the "Musical Clock" times a week on WCBS, Springfield at 7:15 a.m. Since each program records, John Corrigan, show, presents the entire list through Friday, and on Saturday the combined list of the favorite and patriotic favorites.... Warren and Glenn Farrington are recruits to the WCBS announcers. Both men were called from respective fields of endeavor to the call to arms. Professor of English, and published at Athens High School, received training at WILL, Urbana, while the University of Illinois. Former employee of WCBS, he has spent four years been in an although he made a weekly program in the role of "Uncle

Les Brown and his orchestra recently appeared on the "Band" program on the Blue from Fort Meade, Maryland, signed for another appearance program during the month.

1 9 4 2

BIRTHDAYS

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

November 23

Boris Karloff Mary Millford



* 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.

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Any Purpose Anytime Anywhere

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Circle 6-5470-1

CHARLES ROSS, Inc.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 36

NEW YORK, N. Y., TUESDAY, NOVEMBER 24, 1942

TEN CENTS

A T & T-Cut Advantages

Final Heads Set MLB Pay Control

Washington Bureau, RADIO DAILY
Washington—Authority over all in-employees' earnings, less than yearly, with the exception of officials and executives not represented by a union, is gradually being transferred to regional offices of the War Relocation Authority—board—with the eventual elimination of ten "Little War Relocation Boards" in view. Regional boards have been announced and are expected to swing into operation at once on the huge backlog of cases awaiting WLB action. Representatives of each of labor, management and the public were present at each of the 10 regions.

(Continued on Page 6)

Band Plans Tour eldom Visited Camps

Their engagement at the Metropolitan in New York comedian Emil Spitalny, director of the "Charm" all-girl orchestra Sunday night over NBC, and General Electric is now making a tour of the band through those Navy bases located in outposts where little or no entertainment is available.

(Continued on Page 2)

San Francisco Stations Co-Op On USO Series

San Francisco—This city's five radio stations—KPO, KQW, KGO and KSFO—are collaborating in a special series of broadcasts designed to promote donations to United Service Organizations.

(Continued on Page 2)

Den Relents

New York—Listeners came in for a shock today when they heard a recording of serious music entitled "Subject Is Music." Conductor Arturo Toscanini, more who in some manner had to dig up the classical music out of the 85,000 or more records on the shelf, signed off, "Believe It or Not, is WNEW." The hour will get a regular

Bond-Parodies

Group of well-known song writers headed by Bob Coe, will probably soon flood the airwaves with a series of clever parodies asking listeners to buy more bonds. Writers' idea has neither been accepted nor rejected by the Treasury Dept. and they will work on their own through plugs with orchestra leaders and vocalists.

AFRA, Webs Agree To Discuss Increases

The matter of increases in AFRA's basic minimums for sustaining contracts will be negotiated. Replies from some of the networks and stations who received the union's formal notice last week as per the cost-of-living clause, in replying, have expressed preference for talking the matter over. No date has been set for the first confab because replies from the coast are not all in yet.

General Baking Account Reappoints BBD&O Agency

Batten, Barton, Durstine & Osborn has been reappointed to handle the advertising of General Baking Co., effective January 1, 1943 after a lapse of about three years, according to an announcement by George L. Morrison, president of the baking company. Alex Osborn, who started with Bond Bread when it was first advertised and was active on the account for

(Continued on Page 2)

Roosevelt Order Re Race Bias Ruled As Applicable To Radio

Tennessee Trade Council Gives Viewpoint On OWI

Nashville—Office of War Information Chief Elmer Davis, through regularly scheduled news broadcasts, could do much to bolster public confidence in the information issued by federal agencies, the Middle Tennessee Radio Council recommended at a

(Continued on Page 5)

Fly Sees Particular Benefit To Smaller Stations As Result Of Lower Rates Following FCC Investigation

Revised CBC By-Laws Defines Exec. Duties

Montreal—Amendments to the by-laws of the Canadian Broadcasting Corp. have removed divided authority between the general manager and assistant general manager and abolished provision for an executive committee, it was learned yesterday. Both matters were subject to considerable criticism by a parliamentary committee.

(Continued on Page 3)

Kobak To Visit Trade During West Coast Trip

Edgar Kobak, executive vice-president of the Blue Network, will leave Thanksgiving Day, for a tour of the West Coast during which he will report to network affiliates on the progress and future plans of the Blue and survey business conditions in that

(Continued on Page 2)

WABC To Air Recordings Of Sports Writer Talks

Recording of interviews made at the recent Sports' Writers Association meeting will be aired on WABC, New York next Saturday at 11:05-11:15 a.m. in response to requests

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Likelihood that small stations will benefit to a very great extent from any lowering of line charges that might be ordered as a result of the FCC's investigation of the A T & T long distance rates was indicated here yesterday by FCC Chairman James L. Fly, who said he understood that the investigation will include charges on network operations and "we ought to do everything we reasonably can in terms of the most public interest, particularly in extending network broadcast service.

Fly pointed out that line rates were

(Continued on Page 6)

Syndicated ET Shows Continue In Upswing

Sales of recorded syndicated programs continue on the upswing, for both seasonal and other type programs, ranging from five-minute shows up to the usual quarter-hour serials. Among the new contracts reported by recording studios yesterday

(Continued on Page 6)

Crosby To Half-Hour Beginning Jan. 7 Show

West Coast Bureau, RADIO DAILY
Hollywood—After a meeting with Bing Crosby late Friday, representatives of the J. Walter Thompson Co., agency for the Kraft Cheese account

(Continued on Page 2)

Jig-Saw Rehearsal

CBS has solved the big problem of welding more than a score of appearances for the "Elgin Thanksgiving Canteen" program Thursday. The six CBS Hollywood studios will be used for the final rehearsals. The pieces then will be put together like a jig-saw puzzle in one of Hollywood's largest theaters, from where the program will be broadcast.

(Continued on Page 6)



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FINANCIAL

(Monday, Nov. 23)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	129 3/4	129	129	- 1 5/8
CBS A	15 1/8	15 1/8	15 1/8	- 1/4
CBS B	14 3/4	14 3/4	14 3/4	- 1/4
Gen. Electric	29 1/2	28 3/8	29 1/4	- 1/4
Philco	11	10 3/4	10 3/4	- 1/8
RCA Common	4 1/2	4 3/8	4 3/8	- 1/8
Stewart-Warner	7 5/8	7 5/8	7 5/8	- 1/4
Westinghouse	77 1/2	76 1/2	77 1/4	+ 1/4
Zenith Radio	16 1/2	16 1/2	16 1/2	- 1/4
NEW YORK CURB EXCHANGE				
Nat. Union Radio	5/8	5/8	5/8	
OVER THE COUNTER				
	Bid	Asked		
Farnsworth Tel. & Rad.	27 3/8	31 3/8		
Stromberg-Carlson	6 3/4	7 3/4		
WCAO (Baltimore)	19	21		
WJR (Detroit)	18	20		

Five 'Frisco Stations Co-Op On USO Series

(Continued from Page 1)
 general theme of shows being entertainment for soldiers, sailors and marines visiting in local USO houses.

Heading the group of entertainers appearing at the USO sites, for broadcast entertainment, are Monica Whelan, Vivian Lane, Cy Trobbe, Elizabeth Russell, Kathleen Wardell, Lucille Bliss, Camilla Romo, Ted Gifford, Lloyd Docter, Stuart Richardson, Charles Hobbs.

Selena Royle In "Portia"

Selena Royle has replaced Marjorie Anderson as Kathy in the NBC serial "Portia Faces Life." Miss Royle was co-founder with Jane Cowl of the Stage Door Canteen.

REEVES

Sound Recording Studios Inc.
 The Most Complete Sound Recording Service in New York City
 1600 Broadway New York City
 35mm. 16mm. Film, Acetate and Wax Recording Facilities. Complete Location Equipment.

General Baking Account Reappoints BBD&O Agency

(Continued from Page 1)
 nearly 25 years will be the management executive for BBD&O. Account executive and assistant account executive are Leicester Sherrill and Lyle T. Johnston respectively. Local agency arrangements in the Pennsylvania Central and Southwest Divisions will be continued.

Although not active in radio in the last year or more, General Baking Co. has been particularly partial to the broadcast medium in the past, having been a user of both network and also spot time. Among the programs sponsored by the bakery firm are Guy Lombardo and his orchestra on CBS; the "Lone Ranger" on Mutual Broadcasting System; "Gene and Glen" on a national spot basis; as well as spot announcements on local stations.

Agency was unable to announce any future plans as far as radio was concerned but announced that a campaign was being planned and that radio was being given full consideration.

WABC To Air Recordings Of Sports Writer Talks

(Continued from Page 1)
 made to Ted Husing, CBS sportscaster, by members of the armed forces in the New York area for more sports programs.

Among those to be heard on the recorded show are Allison Danzig, New York "Times" and president of the writers' group; Coach Jimmy Conzelman of the Chicago Cardinals; Coach Earl Walsh of Fordham University; Coach Curley Lambeau of the Green Bay Packers; Coach Herb Kopf of Manhattan College; Lieutenant Kidd Brewer, press relations staff of the North Carolina Pre-Flight team; Steve Owen of the New York Giants; Paul Governali of Columbia University; Ted Weiman of Princeton University; Grantland Rice and Bob Considine, syndicated sports writers.

Crosby To Half-Hour Beginning Jan. 7 Show

(Continued from Page 1)
 announced that the "Kraft Music Hall" broadcasts will be shortened to a half hour beginning Jan. 7, 1943. The reason given for the change was war conditions. Bing Crosby will continue as the star of the "Kraft Music Hall" and there will be no change in the program's general outline. The broadcasts, beginning in January, will be heard over the NBC network from 6 to 6:30 p.m., PWT and 9-9:30 p.m. EWT.

Spitalny Band Plans Tour Of Seldom Visited Camps

(Continued from Page 1)
 big-time entertainment ever originates. Although definite arrangements have not been completed, Spitalny expects to begin the tour sometime after the first of the year.

McNutt Issues New List On "Essential Activities"

Washington Bureau, RADIO DAILY
 Washington — Broadcasting and other communications facilities were included in a new "list to end all lists" of activities essential to the war effort released here last night by War Manpower Commission Chairman Paul V. McNutt. A listing of individual jobs in the industry is now being prepared and should be ready within 10 days.

McNutt set up standards for draft boards to consider when deciding upon deferment, suggesting that they first consider whether a man is essential to the operation of his industry and whether his job is one which requires six months training or experience before it can be competently handled. In cases of long term deferment the board should also consider whether women can be trained for the job or whether the man is replaceable by men not subject to draft call.

The only addition to the list, which includes all the classifications listed in July and since, is the group of technical, scientific and administrative personnel. This includes freelance engineers and other free-lance technicians.

McNutt said he had advised the President to forbid all voluntary enlistments, and spoke out strongly for the placing of all manpower control in civilian hands. He declared there is need for occupational guides to advise local draft boards on essential activities and also said he thought the selective service appeals boards need strengthening.

Kobak To Visit Trade During West Coast Trip

(Continued from Page 1)
 area. On his way to the West Coast, Kobak will also visit the Chicago offices of the Blue.

Beginning with a meeting with Don Gilman, vice-president in charge of the western division of the network, in Spokane, Wash., Kobak will call on network affiliates and advertising agencies in that city, Seattle, Portland, Sacramento, San Francisco, Los Angeles and Hollywood. Special meetings have been scheduled at KGO, San Francisco, and at the network offices in Hollywood. Kobak expects to be back at his New York office on Dec. 14.

Bob Hawk En Tour

CBS's "Thanks to the Yanks" quiz program, mastered by Bob Hawk, will initiate a USO camp tour this evening by appearing at Mitchel Field, Long Island, tonight.

Executive Ass't Available

Young woman, 7 years exp. office manager. Excellent knowledge music, copyrights, clearing numbers, research, foreign languages, proofreading, and secretarial work. College graduate, pleasing personality, endless patience. Write Box 671, Radio Daily, 1501 Broadway, N. Y. C.

COMING and GO

HERBERT V. AKERBERG, CBS vice in charge of station relations, has trip to the Middle West.

JAMES BIXLER, assistant production of the Blue Network, has returned annual vacation.

JOHN ELMER, president and comm. ager of WCBM, Baltimore, is in for few days for talks with the local rep.

HAROLD V. HOUGH, manager of Worth, conferred yesterday at the stations department of NBC and left for Texas.

LEONARD W. BROCKINGTON, K. visor to the British Ministry of Inform. former chairman of the Board of Gov. CBC, is in Canada for a few weeks. route to Australia and New Zealand.

JOHN TOOTHILL, president of B. Company, Inc., has returned to Chic. a short visit in New York.

HENRY MILLER, program director Paterson, off on a combination bus vacation trip to Chicago and his home Lafayette, Ind.

ROBERT MAGEE, sales manager Reading, Pa., is in town for confere. the New York representatives of the s.

FETE SCHLOSS, of the Blue Netw. tion relations department, is back fr. which kept him away about a month.

JAMES O. PARSONS, JR., of WWN town, N. Y., spending this week in on station business.

JACK TREACY and CLAUDE BAR. NBC's Radio-Recording division, have to their desks after swings through and Southwest, during which they att. eral of the NAB district meetings.

T. S. MARSHALL, president and c. manager of WOLF, is back in Syracuse having spent the latter part of last New York.

MILTON BERLE goes out to Mil. today to entertain with a personal a. arranged by the USO-Camp Shows.

J. ROBERT GULICK, sales manage. Mason Dixon Radio Group, in town. and visiting at NBC.

JACK BENNY, MARY LIVINGSTONE DAY and other members of the progr. age left the Coast Sunday for a timental tour of Army camps.

"First Nighter" Celebrate

"First Nighter" dramatic which is on Mutual this season celebrate its 12th anniversary day, November 29. Show, fo had aired on CBS and NBC sponsored by Campana Bahr Morrison acts the role of M. Nighter, and Joe Ainley direct. rent series stars Les Tremay Barbara Luddy.

What about WOL?

...It originates more Network Programs than any other Washington Station

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

Amended CBC By-Laws Defines Exec. Duties

(Continued from Page 1)
 who investigated CBC affairs at the last session of the House of Representatives.
 J. S. Thomson, who recently was named general manager has under the amended by-laws authority to appoint, dismiss and determine the compensation of employees and to make the exception that officers receiving more than \$4,000 a year require their appointment confirmed by the Board of Governors.
 Gladstone Murray, general manager, had authority to make appointments other than to technical, clerical or business staffs. These appointments were made by Dr. Arthur Frigon, assistant general manager who also had charge of the general affairs of the CBC.

Duties Defined
 The duties of the assistant general manager are defined as generally those of the general manager and to exercise the powers of the general manager in his absence.
 The executive committee, which was appointed, was to have composed of four members of the board, one of whom the chairman and vice-chairman. It was authorized "to manage the affairs of the Corporation, to control the finances and to supervise the operations, in accordance with the policies laid down by the Board of Governors."

The committee was also empowered to define the functions, duties and responsibilities of the corporation's officers and to provide for the executive committee and previous definitions of the authority of the general manager and assistant general manager made in amendments to the by-laws passed in March, 1941.

Promotes Maddux to Board Membership

Meeting of the Board of Directors of the Bamberger Broadcasting Corporation yesterday, R. C. Maddux, vice-president in charge of the station, was elected to the board and made a member of the station's executive committee. Maddux has been with the station since December 1940, when he became director and was appointed vice-president.

★ PROMOTION ★

Minnesota Bond Drive

Thousands of farmers, gathered in farm homes, township halls, school-houses and creameries, listened in last Saturday night to a rouser program launching the farm war bond campaign in Minnesota. Lawrence F. Haeg, WCCO's Farm Service Director, was the originator of the show, which was broadcast from WCCO and fed to KDAL, Duluth; KATE, Albert Lea, and KWNO, Winona.

This farm plan, the biggest drive for sales ever attempted in Minnesota (shooting at \$76,000,000), was extensively discussed at a national conference of war bond administrators at Kansas City, with state leaders in all parts of the country showing keen interest in it. Copies of the materials being used have been furnished to other states.

Chief speakers were O. J. Arnold, State Chairman of the Minnesota War Bond Committee; Leif Gilstad of the Minneapolis War Bond Savings office; Paul Miller, director of Extension, University of Minnesota Farm School; L. E. Rutledge, War Bond Chairman for Waseca County; and Art Ewert of Janesville, Minnesota, typical local farmer committeeman who contacted farmers in his region.

The patriotic war bond plea was

Stella Unger To Blue In Sustaining Series

Stella Unger, newspaper columnist heard on various networks in the past, will be featured in a new sustaining series program, "Your Hollywood News Girl," to be aired on the Blue Network beginning Dec. 7. Telling inside stories about occurrences on the movie lots in wartime, Miss Unger will be heard Monday, Wednesday, Thursday and Friday from 2:45 to 3 p.m., EWT.

The columnist also will be heard over the Blue on Tuesday from 10:45-11 p.m., EWT.

Listener Response

James G. McDonald, Blue Network news commentator, received a total of 7,413 responses last month when he asked his listeners for expressions of opinion on different subjects. Replies came from 46 states in response to McDonald's request, made on 21 programs. An average of 300 replies per broadcast were received on the following subjects: the secrecy surrounding the President's tour, the teen-age draft, Wendell Willkie's tour, American and Chinese mediation in India, the scrap collection system, the preference of the public for war facts—pleasant or otherwise. With regard to the President's trip, more than 1,000 replies were received within 48 hours. Of the final total of 1,700 letters, telegrams and postal cards, 94 per cent favored secrecy. McDonald is heard on the Blue Network Monday through Friday from 2:30-2:45 p.m., EWT.

interspersed with musical entertainment furnished by WCCO's regular Saturday night stars, "The Red River Valley Gang"—"Uncle Mac" and his boys, Gus, Curley, Ernie, Hjalmar, and songstress Mary—not to speak of the famous Harmonica Twins, the Plehal Brothers, representing the bulk of the station's headliners.

William Davis Dined By War Service Group

War Service Committee of the American Arbitration Association tendered a "Unity for Victory Dinner" last evening, to William Davis, chairman of the NWLB, and presented him with a medal for distinguished service in industrial relations. As member of the State Mediation Board, Davis had presided over several trade mediations, most prominent of which was the AFRA-network sustaining agreement negotiations two years ago. The testimonial was held at the Hotel Astor.

Carl Calman announces the opening of his new Radio Advertising Agency, with offices located at 55 West 42nd Street, New York City.

Longacre 5-2248



**50,000
WATTS**

**gives WBAL
overwhelming
leadership
in the booming
BALTIMORE
MARKET
and throughout
the entire**

**CENTRAL ATLANTIC
STATES**

**NATIONALLY REPRESENTED BY
Edward Petry & Co., Inc.**



**ONE OF AMERICA'S
GREAT RADIO STATIONS**

**THE LITTLE BUDGET
WENT TO THE
"920
CLUB"**

**WORL
BOSTON, MASS.**

Los Angeles

By JAC WILLEN

MICKEY ROCKFORD of the MCA offices in Chicago, and Bart McHugh of the MCA offices from New York, both now shifted to Hollywood-MCA offices in the Radio Division. They arrived in town last week.

Fred Waring's record album of Christmas music just released includes, "Night Before Christmas," written by Ken Darby of Fibber McGee's quartet, the King's Men.

Changes in the production-contact staff of KNX were announced by Hal Hudson, program manager for CPN. Joe Allabough, formerly program director for WJJD in Chicago, replaces Byron Palmer, who has enlisted in the Army Air Forces. Walter Snow takes over the duties of Ted Wick, who recently resigned to join the Lord & Thomas agency.

Billy Mills, radio maestro opines that Tin Pan Alley is missing a bet during the current war development in North Africa. "What a title," Mills said. "The Tune is On to Tunis."

Gracie Fields' Pall Mall show will originate from the Hollywood Canteen five nights a week beginning Nov. 30. Aside from the aftershow which she undoubtedly will put on for the boys, the canteen will benefit to the tune of \$1,000 per week for broadcast privileges plus 5,000 cartons of cigarettes weekly for soldier distribution.

Jack Louis, of Needham, Louis & Brorby agency, in Hollywood for conferences with Cecil Underwood, local head.

Lou Costello's "I'm a baaad boy" took on a double meaning when a bomber headed for overseas duty carried in bold letters the comic's famous words as an inscription on its fuselage. Message was painted on when the comedians gave a recent broadcast from one of the Ferry Command bases.

Charles "Bud" Dant of NBC is stepping up fast in the musical world. Aside from his many NBC musical chores, Bud completed several fine original musical scores, which he also conducted, for a motion picture studio.

Bob Burns last week worked on his fifth "Command Performance" for the soldiers overseas, topping it with a reading from one of Mark Twain's quaint stories.

Horace Heidt and his Musical Knights found themselves the center of a greeting committee of friends who were on hand to welcome the troupe back to Hollywood for their first broadcast in many moons from these shores.



Reporter At Large . . .!

● ● ● Ed Wolf has set Marry Small for four weeks of theater dates at \$1250 per . . . Have a prediction on us: Mary Chase, the go-getting producer of "Go Get It," has an idea for an all-women show tagged "For Women Only" that will prove one of the most sensational on the air today! Beth Brown is co-producer. . . Sam Goldwyn testing Georgia Gibbs. . . Send a note to Anne Nichols. She's bedded at the Mt. Sinai Hosp. with a broken leg. . . Bill Tuttle leaving the Lyons office this week. Understood to be seeking a Navy berth. . . Doris Dudley wasn't kidding about joining the C.A.A. She just nixed a juicy film contract. . . Frank Parker going in the army soon, according to report. What's the matter with Clark Dennis as a replacement—or can you name a better tenor around these parts? . . . We love Phil Baker's crack that Hitler says he has 200,000 soldiers around Stalingrad right now. And if you don't believe it, he'll dig 'em up for you!



● ● ● In case you've wondered whatever became of One-Eyed Connolly, you can find out via "We, the People" this Sunday when he tells about giving up gate-crashing for defense work. . . Jackie Kelk signed for the lead in Gilbert Miller's "Flare Path". . . Vera Barton taken to the Madison Park Hosp. with pneumonia. . . Add picturesque wordage: Seymour Berkson's: "Mussolini's rubber check on the bank of destiny has bounced". . . Earl Mullin's secretary, Connie Meade, will be "Miss Subway" shortly. . . Marcia Neil set for a local beer show. . . Looks like Frank Fay, who went off the air with a rating of 14.6, may be back before long. . . Hazel Scott guesting on Camel Caravan this week. New all-comedy setup on the show, incidentally, gets under way Dec. 4th. . . Helen Bliss has joined Mike Levin's staff on "Down Beat". . . Locals will be glad to hear of Eddie Marr's success on the coast. . . Insiders claim Jack Pearl's script tomorrow night is a honey—which is good news to all of us who have been pulling for the "Baron". . . Fibber McGee and Mayor La Trivia (Gale Gordon) coming to the parting of the ways with the latter waiting for the Coast Guard to call him to active service. . . "Stars From The Blue" quits its Saturday and Sunday spots to go on Tuesday nights from 7:05-7:30. . . Adrienne Ames would have you believe that the RAF is certainly getting in Hitler's air!



● ● ● THE REVIEWING STAND: Perhaps it was an unintentional "lift," but Frank Morgan certainly didn't display any originality when he introduced his "conscience," a double-voice coming through a filter mike, on the Maxwell House show the other night. The idea for the "conscience" to talk back via a filter has been used on every one of his daily programs for two years by CBS' Arthur Godfrey. Incidentally, Godfrey's weekly commuting trips from Washington for the Fred Allen show proved a bit too strenuous for the red-haired so last Sunday's show was his final appearance. He continues with his early CBS shows which now have over 60 sponsors. . . One of radio's cleverest character creations is that of "Raymond, Your Host" (Ray Johnson) on "Inner Sanctum." But a terrific let-down in the mood of this excellent show is the result of having Raymond do a stock announcement of a program coming on the air later for the same sponsor. It would be better production, we think, to let the commercial announcer do the advance blurb. . . Josef Morais "African Trek" on the Blue Sunday ayem is a program of charming folk music and smooth-toned dialogue. . . CBS' "Wings Over Jordan" features some of the finest Negro choral singing we've heard.



Remember Pearl Harbor

Chicago

By FRANK BURKE

SEASONAL music commences with Thanksgiving Day will be the title of "The Northerners" to be broadcast on WGN from 8:00-9:00 p.m. today.

Convalescent sailors at Gretna Naval Hospital, many of whom are recovering from wounds of battle, will have an hour of fun and entertainment when Ben Bernie and his CBS band visited them and staged a gala show in the hospital auditorium last night.

Eighteen hundred boys filled the hospital auditorium while others could not leave their beds in order to hear the loudspeakers.

Standard Distributing Company of Chicago has contracted for a program of popular music to be broadcast on WGN from 9-9:30 p.m. Monday thru Saturday. Title of the program is "A Musical Package" and the contract, for 52 weeks, is being handled by Schwimmer & Scott.

Alvin J. Steinkopf, recently promoted from eight years as a general bureau chief for The Associated Press to analyst starting today. He'll be heard immediately in a trial evening news spot—Tuesdays, Wednesdays and Saturdays—by The Associated Press Company, heard over WBBM from 10:05-10:15 p.m., CWT.

Twelve years of continuous casting, a record which no other radio programs have ever equaled, will be chalked up by Calumet's "First Nighter" on the program Sunday, Nov. 29, on WGN from 5-5:30 p.m. The program marks its career on Thanksgiving Day, 1930.

New business signed by WGN includes contracts with Lever Brothers for 1-minute announcements weekly, through Ruth Ryan; Allcock Mfg. Co., for 1-minute anns., weekly, for 22 weeks, through Small & Seiffer, Incorporated Products Co., for 1-minute periods weekly, for 52 weeks, through Mace Adv. Agency; and 1-minute spot anns., weekly for 22 weeks, through Batten, Barton, Kellogg & Osborn.

Martin Block's "Top"

On the anniversary of the Japanese attack on Pearl Harbor, November 7, Martin Block, of WGN's "Make Believe Ballroom," will present the presentation houses here, bonds from the stages of the mount, Strand and Roxy. Goal is \$100,000.

Have You Met The Voice of GILBERT M... ? LEX. 2-

RADIO ARTIST? Call LExington 2-1100 FIRST AND FOREMOST

GUEST-ING

OF WAGNER, Polish pianist, "Keyboard Concerts" program, (WABC-CBS, 3:30 p.m.).

ANNI MARTINELLI, at "Duff-day (WJZ-Blue Network, 8:30

E CANTOR, on the Burns and broadcast, today (WABC-CBS,

WALE LATHAM, MRS. LINTON GAGNE and MRS. PARKS, representing Bundles jackets, and LOUIS HAPP, BOWERMAN and ARTHUR of the U. S. Navy, on Walter's "Battle of the Sexes," to WEAF-NBC, 9 p.m.).

RED JACKSON, Negro ship's decorated three times by the Navy, and ANDY SECREST, Vallee trumpeter now in the Guard, on the Ginny Simms "Presents" program, today NBC, 8 p.m.).

OTTO EISENSCHIML, author "Out of Fame," on "Of Men and tomorrow (WABC-CBS, 4:30

BENNY, on Eddie Cantor's "Smile," tomorrow (WEAF-p.m.).

HERNE, on "Armstrong's of Today," Saturday (WABC-noon).

W. STUDEBAKER, U. S. Commissioner of Education; DR. FELLOW BARR, president Johns College, Annapolis, and B. GILSON, consultant to the Power Commission and special representative on the Labor Board, discussing "How Education Keep Pace with War Air," Thursday (WJZ-Blue 8:30 p.m.).

STEVENS, mezzo-soprano of Metropolitan Opera; MILTON JOAN FONTAINE and HERNE, on the "Stage Door" Thursday (WABC-CBS,

TIERNEY and JOE E. on "Soldiers with Wings," (WABC-CBS, 10:15 p.m.).

BNX NEW YORK THE MOST INTIMATE AND PRIVATE PROGRAM APPROACH AMERICA'S LARGEST MARKET WATTS Directional METROPOLITAN NEW YORK

NEW PROGRAMS-IDEAS

Congressional Air Record

A series of intimate weekly legislative talks by chairmen of important Senate and House Committees, from Washington, was introduced on "Congressional Record of the Air" programs via WHN, New York, which started last week with Senator Robert F. Wagner as the first guest-reporter. The "senior Senator from New York," as chairman of the Senate Banking and Currency Committee, discussed informally the work of this group in guiding government spending and financing. The programs, originating from the station's studios in Washington, will be broadcast exclusively by WHN. Arrangements were handled by the special events department, under supervision of Herbert L. Petley, station director.

Cooperative Theater Advertising

Cooperative advertising under the title "The Billboard of the Air" is being used by neighborhood theaters in Portland, Ore., via KXL of that city. Features at the various motion picture houses are outlined, names of stars played up, and interspersed with recorded music. In addition, announcer takes a different word each day and the listener, who first advises the station the number of times the word is used in the broadcast, is given a pair of tickets to the features advertised.

Working Press

WWDC, Washington, D. C., has inaugurated a new program under the title, "Salute to the Working Press." Earl Hague, WWDC news editor, interviews a member of the press each night 6:30-6:35 p.m. on what the guest thinks is the outstanding news

Tennessee Trade Council Gives Viewpoint On OWI

(Continued from Page 1)

meeting here late last week. The council—composed of representatives of women's clubs interested in betterment of radio's service to the public—said Davis could help greatly in restoring and developing trust among listeners and in eliminating skepticism concerning government news releases.

Despite any delusions held by the government's information specialists, the council pointed out, a large section of the public is still inclined to dismiss as "pure propaganda" a great deal of the factual information issued by these agencies. Davis, who has a large and faithful following in his own right as a newscaster, is the logical official to aid listeners in distinguishing between honest information and harmful propaganda.

Among those leading a panel discussion of the question were Mrs. Dorothy Lewis, NAB coordinator of listener's activities; Andrew Holt, of the Tennessee Educational Association, and F. C. Sowell, of WLAC, Nashville.

At a luncheon, council members

Program Analysis

Working on the assumption that the majority of listeners are intensely interested in radio and have no idea of the machinery for the production of the simplest program, Ed Randall has undertaken to describe in some detail the operation of his own programs, "Let's Be Friends," on WCCO, Minneapolis. In the first such broadcast Randall took the opportunity offered by the incorporation of several commercials into his program to differentiate for his audience between the types of commercials, types of programs, and two types of broadcasting systems as exemplified by the American and British networks.

Then, with this novel method of introduction, Randall spotted in his own commercials. In the second broadcast Randall gave what appeared to be a spontaneous, running account of the activity around him as his program proceeded. Without being at all technical, he was still able to convey to the listeners a picture of typical procedure. At one point, he said: "... there's a lot of pointing going on. I point at the engineer. He points at Max (producer); Max points at his microphone. In a moment my mike will be turned off, his will be turned on, he will speak to you, and this is what he says." The live commercial followed at once. Response to Randall's innovation has been immediate and interesting. After both broadcasts his mail haul was considerably larger. Comments were all enthusiastic, asking for more.

story of the day. Starting with editors of the local metropolitan dailies, Hague is now presenting men from the news services, and Washington correspondents.

"Thanksgiving Program" In Tenth Year On WOR

The 80 voices of the Calvary Baptist Choir again will bring WOR listeners the annual Thanksgiving Day program which had its beginning on the station 10 years ago. It will be heard from 11:15 a.m. to 12 noon.

were divided among tables presided over by various radio executives. The purpose was to promote free discussions of problems in listener-station relations.

At the conclusion of the discussions, the questions were summarized in a brief talk by Paul Oliphant, WLAC program director. The schedule for the remainder of the meeting included discussions of problems of production, script writing, and other related subjects.

AVAILABLE

Newscaster - Announcer, 4-F, Married, Thoroughly experienced. Desires permanent position. Wire interest. Box AJ, RADIO DAILY, 1501 Broadway, New York City.

AGENCIES

DECCA RECORDS is planning a Christmas promotion campaign for its records and album sets. Doremus & Co. is placing the business.

WILLIAM R. STUHLER has joined the advertising staff of General Foods Co. He will act as assistant to Charles G. Mortimer, Jr., general advertising manager, and will specialize on radio advertising problems.

WALTER H. GEBHART, manager of sales, Henry Disston & Sons, Inc., Philadelphia, will speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "Holding Industrial Distribution in Wartime."

LEO BURNETT CO., INC., Chicago, has been appointed to handle the advertising of the "Chicago Sun."

ALEXANDER GADDESS has resigned as publicity director of Ivey & Huntington to join the public relations staff of N. W. Ayer & Son in Philadelphia. Other newcomers to the staff are Plummer Whipple, who liquidated his own business to go with the Ayer organization, and Frank J. G. Duck, formerly with the National Electrical Manufacturers' Assn.

STANLEY PLUMB, formerly in charge of advertising at Yosemite National Park, has joined the staff of Brisacher, Davis & Staff in San Francisco.

FEDERAL ADVERTISING AGENCY has been named to handle the advertising of the Meds account of Personal Products Corp.

GORDON OWEN, formerly with Gilham Advertising Agency, Salt Lake City, and before that sales rep for Hearst Radio in San Francisco, has joined the sales staff of Radio Sales in Chicago.

STANLEY G. SWANBERG, vice-president and manager of the San Francisco office of Botsford, Constantine & Gardner, is on a three-week trek to New York to discuss 1943 advertising plans with executives of the National Biscuit Co.

WHAT'S WHAT IN BOSTON 21-WCOP does a full time job, whether it's a spot or a full hour... we can back that up! REPRESENTED BY HEADLEY-REED CO. WCOP BELONGS ON YOUR SCHEDULE

Reduced AT&T Rates Aid to Small Outlets

(Continued from Page 1)

especially important in sparsely settled areas where little network service is available, declaring that if any reduction which can be made can be applied in part to meet that need "I think it might have a very fortunate result."

Questioned as to how many stations might benefit from the reductions, the chairman said, "I can't conjecture as to what the result would be there, but one of the limitations on the spread of network service heretofore has been the long haul in reaching many of these small stations and I should think that any substantial alleviation of those charges would result in carrying network service to places where it is most needed."

Sees Hard Road

"I might say that the smaller radio stations have today a difficult enough situation. You realize that network advertising of certain stations in the larger cities is largely institutional good-will advertising. Much of the advertising today flows from large national concerns that have no products immediately for sale. If so, they don't have enough to meet the demand. If you look over a list of the big advertisers you will find that true to a very great extent. Now, what they are doing is a very wholesome thing; it preserves their good-will and trade names for after the war by spending money now."

Asked by a reporter if he meant money that would otherwise go to the government the chairman replied, "I didn't say that."

Cites Small Station Importance

Continuing his discussion of small stations' problems, Fly said "the little station doesn't get so much of that type of business and the smaller town particularly doesn't get it and the revenue on local radio business is tending to dry up considerably. The local merchants are a little more realistic about this situation they don't have anything to sell at the moment and they are too busy advertising. Keeping the little station in business is one of the good results which might accompany any regulation in long line rates."

Disk Assn. Meeting

In a notification which was addressed to members over the weekend, Maurier Wolsky, secretary of the Association of Recording Studios Inc., described tomorrow's meeting at the Hotel Edison as "the most important meeting of our existence as an Association." The group will discuss the issue of competitive recording studios being set up by the overseas branch of the OWI.

SUB-LEASE—

Paramount Theatre Bldg. Attractively furnished office suite available instantly. Two private offices and large reception room. Telephones intact. Call CHic. 4-5881.

"Solution" To Recording Ban Proposed Via Special Taxes

A solution to the problem of recorded vs. live music climaxed by the James C. Petrillo ban on recordings and transcriptions, is offered by Bernard B. Smith, in a special article titled "What's Petrillo Up To?—The Fight Against Canned Music, and a Possible Solution." Article appears in the December issue of "Harper's" and the author proposed that both radio stations and tavern keepers operating juke boxes, be taxed, for the use of recordings but the money, instead of going into union coffers, be administered by a National Foundation of Music which would provide live orchestras for benefits, USO and Army and Navy functions, church and school and public concerts, etc. One condition for such an arrangement would be the abolition of standby orchestras and minimum number of musicians in house bands.

Procedure Criticized

Preface to the above proposal is a detailed summary of the recording issue. Article includes a critical appraisal of the manner in which AFM-radio business has been handled these past years. Smith has pointed out the lack of concerted effort on part of the trade on occasions when the union has threatened a single station or network, and he has traced the growing unemployment of musicians by virtue of technological developments in the picture and radio industry.

In the author's analyses, Petrillo has stirred up two problems. One is, do the American people like canned music so well that they are willing it should replace the live variety; The second, is, if so, does a democracy have any obligations to those work-

ers who are displaced by technological improvements? Decision should rest with the public, Smith holds.

The public-minded and operation organization, National Foundation of Music, which would foster live music and employment for musicians with the aid of moneys received from taxation of use of recordings, would be comprised of one member designated by the union, by the broadcasting and recording industries, and a third by the FCC. Tax would be based on the revenue of a juke box machine and on revenue derived from sponsored recordings and transcriptions. Stations could use some of such money to hire house bands, remitting what is left to the Foundation.

Says Employer Obligated

Since Federal and State Social Security and Unemployment Compensation programs recognize the problem in other industries, "the loss of employment resulting from the introduction of labor-saving devices" in the radio and music industries should be the concern of the government, Smith reasoned. He added, further that "it seems reasonable that an employer should be required to pay into a publicly supervised fund part of such saving, to be used to provide vocational retraining for displaced workers."

"If it became clear that the American people no longer wanted to hear live music, the National Music Foundation could then be empowered to see that the charge made upon the public performance of recorded music be devoted thereafter to compensation of displaced musicians during a reasonable period of vocational training," concluded the analysis.

Rule Race Bias Order As Applicable To Radio

(Continued from Page 1)

tions as "defense industries," thereby establishing authority to investigate cases of alleged discrimination in hiring.

The ruling was sought because of an alleged attempt by James C. Petrillo to have AFM contracts with broadcasters include a clause barring Negroes from station orchestras, Lawrence Cramer, executive secretary of the FEPC, told RADIO DAILY. He said that aside from this allegation, the committee has received relatively few complaints about the broadcasting industry, and indicated that the committee had not received any conclusive evidence that the AFM charge was true. The charge had been made by a New York music magazine. Complaints had been sent FCC Chairman Fly and Mrs. Roosevelt.

"The committee knows definitely that no such clause was agreed to by NBC," Cramer explained, adding, "David Sarnoff is a member of our committee, and he has made an investigation. There is no evidence there to support the charge. As for other networks and stations, there is

FCC Scans Complaints Re Tinney's Broadcasts

Washington Bureau, RADIO DAILY

Washington—The FCC is looking into complaints against Commentator Cal Tinney, Chairman James Lawrence Fly of the FCC revealed yesterday in a press conference. Fly said complaints about the Tinney broadcasts had been received from a couple of Congressmen some time ago. Former Magistrate Goldstein's complaint is now in the hands of the Commission's legal department, "But," said Fly, "we have very little to say about what any individual on the air may say. Our jurisdiction is very limited. It really boils down to a review of the conduct of the licensee over the long stretch and after the event: that is, in terms of a general review of the whole conduct of the station." Fly did say that the FCC will undoubtedly ask for a copy of the script.

nothing conclusive to indicate that the charge is true."

Cramer said that complaints regarding telephone and telegraph companies had been more numerous and more varied, causing him to seek blanket authority for the entire field of communications.

Syndicated ET Show Continue In Upswing

(Continued from Page 1)

were those by the NBC Radio-Recording Division. These new contracts include "Flying for Freedom," was taken by KOB, Albuquerque, Mexico, for the local Sinclair Or. tributor; by WKPT, Kingsport, Tenn., for the First National Bank WFMJ, Youngstown, Ohio, for Carlson Electric Co.; by WISR, Erie, Pa., for a group of companies which have received the Army "E" Award; and by the Arizona Broadcasting Co., for the Tovrea Pat. Co., using seven Arizona stations: KTAR, KYUM, KGLU, KWJB, KKYCA and KSUN.

"Betty and Bob" Signed

"Betty and Bob," was signed by Watt's Bakery for use on station WOPI, Bristol, Tenn., WJHL, Son City, Tenn., and WKPT, Kingsport Tenn.

"The Name You Will Remember" will be broadcast over WJTN, Jacksonville, N. Y., for the Haglund Future Company; by WMBG, Mondak, Va., for a soft drink manufacturer; and by WIOD, Miami.

"Five Minute Mysteries," will be heard over WMAQ, Chicago, for Consolidated Cigar Co., through Wasey; and over WTBO, Cumberland Md.

Renewal In Honolulu

Other new contracts were signed with KTSM, El Paso, Texas, "Hollywood Headliners"; with W Charleston, W. Va., for "Let's Take a Look in Your Mirror"; with G. Schonfarber & Associates, Providence, R. I. agency, for "Who's News," heard over WPRO; and with Irwin Vladimir & Co., agency, "Romance and Melody" to be broadcast in Mexico.

Contracts were renewed by W Honolulu, for "Betty and Bob" on behalf of Royal Desserts, through Bates, Inc., agency.

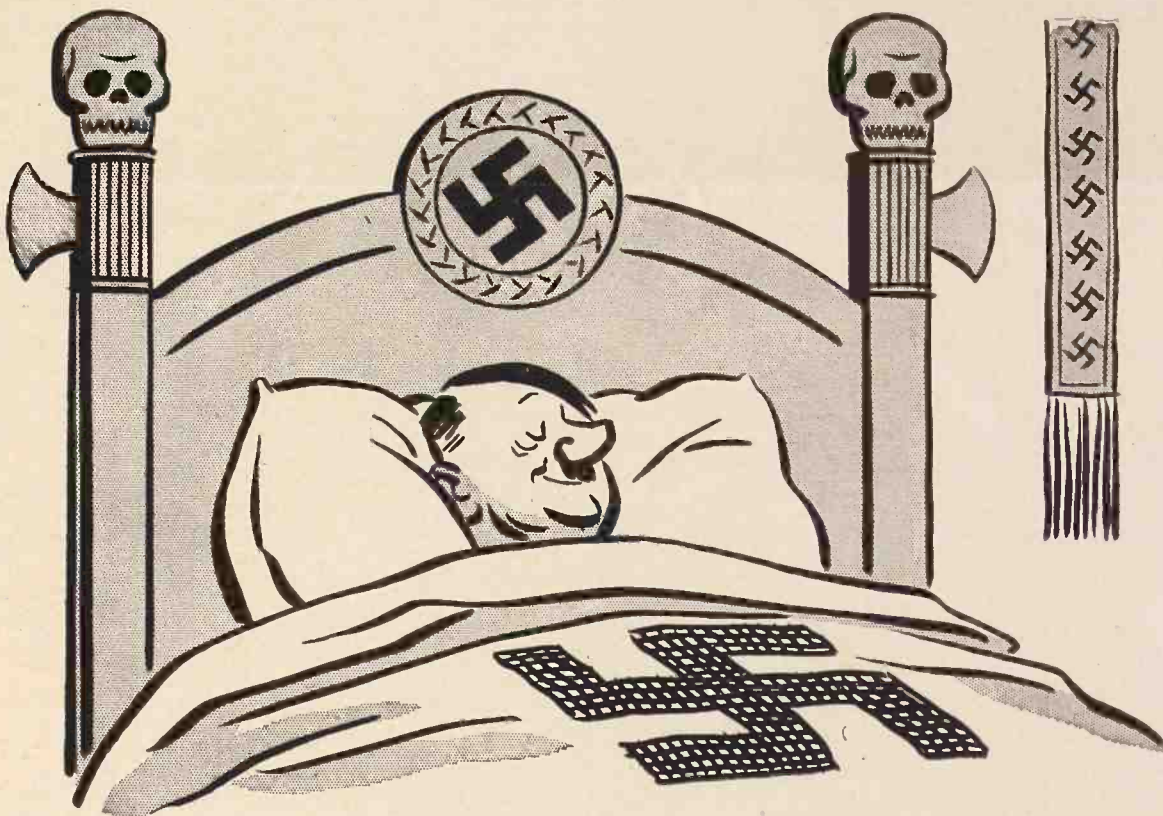
Regional Heads Named For WLB Salary Control

(Continued from Page 1)

with two from each group expected to sit as a board in rotation. The function is now advisory but it is expected that their power will be increased shortly.

Decision on the application of the 15 per cent formula to broadcast stations must still come from Washington but the regional offices are expected to receive the authority as soon as a precedent is established. For the present, local wage problems should be submitted first to the wage-control regional offices.

The 10 regional directors, all named on an "acting basis," include Wallen (Boston), Sylvester G. (Philadelphia), Theodore W. K. (New York), M. T. Van T. (Atlanta), Lewis M. Gill (Cleveland), Robert K. Burns (Chicago), The Fair Neblett (Kansas City), Floyd McGowan (Dallas), Charles Graham (Denver), and Robert L. (San Francisco).



This man is not dead. He is just sleeping. And sleeping a little more soundly, perhaps, because there are still many Americans who are *not* putting at least 10% of their pay into War Bonds on a regular Payroll Savings Plan. How about *you* joining a lot of other fellows in giving the little paper-hanger a rude awakening? How about *you* signing up with a Payroll Savings Plan *today* . . . to the tune of not 6%, or 7%, or 8%, but 10% and *more* if you can? **LET'S TOP THAT 10% BY NEW YEAR'S.**

WHAT YOU SHOULD DO:

If you are . . .

1. Already investing 10% of your pay in War Bonds through the Payroll Savings Plan—boost that 10% if you can.
2. Working in a plant where the Plan is installed, but haven't signed up yet—sign up tomorrow.
3. Working in a plant where the Payroll Savings Plan hasn't been installed, talk to your union head, foreman, or plant manager—and see if it can't be installed right away. The local bank will be glad to help.
4. Unable to get in on the Payroll Savings Plan for any reason, go to your local bank, or wherever Bonds are sold. They will be glad to help you start a Plan of your own.

**“TOP THAT 10% BY
NEW YEAR'S”**



**BUY U. S. WAR BONDS
THROUGH THE
PAYROLL SAVINGS PLAN**

This advertisement is a contribution to America's All-Out War Effort by

RADIO DAILY



Coast-to-Coast



"NIGHT OF STARS," benefit show for refugee aid, which is being held tonight at Madison Square Garden, will be picked up by two independent New York stations, WBYN and WHN. Latter station is broadcasting one hour of the entertainment from 9:30 p.m. to 10:30 p.m. WBYN is remoting the balance of the evening from 10:30 p.m. to 1:30 a.m.

Newspaper friends of Powers Gouraud, "Night Owl" commentator on WCAU, Philadelphia, filled in as guest conductors on his nightly program last week, because he was unable to appear due to illness. Among the guest commentators were Sid Gathrid, columnist of the Philadelphia "Daily News," and Charles Fisher, columnist on the Philadelphia "Record."

Selection of Nadine Westerfield as vocalist with Tommy Reynolds' band was made by radio editors of Wichita, Kans. While playing a local night club, Reynolds was left without a female vocalist and asked the radio editors to name a young lady for the spot. Newspaper men chose Miss Wetsersfield, who was broadcasting regularly on KFH, Wichita. An audition confirmed the newspaper men's judgment and the young lady was hired.

Fort Monmouth's weekly broadcast entitled "Music From Monmouth" which has been aired via WCAP, Asbury Park for the past six weeks, added WAAT Jersey City-Newark to its lineup of stations on Sunday. Tieup plans were completed between WAAT representatives A. B. Schillin, Lee Stewart and Lt. Spencer Allen of the Signal Corps Public Relations Office. The program at present, which for the most part, stresses music, recruiting and War Bond promotions, may undergo several new script changes. Interviews of New Jersey and New York City men now in service, looms as one of the initial additions. Scripts for the broadcasts are written by Sgt. Tom De Huff, formerly of the NBC-New York promotion department, who is a member of the Fort Monmouth public relations staff.

Cy Newman has resigned as program director of WPDQ, Jacksonville, Fla., effective immediately, to accept a position with WIOD in Miami.

BIRTHDAYS

1942
17 18 19 20 21 22 23
24 25 26 27 28 29 30

November 24

Harry Barris	Eileen Barton
Guy Bonham	Joan Brooks
Lynn Creindel	Willard Farnum
Art Fulton	Vee Lawnhurst
Don McLaughlin	Alice Remsen
Irene Wicker	Lois Zarley

Due to demands of war production the usual ceremony celebrating Armistice Day was not held at the Court House in Marion, Ohio, this year. Instead, a program, bugle calls, prizes, and a short talk on the significance of Armistice Day were presented over WMRN. All city schools equipped with public address systems were tuned to the station and other schools not so equipped were provided with radios by the school administration so that every school child in the city in school at the time listened to the program.

Max Karl, educational director at WCCO, Minneapolis, is now teaching a class in radio writing which meets for two hours once a week over a period of six weeks. The work, conducted under the auspices of the Minnesota Radio Council, is intended to facilitate the handling of radio by the organizations represented and to give these radio chairmen a better idea of the proper approach to the problem of preparing broadcasts. Karl has taken as his aim the teaching of the forms most often used by such clubs in broadcasting: talks, introductions and interviews. In his class of ten, six different organizations are represented. The Minnesota Radio Council is made up of representatives of twenty state-wide organizations banded together to work for better radio programs and to act as an intermediary between the professional broadcasters and the public. Miss Ruth Rossholt of the Minnesota Library Association is chairman of the Council this year.

Carol Shea, music copyright director of WOL, Washington, D. C., announced recently that over 1,570 pieces of sheet music and orchestrations have been given to men in the service since December 7, 1940. Requests have come from the regimental orchestras stationed at Fort Belvoir, The Navy School of Music, Fort Meade and Bolling Field. At the time of request, some of these orchestras have actually been about to leave for foreign shores. An interesting sidelight is the number of wives of high ranking officers who request sheet music and orchestrations to mail to men at far-removed outposts.

Taking further cognizance of the listening power of WJR, Detroit during the early morning hours, Cunningham Drug Stores have purchased 36 newscasts weekly. There will be six newscasts nightly, beginning at midnight and lasting through 5 a.m. All will be for five minutes. The Cunningham newscasts will be given by the "Cunningham News Ace."

KUTA, Salt Lake City, made a valuable contribution to Camp Kearns of this city, last week, by donating the entire music library which consisted of several thousand numbers of complete orchestrations. Camp Kearns will in turn distribute the music to other various army camps in the intermountain area. Phyllis Steorts has returned to assist the traffic department, due to the absence of King Harmon.

Paul Muni, who recently appeared in the special broadcast of "The Murder of Lidice" on NBC, has returned to the Broadway stage in John Golden's production of "Counsellor-At-Law." It was as the self-made attorney in this Elmer Rice play that Muni first drew the attention of Hollywood and consequent appearances on the air. The play itself has been heard over the radio in the past.

MGM has just begun a nine-day schedule over WDRC, Hartford, plugging its new picture, "For Me and My Gal." Contract, placed by Donahue & Coe, Inc., New York, calls for nine one-minute day and night spots, and three five-minute day-time periods. William Hart, new WDRC announcer, claims to be the tallest announcer in the business. Hart is six feet, seven, and towers high above everyone else in the studio. "We all look up to him," quipped one of the program department employees.

Cameron Mitchell, chief announcer at WSRR, Stamford, Conn., has accepted a part in the revival of the show "Sailor Beware," which opens in Philadelphia shortly. "Bernie" Anderson is WSRR's newest addition to its engineering staff. New account on WSRR is Gordon's Jewelry Store, who will sponsor the thrice-weekly "Musical Gems" beginning this week.

Starting today Baukhage, Blue Network commentator, will be sponsored locally on WFIL, Philadelphia, by Abbotts Dairies. Program promotion plans include presenting pictures of Baukhage on Abbotts trucks and wagons, newspaper ads, etc., besides the WFIL promotion program. WFIL's FM station, W53PH, will, in the near future, be feeding its late classic concerts to the Swarthmore College Network. For some time, W53PH's locally originated music programs have gone to Princeton University's WPRU. Felix Meyer, W53PH music director, has tried to keep by far the largest proportion of W53PH program time for music programs, particularly suited to FM's high-fidelity reproduction.

Fulton Lewis, Jr., WOL-Mutual's commentator on political affairs, has been notified that he was voted the favorite radio commentator of the newly-formed University of Missouri, School of Journalism, radio course students.

Eunice Doty has been added to the promotion department of KSO-KRNT, Des Moines. She replaces Lois Jory who is now assistant to Edmund Linehan, program director.

William A. Amsler, controller and assistant treasurer of the Wincharger Corporation, Sioux City, Iowa, has been elected to membership in the Controllers Institute of America, a technical and professional organization of controllers devoted to improvement of controllership procedure.

Newest addition to the continuity, WTAG, Worcester, is Olive Merrill, free-lance writer. Mrs. Merrill has employed as idea-girl for several shows in New York and has also in stock and on Broadway. She at the American Academy of Dramatic studying under Lee Strasberg, Broadway director. WTAG Commercial Manager Herbert L. Krueger was guest club at the Worcester Advertising Club week, introducing to members H. S. cer, advertising manager of Durez Plastics as featured speaker.

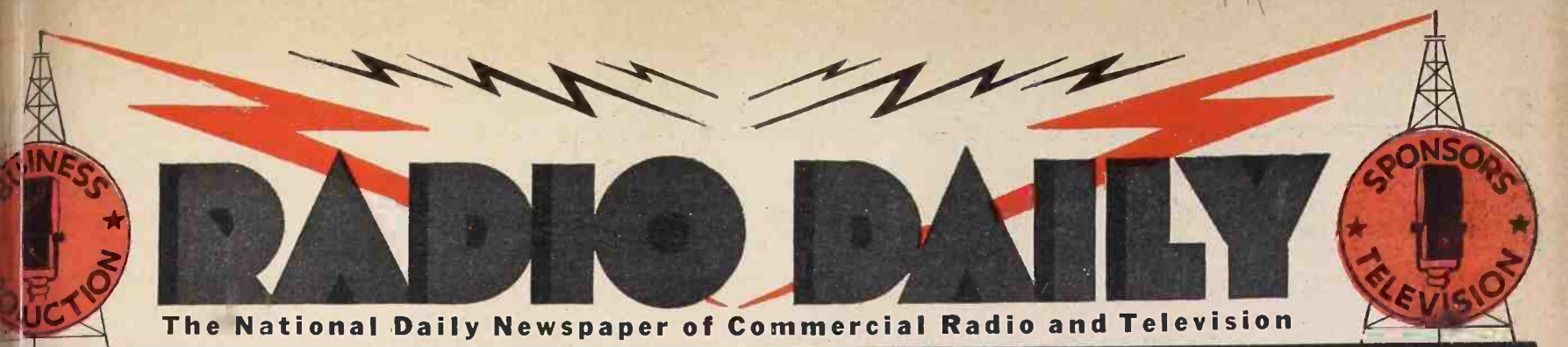
Latest addition to the ranks of Los Angeles, commentators is G. Burke, globe-trotting newsman. He began his commentator series regularly and is heard each Thursday. In addition, he handles a sports news review each Monday. His series is sponsored for the weeks by the Beaumont Laboratory through H. W. Kastor & Sons, Chicago. Burke won recognition for commentaries while he was KGMB, Honolulu.

The Pepsi-Cola disc played Loh on the other day at KGKO, Fort Worth, Dallas, when Mary Lou Crowds, secretarial staff married Clyde B. ville of the local Pepsi-Cola Company. Employees of KGKO, Fort Worth announced, emulating "Jack Armstrong's" Wrote a letter measuring six feet in to Johnny Gravelle, who is recovering from an operation at the U. S. Naval Hospital, Quantico. Prior to his enlistment in the Officer's Training School, Marine Corps in October, John Gravelle was chief librarian for KGKO.

Recent dedication of new studios and offices of KXL, Portland, was marked by special program including salutes from KFPY, Spokane, KGIR, Butte, Mont., and KGW, Portland, in addition to a special salute produced by C. P. MacGregor, Transcription Service, Hollywood. Day's festivities were concluded by an hour program presented by KXL staff headed by Hal Wilson, general manager.

Soldiers In Alaska Talk Over NBC On Thursday

Soldiers stationed at Ladd Field, Alaska, will have an opportunity to greet their families with personal messages by radio on Thanksgiving Day during a special NBC broadcast which will be heard at 6:45 p.m. because the number who can participate in the program is very limited, the soldiers whose voices be heard will be chosen by lot. The program, which has the approval of the War Department, U. S. Army command in Alaska, will be picked up by KFAR, Fairbanks, relayed to NBC in San Francisco and then rebroadcast on the network coast to coast. It is the second program broadcast by the network since Pearl Harbor.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NOV 21, NO. 37

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 25, 1942

TEN CENTS

NBC Sets Realignment

Census Figures Most 'Radio Homes'

Washington Bureau, RADIO DAILY
Another impressive
figures on United States radio
has been released by the
Bureau of the Census, includ-
radio ownership reports for
ates, Rhode Island and Wash-
and the cities of Dayton,
Utica and Rome, New York,
ouston, Texas.

940 figures reveal that Rhode
95.7 per cent coverage (sets
139 homes out of 184,661), is
by the count for the city
vidence. There 64,193 of 66,675
g units reported radios, or

(Continued on Page 3)

Buy War Savings Bonds and Stamps

4-Week Seasonal Offered By WOR Sales

result of a test of its sales
during the Christmas holiday
last year, WOR has established
season contract, four weeks
length, to attract greeting card
cturers, companies featuring
ackages for soldiers, candy
cturers, book publishers, toy
ants, makers of perfumes,

(Continued on Page 2)

Buy War Savings Bonds and Stamps

ees No Shortage Of Receivers For U. S.

Washington Bureau, RADIO DAILY
Washington—There are plenty of
to go around if properly dis-
t, James Lawrence Fly, chair-
the FCC, declared at a press
nce held here this week. He
hat recent BWC studies indi-

(Continued on Page 2)

Old-Timer

Philadelphia—James T. Buckley,
ident of the Philco Corp., is
y a pioneer in radio and its
d interests. Buckley is cele-
ng his 30th anniversary of
onnection with the Philco firm
month. At 16 he started as a
atory clerk and assistant,
ually achieving positions of
asing responsibility until 1939
he assumed present post.

No Paper Tomorrow

Tomorrow, November 26, being
Thanksgiving Day and a legal
holiday throughout the United
States, Radio Daily will not be
published.

Landry Joining CBS In New Executive Post

Robert J. (Bob) Landry, joins CBS
Dec. 1 in the newly created post of
Director of Program Writing, an exe-
cutive position which will give him
range over all Columbia-built pro-
grams. Douglas Coulter, the net-
work's Director of Broadcasts, in
making the announcement said in
part that he believed Landry's "un-
usual talents and experience will con-
tribute greatly to further development
of our broadcasts." Coulter also
pointed out that it had long been
traditional with CBS that the most
important element of any broadcast

(Continued on Page 2)

Buy War Savings Bonds and Stamps

OWI Appoints Barnum To Head N. Y. Radio Office

Washington Bureau, RADIO DAILY
Washington—Appointment of Mer-
ritt S. Barnum radio director for
Ruthrauff & Ryan as deputy chief in
charge of New York was an-
nounced yesterday by William B.
Lewis chief of the OWI Radio Bureau.
The New York office in the Chanin
Building was set up to facilitate co-
operation between the bureau and
the advertising agencies.

Further Hearings On KFAB; Other Activities By The FCC

Elder Michaux Returning For Series Over WHN

"The Happy Am I Preacher," Elder
Solomon Lightfoot Michaux, who has
been heard on the networks in the
past, will return to the air waves over
WHN starting Sunday, Nov. 29. At
that time he will start his special
Harlem campaign. The Elder comes

(Continued on Page 2)

Public Service Looms Largely In Move Which Gives It A Separate Dept.; Responsibilities Distributed

Govt. Plans Restriction Of Servicemen On Air

Washington Bureau, RADIO DAILY
Washington—More stringent re-
strictions to govern the professional
and charity appearances of uniformed
talent will be announced soon, RADIO
DAILY learned yesterday on reliable
authority. No furloughs will be granted
by either the Army or the Navy for
commercial appearances and the

(Continued on Page 3)

Buy War Savings Bonds and Stamps

Thanksgiving Observance By President Tomorrow

In a broadcast unprecedented in
United States history, President
Roosevelt will be heard over the na-
tion's networks tomorrow, in an his-
toric observance of the nation's first
Thanksgiving since Pearl Harbor.

Surrounded by his cabinet, heads of

(Continued on Page 2)

Buy War Savings Bonds and Stamps

Vallee Show Moving Up Half-Hour On Jan. 7

The 9:30-10 p.m. half hour on NBC
which has been vacated as a result
of the shortening of Bing Crosby's
"Kraft Music Hall" to a 30-minute
program extending from 9-9:30 p.m.

(Continued on Page 2)

In a far-reaching decentral-
ization move designed to in-
crease operating efficiency, put
greater stress on public service
and cooperation with all gov-
ernment war activities, and dis-
tribute the added burdens due
to wartime activity, NBC late
yesterday afternoon and even-
ing outlined to a group of 200
of the network executives new
plans which will go into effect
immediately. Group held forth

(Continued on Page 5)

Buy War Savings Bonds and Stamps

Radio-Talking Hints By Agriculture Dept.

Because there has been such a
rapid drain on station announcing
personnel and so little time in which
to train replacements or even find
them because of the draft, and be-
cause so many non-professionals are
today making use of radio in appeals

(Continued on Page 3)

Buy War Savings Bonds and Stamps

AFM To Scan Requests For Capital Entertainers

Washington Bureau, RADIO DAILY
Washington—Formation of a cen-
tral organization to pass on all re-
quests for free entertainment for

(Continued on Page 2)

Alumni

Hartford, Conn.—When an exec-
utive at WDRC this week had
occasion to look back 15 years
into the station records, it was
discovered that Rudy Vallee,
Lanny Ross and Charles Kullmann
made their radio debuts over
WDRC in the 1927 period. The
station at that time was located
at New Haven, where the now-
famous singers were Yale men.



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MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tuesday, Nov. 24)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Special 4-Week Seasonal Offered By WOR Sales

(Continued from Page 1)

cosmetics, Christmas flowers and decorations.

Station's test last year, to prove that its pulling power during the holiday period did not lag, consisted of offering to listeners a special war map. Station charged ten cents. In the space of five days, following announcements of the offer from Thursday, December 25 through Monday, December 29, 69,270 individual letters were received requesting 80,000 war maps.

AFM To Scan Requests For Capital Entertainers

(Continued from Page 1)

patriotic rallies and servicemen's functions in the Washington area has been taken under advisement by local representatives of the AFM. This action was suggested as a means of discouraging the seeking of free talent for less important purposes and of giving artists openings for refusal of excessive demands for appearances.

The AFM local here reported 58 applications for free music alone during a recent 30-day period and only a few weeks ago was forced to restrict appearances by its members at the local stage door canteen. The proposed group which would function much as the Hollywood Victory Committee would include union representatives, executives, night club managers, civic leaders and members of the AGVA.

Landry Joining CBS In New Executive Post

(Continued from Page 1)

is the writing that goes into it and that the prestige of such shows as "Report to the Nation," "Twenty-Second Letter," "The Man Behind the Gun" and many others bear out the soundness of this reasoning.

Landry is well known in the trade, and this week concludes 11 years with Variety where he headed the radio department. He is the author of the recently published "Who, What, Why Is Radio," as well as numerous articles in national magazines. He is a member of the War Writers Board and has frequently lectured on radio, particularly at trade association meetings as well as at various universities.

Thanksgiving Observance By President Tomorrow

(Continued from Page 1)

the armed forces, Supreme Court members and Congressional leaders, the Commander-in-Chief will lead a song and prayer service which will be carried all over the globe to the fighting fronts. Time of the broadcast has not been announced.

Dr. Howard S. Wilkinson, rector of St. Thomas Episcopal Church, will preside at the unique service. There will be no sermon. The President, himself, will open the observance by reading to the nation his Thanksgiving proclamation, issued on Armistice Day. In it, he will ask that Thanksgiving and New Year's holidays "be observed in prayer, publicly and privately." He will also recommend that the country take to its heart the words of the 23rd Psalm.

Jeffers On "M Of T"

William M. Jeffers, in charge of rubber rationing, will be heard tomorrow night on the "March of Time" program. He will explain why gas rationing must be extended to the West and Middle West. The same program will feature dramatic excerpts from Noel Coward's latest literary work, "For Which We Serve."

Fly Sees No Shortage Of Receivers For U. S.

(Continued from Page 1)

cate that enough receivers are on hand for a substantial time along with a comparable amount of replacement material. He admitted that some time in the very remote future we may come to the point where there is not enough material to repair the radios.

Asked whether the commission might permit small stations to suspend operations for the duration, Fly said, "I would want to consider other possibilities first. That is not wholesome and in many cases the very stations that would close down are the essential stations to give information to the people who would not otherwise get it."

The chairman mentioned the possibility that small stations having tough sledding financially might apply for federal loans but would not discuss the matter in detail because "I do not go out for government ownership." Asked if he opposes government ownership, Fly retorted, "Yes, I think I have been the most consistent advocate of private ownership of domestic radio stations in the government circles."

Elder Michaux Returning For Series Over WHN

(Continued from Page 1)

to New York from Washington where for the past 13 years he has been "speaking the word" at his tabernacle and over the air.

Vallee Show Moving Up Half-Hour On Jan. 7

(Continued from Page 1)

will be filled by the Rudy Vallee Seal-test show, which will move from its present time of 10-10:30 p.m. into the 9:30-10 p.m. slot.

WOR Day At REC

In the monthly series of programs wherein a local station will have its day at the weekly luncheon meetings of the Radio Executives Club, WOR will feature a representative group of talent and programs today at the Cafe Loyale, at 12:30 p.m. Lineup includes John Gambling, Frank Singiser, Pauline Alpert, and Tom Slater with his "The Better Half" quiz show. with his "The Better Half" quiz program.

THE PENTHOUSE SERENADE with Latin American Tunes Does A SELLING JOB IN PHILADELPHIA WPEN 5000 WATTS 950 KC

COMING and GOING

WILLIAM S. HEDGES, vice-president in charge of stations, leaves Sunday for days in Chicago. He will attend the meeting of the 9th District, NAB, at the Palmer Hotel and will introduce to the delegates A. W. Kaney, newly-appointed manager of stations.

ODIN S. RAMSLAND, commercial manager of KDAL, Duluth, has arrived from Minnesota for conferences at the offices of CBS.

HARRY R. LUBCKE, director of television for the Don Lee Broadcasting System, is in New York on a business trip.

JOHN T. HOPKINS, III, station manager of WJAX, Jacksonville, has returned to his Florida offices following a business trip.

JAMES FISHBACK, sales manager of WJAX, Jacksonville, returned yesterday from a business trip with the local reps and left last evening for the Capital.

RALPH H. JONES, of the advertising agency bearing his name, is in town for a few days for talks with Phil Meek, New York manager of the agency.

HARRY A. GOURFAIN, USO production manager of the Henry Jerome orchestra, New England to present "Shuffle Along" at various Army Camps.

K. G. MARSHALL, president of WBRC, Birmingham, Ala., has returned to the station after a short visit to Florida.

"Goldbergs" In 14th Year

"The Goldbergs," CBS daytime serial written and directed by Gertrude Berg, started its 14th year on the air last Friday.

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.

WHAT'S WHAT IN BOSTON 22—WCOP has sold everything from a magazine to a mattress... what have YOU to sell? REPRESENTED BY HEADLEY-REED CO. WCOP BELONGS ON YOUR SCHEDULE

More Census Figures Boost 'Radio Homes'

(Continued from Page 1)

er cent. The city of Pawtucket reported 96.1 per cent coverage, with 19,652 homes out of a total of 20,511.

More than nine out of every ten homes in the state of Washington are equipped with radio receivers. The figure for the state is 90.6 per cent—nearly 100 per cent—nearly 100 per cent more home owners than in any other state. As is generally the case, the figures pulled down the state average figure, with Tacoma, for instance, reporting 93.9 per cent coverage. In that city, 33,079 of 35,245 homes reported sets. The same proportion held for the 48,447 homes in the Tacoma metropolitan area.

Seattle, Spokane High

Seattle reported 93 per cent coverage for that city is set at 92.8 per cent, rising to 93.5 when the homes reporting in the city's metropolitan area are included. The Spokane reported 93 per cent coverage, with sets in 35,339 of 37,983 homes reporting, but the usual order reversed when it came to including the entire Spokane metropolitan area. The coverage figure there drops to 92.8 per cent, with 43,024 homes reporting. Less than 700 homes to report in that area.

Chicago, with sets in 55,291 of 58,000 homes reported, boasts assured coverage of 92.6 per cent, with 1,676 homes not reported. Coverage of 95.4 per cent is assured in Rome, with 7,246 of 7,594 homes reported. Reports an even 95 per cent coverage, with sets in 25,077 of 26,403 homes. Radio coverage in the metropolitan area of the two cities, including 49,775 homes, is 95.1 per cent.

Southern Figures Lower

Usually the case, radio coverage drops off in the south, with only 85.7 per cent credited with only 85.7 per cent assured coverage. Sets were reported by 88,782 of 107,530 homes. No information was given for 48 Houston homes.

★ PROMOTION ★

New Uses For ETs

KDYL in Salt Lake City is finding new uses for its recorded library of history utterances—the transcribed speeches of famous individuals. Newest slant has been the lending of these discs to the philosophy and history classes of the University of Utah to aid in classroom discussion and in seminar work. The recent speech by Jan Christian Smuts was recently played to a distinguished group of philosophy professors and students by Arthur Beeley, head of the University of Utah Philosophy Department. Other recordings are now scheduled for presentation before Christmas before University classes.

"Farewell" Party

With fondest affection, the staff of WLAC, Nashville, staged a unique "farewell party" recently. The occasion was in memory of the old 5,000-watt transmitter on the Dixie Highway which has served the local station from its inception until it increased its power to 50,000-watts in September. Highlight of the evening

Govt. Plans Restriction Of Servicemen On Air

(Continued from Page 1)

policy regarding benefit appearances will be tightened up considerably. Joint Army-Navy staff conferences have been held here recently and an overall report recommending much stricter control has been prepared. Final approval of the recommendations has not yet been given but there is little chance for substantial change.

House Comm. Kills Move To Nullify Salary Ceiling

Washington Bureau, RADIO DAILY

Washington—Effort to nullify \$25,000 salary ceiling which has caused so much uncertainty in the industry failed yesterday during a meeting of the House Ways and Means Committee. The move was proposed by Rep. John W. Boehne, Jr., Indiana democrat who sought to have an amendment nullifying the salary ceiling tacked on to the tariff and immigration bill under consideration by the Committee. Chairman Doughton ruled that Boehne's suggestion was not germane.

Declaring that the salary limitation is another step in the new order which the people voted against on Nov. 3, Boehne said he would make another attempt to attach the rider when the bill comes to the House. The Tariff and Immigration Bill was inspired by the President and it is obviously Boehne's intention to force him either to refuse the powers contained in that bill or to sign away the salary limitation.

In the meantime others in Congress are grumbling about the salary ceiling. There is talk now of a limitation on all income.

Dedicated To Chile

A two and one-half hour program dedicated to Chile, featuring compositions obtained especially for the occasion through Domingo Santa Cruz, dean of music at the National University in Santiago, Chile, was the highlight recently of KYA's nightly "Evening Concert," sponsored by Pacific Gas & Electric Company. Announcements on the show were read for the first time in Spanish, with Humberto Arriagada, native Chilean, assigned to the microphone.

First half hour of the show was transcribed for shortwave release to Chile over KGEI. Guests for the occasion include Arturo Torres-Rico, Darius Milhaud, Katherine Dunham, Alfred Frankenstein, and Miss Pilar Ferrer, all prominent in western music and cultural circles.

was a "farewell address" by station manager F. C. Sowell, followed by the consuming of vast quantities of hot dogs, buns, and the trimmings, by the assembled announcers, engineers, salesmen, and office staff.

Radio-Talking Hints By Agriculture Dept.

(Continued from Page 1)

and messages to the public for either government or civic organizations, the Radio Bureau of the Agricultural Marketing Administration, U. S. Department of Agriculture, has rigged up a brief of instruction to insure the most out of the use of radio. Lesson in how to speak on the radio was prepared by Don Lerch, head of the bureau here, and formerly of KDKA, Pittsburgh. Lerch's six easy principles, headed "Your job is to sell your thoughts to them," are as follows:

- "1. Picture yourself in their living room having a friendly visit.
- "2. Prepare your listeners for what they're going to hear. Tell 'em what you're going to tell 'em, tell 'em, and tell 'em what you've told them. In this way you have an introduction, your story and conclusion. In a broadcast 15 minutes or less, develop one or two ideas, no more.
- "3. Speak in short, direct statements. Use words everyone can understand.
- "4. To color your voice—change your pitch and rate of speaking. Think about what you are saying and mean it.
- "5. In most every script there are several places where you can smile—that smile is reflected in your voice. It develops friendship.
- "6. Use contractions: 'it's,' 'they've.' At all times talk, never read."

Stern Show Changes Name

NBC's "Sports Newsreel of the Air" will be called the Colgate Sports Newsreel of the Air, beginning Saturday, November 28. Bill Stern will continue as the master of ceremonies.

KFAB Hearings Set; Other FCC Activities

(Continued from Page 1)

authorization simultaneously days and synchronously nights with WBBM, Chicago CBS outlet.

Hearing was also ordered on WBBM's application to change hours of operation to unlimited time. The third hearing was ordered in the case of WJAG, Norfolk, Va., which seeks to change its assignment from 1,090 kilocycles, one kilowatt, now limited to local station WBAL and KTHS, to 780 kilocycles, one kilowatt day time only.

A night time power increase from 100 watts to 250 watts was granted KBTM, Jonesboro, Ark., and KPAS, Pasadena, Cal., was granted a modification of its construction permit for approval of directional antenna as now adjusted and for extension of the completion, provided the antenna change does not result in any interference with other stations on 1,110 kilocycles.

KEX Application Denied

KEX, Portland, Ore., was denied permission to install a 10 kilowatt transmitter and operate on 10 kilowatt power with its present vertical antenna, for the license period ending January 1, 1943. Present assignment of KEX is 1,190 kilocycles, five kilowatts. Hearing was ordered on the KEX application to install a new transmitter and directional antenna for day and night use, increasing power from five to 50 kilowatts and moving the transmitter locally. Hearing was also ordered in the case of KYA, which seeks to move its main studio from Frisco to Palo Alto.

Two-year license renewals were granted KTUL, Tulsa; WALA, Mobile, Ala.; WCBA, Allentown, Pa., and KQV, Pittsburgh, Pa. Extensions pending determination upon application for renewal were granted two FM Stations—W5XAU, Oklahoma City and W9XLA, Denver, Colo., Crosley's experimental station W8XO, near Mason, Ohio and the international WRUL, Boston.

Showmanship!

UNBC

ARTFORD

5000 WATTS Basic Blue

GREAT RADIO STATION

Here's the story
in a nutshell...

KOA

is Colorado's ONLY
50,000 watt-er!

With 10 times the power of any other Colorado station, KOA offers complete coverage of the Rocky Mountain region. More listeners cost less on KOA!

KOA **FIRST**
50,000 WATTS **IN DENVER**

Represented nationally by Spot Sales Offices

Chicago

By FRANK BURKE

A NEW series of programs called "The 1,520 Club," designed to remind WJWC listeners of the station's spot on the dial, will be heard nightly from 8:40-9 p.m.. The Marshall Field station is endeavoring to build its listening audience.

Reported that Red Skelton's sponsor is grooming an understudy to replace the comic in the event he is called into the service. Danny Thomas, Chicago comedian, is regarded as a likely substitute.

Del Courtney and his orchestra off to San Francisco for their opening at the Palace Hotel on December 1 with a CBS wire.

Todd Hunter, WBBM newscaster, wearing the uniform of Marine officer as he awaits call to active duty.

Jack Lucal, "Quiz Kid," reaching the ripe old age of 16, must retire from "Quiz Kid" competition following the Blue Network broadcast of Sunday, Nov. 29. Jack, who will be 16 on Dec. 2, has made 65 program appearances. Children over 16 cannot compete on the program.

With Whitey Ford—Duke of Paducah—finishing on the "Plantation Party" on NBC this week, the show is without a comedy replacement, agency planning to use guest stars until a comic substitute for Whitey has been selected.

"That Men May Live," a new public welfare series broadcast weekly in cooperation with the Chicago Council of Social Agencies, will be heard on WBBM, Saturday, 10:15-10:30 a.m. Program is designed to replace the council's previous "Story of Constance Worth." Script of new show will be written by Ann Coyle and the program will be produced by O. J. Neuwerth.

FM "Letter" Reconsiders

Fortnightly news-letter of FM Broadcasters, Inc., will be continued according to an announcement by the FM trade association, which had planned to discontinue the service, effective with the Nov. 15th release. Decision to continue the latter was prompted by the response throughout the country, following the announcement that the letter would be discontinued.

Next release, which will continue to be edited by Dick Dorrance, former general manager of FMBI, will be out Nov. 30. According to latest information the news-letter will remain the same as far as format and treatment of subject are concerned.

LaGuardia On Blue

Mayor Fiorello LaGuardia will break his custom of a quiet-Thanksgiving Day-at-home tomorrow when he will deliver an address during the "Army-Navy Game" program heard over the Blue Network from 7-7:30 p.m. The Mayor will be piped in from his Fifth Avenue apartment. The turkey-day program will be dedicated to the New York City Defense Recreation Committee, an organization serving men in the Army and Navy.



Notes From A Ringside Seat. . .!

● ● ● Don Bernard assigned by Tom Luckenbill to direct "Blondie" on the coast. . . Harlow Wilcox, announcer on four network shows, giving it all up for an even bigger network—Uncle Sam's Army. . . "La Voix De France," the Fighting French newspaper here, will get airtime shortly by the grace of the OWI. . . Cass Daley losing hubby and manager, Frank Kinsella, to the service. . . Gil Lamb, comic on the R. Vallee show, taking two weeks off in Jan. He just has to get a glimpse of B'way. . . Ben Pratt and Mildred Holmer sealed over the week-end in Maryland. She's a well-known pianist and organist. . . 24-year-old Peggy Mayer, who scripted "Bess Johnson," is the new radio writer of the National Foundation for Infantile Paralysis. . . Billy Mills auditioning a new program idea telling stories behind war songs of the past 300 years. . . Lum 'n' Abner leaving Pine Ridge as the locale of their show and airing from Washington. . . Milt Josefsberg reports he isn't in 1-A yet—but is up for re-classification. . . And John Cieferskor, reported closing up his Arts Recording Studios to join the army, isn't. . . Fred Uttal, with his new series with Col. Stoopnagle starting on the 30th, steps into the ranks of the busier announcers. . . Kay Lorraine and Barry Wood featured on the Treasury Department's "Songs For Victory" program via WNEW Friday night. . . Dave Harmon, CBS writer, at the Beth Israel Hosp. with pneumonia. . . When Bob Benchley appeared on Radio "Reader's Digest" last week, he reminded Conrad Nagel that he once handled his publicity! . . . With Kate Smith set for an army camp tour, she'll lose announcer Dan Seymour, whose commitments will keep him in N.Y. Lon Clark will take over. . . In the good old days, a man who saved money was a miser. Today, he's a wonder!

★ ★ ★

● ● ● Coming to radio's defense against a recent article in "Readers Digest" a St. Louis mother writes in to say that contrary to popular belief, we should be very grateful for radio's commercial announcements. "Not only should we be happy to listen to whatever commercials the advertiser wishes to get across for \$270,000,000 worth of free entertainment," she says, "but they can also prove very beneficial." She then goes on to state that she practically raised her children by radio, following its helpful advice, etc.

★ ★ ★

● ● ● THE REVIEWING STAND: Odd drama set-up the other night. Two radio playlets—mike adaptations of Richard Sherman's classic, "To Mary With Love" and the Guild version of "Goodbye, Mr. Chips"—both utilizing the same theme for story motivation. Which is to say that the birth of a baby lent dramatic impetus to the sessions. In the first, the baby tragically succumbed; in the latter, it was the mother. First reaction might be that it was a heavy evening, a little too much on the sombre side. However, the scripting was so deft and human it's safe to say dialers looked right past the make-believe tragedies to the emotional zing of the playlets themselves. Answer is that ether audiences have demonstrated they never were in the "twelve-year-old I.Q." groove, defined by unprogressive air producers and writers. In sum, you can cut a slice of life right into the core of an air story and if it's not too maudlin or illogically tear-jerky, listeners will go right along with you. That disposes of some scriptists who blame their own sloppy continuity on faulty audience I.Q.'s. There are only unintelligent writers—not audiences.

★ ★ ★

● ● ● Reminiscent of Sam Goldwyn's accent on accent is Harry James' remark of a few evenings back. Seems one of his band-boys was continually threatening to quit until, unable to stand it any longer, James barked: "Next time you threaten to quit, you're fired!"

★ ★ ★

—Remember Pearl Harbor—

To the Colors

JIM BOLES, former actor of Gene Autrey show, March of Don Wilson and Kate Smith is now in the Air Corps, stationed at Atlantic City.

—VVV—

TOM WYATT, public relations director of WCKY, Cincinnati, listed in the U. S. Marine Corps is in recruit training at San Calif.

—VVV—

GERALD PATRICK FLOOD, section of the War Savings Section of the Treasury Department, has commissioned a lieutenant, grade, in the U. S. Navy. He signed to Quonset Point, R. I.

—VVV—

GEORGE A. HARDER, advertiser and publicity manager of Warehouse Radio Stations, Inc., has commissioned as a captain in Chemical Warfare branch of the Army.

—VVV—

JACK PETRIE and EDDIE PIERCE, commercial manager and chief engineer respectively of WDLF, Panama City, Fla., have reported for duty with the U. S. Signal Corps.

—VVV—

ROBERT L. KAUFMAN, chief announcer of WISR, Butler, Pa., departed from the station. Kaufman has enlisted as an aviation cadet.

—VVV—

COLIN RUTLEDGE of the control room staff of CHML, Hamilton, has joined the Royal Canadian Mounted Police.

—VVV—

THOMAS D. RISHWORTH, public service program director, eastern division, has been inducted into the army and has left for Fort Dix, N. J.

Women's Institute Submits Web Show To Paramount

Paramount Pictures is reportedly considering an idea for a program submitted to them by Women's Institute of Audience Relations. The audition program was produced by Agnes Grew, director of the Institute and head of its department. The program will be sent to the Paramount executives in their New York studios today.

The nature of the program is revealed, but it is understood that it tackles story and talent problems as well as carries specific and instructional advertising. Program is up as a weekly half-hour network show. Audition transcription directed by Mitchell Grayson. Scripted by Tom Collins and music by Ballou. The cast includes Seelye, Santos Ortega, Chester St. John, Florence Robinson, Lorena St. Randolph Echols, Frank Butler, Jay Wesley.

YOUR SALES TARGET

in Central Ohio
Richest Market

WCOL
COLUMBUS
NBC

WRITE OR DIRECT FOR STATION DATA

NBC Sets Realignment

Special Committees Expedite Action on Web Policies

(Continued from Page 1)
 The Waldorf-Astoria Hotel was turned into a dinner and luncheon session.
 President Niles Trammell presided; officials who spoke to the management executives included Frank E. Mullen, vice-president and general manager, and Dr. James Rowland Angell, public service counsellor.
 Interdepartmental communication was detailed layout of the committees formed and their respective operating groups and their nature.

Spot Sales Changes

The public service angle is in the foreground of the numerous groups, they report, and such items as revamping in the sales of the stations managed by NBC are equally important in the trade, each residing in the charge of his sales for such outlets as Washington; WMAQ; Chicago San Francisco.
 The vice-president is actively engaged, such as KOA, Denver; Cleveland and WEA, New York; vice-president and general manager of NBC, Frank Mullen, will be in charge of operations.

Spot Sales Department

is being set up as a separate department directly to vice-president and general manager, Frank Mullen; assignment of supervisory sales in the Eastern District and Local Sales for WEA, William O. Tilenius, assistant manager of National Spot Sales Department.
 Other sales assignments in the interdepartmental correspondence of James V. McConnell, spot sales, manager.

Illustrated By Graphs

Various graphs accompany interdepartmental correspondence to the actual personnel and responsibilities, not all are indicated in the correspondence. However, these were explained to those present at the luncheon and it was pointed out

that part of the new plans provide for means of spreading information internally so that all executives large and small will be more fully informed.

Apart from major executive groups formed which will meet at regular intervals, a "junior group" of 15 people will be comprised of the second men in each department which will meet at least once a month. There are no "shakeups" as to personnel but strictly a realignment of some duties to conform to the new setup.

Two communications from president Niles Trammell, head the list of "organization changes." The first one reads as follows and is addressed to all vice-presidents and department heads:

Re Organization Changes

At the annual meeting of our executives in Hot Springs I appointed a committee to study our organization and to make recommendations for further improving our operating efficiency and for executive handling of the extraordinary burden of duties and responsibilities occasioned by the war emergency. I have given serious consideration to the recommendations submitted and attach to this memorandum an Executive Order placing in effect the changes which I feel are desirable at this time.

I am grateful to the committee consisting of Messrs. Angell, Hedges, Menser, MacDonald and Mr. Sheldon Coons, Consultant, for the splendid analysis they have made of our operating problems and their suggestions for added improvement. Practically all of their recommendations, which include your suggestions, have been adopted.

I am happy to report that the operations of the company so far this year reflect in substantial measure the devotion to duty of each of you and the splendid manner in which you have met the larger burdens resulting from our country's entry into the war. Despite the fact that the separation of the Blue Network from NBC occasioned a serious drain on our trained personnel (approximately 400 in number), the loss resulting from the separation of the Artists Service from NBC (85) and the loss to government and military services of almost 400 additional employees, we have managed this year not only to maintain but actually to increase the quantity and improve the quality of our service to the public, the government and American business. According to the CAB Report dated November 16th, the NBC has 31 of the first 50 most popular programs on the air—more than all other networks combined.

CITES OUTSTANDING PROGRAMS

The public service activities of the NBC, including such outstanding programs as "The Army Hour," "The NBC Symphony," "The Chicago Round Table," "The Inter-American University of the Air," "Pan American Holiday"—to mention only a few—illustrate our preeminent position in this field. The NBC is currently broadcasting an average of more than two and one-half hours per day of special programs furthering the nation's war effort. With 135 stations affiliated with the NBC, we reach practically every radio-equipped home in the United States. Our coverage of war news has been noteworthy, with NBC correspondents reporting from every major front. We have led in international broadcasting service, and while we have just leased our short-wave facilities to the government, 20 hours of program service will continue to be broadcast to foreign lands daily over our transmitters. At the same time our sales efforts have resulted in an increase in sales on the NBC network of over 7 per cent and an increase in time sales on the M & O stations of more than 10 per cent.

I mention the foregoing accomplishments to emphasize how successfully we have met the situations which confronted us at the beginning of the year. Satisfactory as this has been, we must continue our efforts and exert our energy and ingenuity to meet the additional problems which we face.

While the attached order is self-explanatory, I call your especial attention to two forward steps in our organization set-up. The first is the creation of several committees which have been established to expedite planning and action on the major functions of the company. Each committee is composed of those executives most familiar with the problems to be dealt with by such committee. Coordinated group thinking and common understanding of the company's problems are certain to aid substantially in carrying out the company's policies and attaining its objectives.

The second equally important step is the material strengthening of our public service organization. The war has greatly increased the activities of the network in this field. Today public service is more important than ever. This fact has been recognized by the establishment of a separate public service department.

While each executive in the company must continue to take his full share of individual responsibility, I am sure that the establishment of these committees and the strengthening of the public service organization will greatly aid in carrying the burdens occasioned by the drain on our manpower and the requirements of the nation.

TRAMMELL OUTLINES SETUP

Effective immediately the following committees, which must meet regularly at least monthly, or more frequently on the call of the chairman, are hereby established.

POLICY COMMITTEE

A Policy Committee is created with the President of the Company as Chairman, Mr. Frank E. Mullen, Vice-President and General Manager, as First Vice-Chairman, and Mr. William S. Hedges, Vice-President in Charge of Stations, as Second Vice-Chairman. In addition to the foregoing, the following officers will serve on this Committee:

- Dr. James Rowland Angell, Public Service Counsellor.
- Mr. C. L. Menser, Vice-President in Charge of Programs.
- Mr. Roy C. Witmer, Vice-President in Charge of Sales.
- Mr. John H. MacDonald, Financial Officer, will serve as Secretary of this Committee.

The Policy Committee will review and formulate the policies governing the operations of the Company. It will direct its attention specifically to program, station relations, sales, labor and personnel policies, and to cooperation with governmental agencies on our war activities. The Policy Committee will call on other executives of the company to meet with it whenever the need arises.

PUBLIC RELATIONS COMMITTEE

There is established a Public Relations Committee with the Vice-President and General Manager as Chairman. Mr. Albert E. Dale, Director of Information, will be Vice-Chairman. The following will be the members of this Committee:

- Mr. John Royal, Vice-President in Charge of International Broadcasting.
- Mr. Frank M. Russell, Vice-President in Charge of Washington Office.
- Mr. John McKay, Manager of Press Department.
- Dr. James Rowland Angell, Public Service Counsellor.
- Mr. Charles Brown, Director of Advertising and Promotion.
- Mr. William Brooks, Director News and Special Events.

Mr. Clayland Morgan, Assistant to the President, will serve as Secretary of this Committee.

The Committee will formulate plans and procedures governing our contacts with the public in order to maintain the Company's position of leadership in its services to the public.

PROGRAM COMMITTEE

There is established a Program Committee with Mr. C. L. Menser, Vice-President in Charge of Programs, as Chairman. The following will serve on this Committee:

- Dr. James Rowland Angell, Public Service Counsellor.
- Mr. Samuel Chotzinoff, Manager of Music Division.
- Mr. Roy C. Witmer, Vice-President in Charge of Sales.
- Mr. William Brooks, Director of News and Special Events.
- Mr. John McKay, Manager of Press Department.
- Mr. Albert E. Dale, Director of Information.

The Committee will formulate plans and procedures governing our contacts with the public in order to maintain the Company's position of leadership in its services to the public.

National Spot Sales Made Separate Department

Miss Bertha Brainard will serve as Secretary of this Committee.

The Program Committee will formulate and review program policies and program content. It will function as a creative group in the development of new program ideas covering both public service and commercial programs and will give special attention to national needs arising out of the war emergency. The Committee may call upon other department heads and executives for consultation as the need arises.

TECHNICAL DEVELOPMENT COMMITTEE

There has been constituted a Technical Development Committee reporting to the Vice-President and General Manager with Mr. O. B. Hanson, Vice-President and Chief Engineer, as Chairman, and Mr. Charles Brown, Director of Advertising and Promotion, as Vice-Chairman.

The Technical Development Committee, whose duties have been outlined in a previous memorandum, constitutes a Progress Planning Staff to conduct studies, investigations and technical research on engineering developments promising new services. Such developments include television, facsimile and frequency modulation, as well as improvements in present day sound broadcasting practices.

The Technical Development Committee will call on other department heads for collaboration on economic and social studies related to the technical phases under consideration.

The Chairman of the Technical Development Committee will coordinate the activities of his Committee with the other members of the RCA Family.

Mr. Noran E. Kersta will serve as Secretary of this Committee.

PUBLIC SERVICE DEPARTMENT

The Public Service activities of the Company are constituted as a separate department under the direction of Dr. James Rowland Angell, Public Service Counsellor.

It shall maintain the necessary contacts in the public service field of broadcasting and will utilize all of the resources of the Company for the development and extension of the Company's contribution to the national welfare.

The Public Service Department will be responsible for all programs broadcast by the company in all fields of national service, including education and information, religion, public discussion and forums, special programs dealing with women's and children's interests and other related activities.

In collaboration with the Program Department it will create and produce programs of the foregoing character and will be responsible for the assigned budget of time and costs. It will call on the Program Department for the services of orchestra personnel, production facilities, scheduling and the engagement of talent.

The manpower of the Music Division of the Program Department will be called on for the development of all public service programs dealing with music.

The following, with the designated duties,

(Continued on Page 6)

LITTLE BUDGET WENT TO THE "920 CLUB" WORL BOSTON, MASS

NOT JUST MONROE COUNTY but WHAMland 1422 corner drugstores patronized by WHAM listeners. 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"

GUEST-ING

ELSA MAXWELL, on Dave Elman's "Hobby Lobby," Saturday (WABC-CBS, 8:30 p.m.).

IRENE BEASLEY, vocalist, on "Nellie Revell Presents," Saturday (WEAF-NBC, 10:30 a.m.).

MARY BOLAND, on "Stars Over Hollywood," Saturday afternoon (WABC-CBS, 12:30 p.m.).

EUNICE PODIS, pianist, on the program of the Cleveland Orchestra, Saturday (WABC-CBS, 5 p.m.).

PRINCESS ALEXANDRA KROPOTKIN, discussing the works of Maxim Gorky, on "Invitation to Learning," Sunday (WABC-CBS, 1:30 p.m.).

PETER LORRE, on the "Inner Sanctum Mystery," Sunday (WJZ-Blue Network, 8:30 p.m.).

MAJ. OVETA CULP HOBBY, director of the WAAC's, on the "Womanpower" program, Sunday afternoon (WABC-CBS, 12:15 p.m.).

Kaltenborn "20-Yr. Club" Boosts Membership To 74

With the addition of four more charter members, the "20-Year Club" of radio veterans, founded by H. V. Kaltenborn, NBC newscaster, has a total membership of 74. Those added to the list today are: W. Gordon Swan, program director, WBZ-WBZA, Boston, Mass.; Frank A. Arnold, public relations counsel and radio counsel, New York City; Robert H. Owen, engineer-in-charge and assistant manager, KOA, Denver; and M. H. Shapiro, editor, RADIO DAILY.

Kaltenborn also announced today that the club's first year book would be published for private distribution on December 15. Applications for membership in the organization must be received by Dec. 1.

Save Children Federation Has CBS Show Saturday

A program under the auspices of the "Save The Children Federation," an organization promoting the support and rehabilitation of undernourished youngsters, will be heard on CBS Saturday, Nov. 28, from 10:45-11 a.m. and will feature an address by Mrs. Browning Smith, prominent in the affairs and activities of the Federation. Grace Moore, soprano of the Metropolitan Opera, will sing and Paul Wing will act as master of ceremonies.

WHEB Appoints Walker

WHEB, Portsmouth, N. H., has named the Walker Company as its national representative, it was announced yesterday by Frank Johns, manager of the station rep organization.

NBC Organizational Changes; Emphasis On Public Service

(Continued from Page 5)

will constitute the Public Service Department:

Mr. William Burke Miller, appointed Manager of Public Service Department, Talks, War Effort, Religious, Educational and Cultural Programs.

Mr. Sterling Fisher, Director of the Inter-American University of the Air.

Dr. Max Jordan, Director of Research for the Inter-American University of the Air.

Mrs. Doris Corwith, Public Service Lecturer.

Miss Margaret Cuthbert, Director of Women's and Children's Programs.

Mr. Dwight Herrick, Assistant in the Public Service Department.

PROGRAM DEPARTMENT

In connection with the establishment of the Public Service Division as a separate department, the Program Department is directed to coordinate its operations with those of the Public Service Department for the preparation and production of public service broadcasts. The Vice-Presidents in Charge of Programs and the Public Service Counselor will collaborate to this end and will instruct the personnel of their respective departments to this effect.

Mr. William Burke Miller, formerly Eastern Program Manager, is transferred to the Public Service Department as Manager of that department and will report to Dr. Angell.

The Music Division of the Program Department, of which Mr. Samuel Chotzinoff is Manager, will include Dr. Frank Black, General Music Director, the Music Library with Mr. Thomas Belviso as Manager and the orchestra contractor, Mr. Leo Spitalny. Mr. Chotzinoff is directed to consult with Dr. Angell on all music programs in the field of public service. He will supervise the activities of the NBC Symphony Orchestra or such other groups formed or engaged for serious music presentation.

LEGAL

Mr. A. L. Ashby, Vice-President and General Counsel, will report to the President.

OFFICER IN CHARGE IN ABSENCE OF VICE-PRESIDENT AND GENERAL MANAGER

In the absence of the Vice-President and General Manager, Mr. W. S. Hedges is designated as in charge of the operations of the company, and those duties performed by the Vice-President and General Manager will, in his absence, be the responsibility of Mr. Hedges.

FINANCE, SERVICE AND PERSONNEL
Mr. John H. MacDonald is hereby designated as Financial Officer. The Treasurer, the Controller, the Personnel Director and the Manager of the General Service Department will report to him.

PRESS

Mr. John McKay, Manager of the Press Department, will report to the Vice-President and General Manager.

NATIONAL SPOT SALES

This function is established as a separate department. Mr. James V. McConnell, Manager of National Spot Sales, will report to the Vice-President and General Manager and will be responsible under the latter's direction for the Spot Sales policies of the company and the conduct of Spot Sales operations.

LOCAL SALES

Local Sales activities will be directed by each station Manager.

MANAGED AND OPERATED STATIONS

The following executives will be responsible for the operations of the stations indicated:

Vice-President and General Manager—WEAF, WTAM, KOA.

Vice-President in Charge of Washington Office—WRC.

Vice-President in Charge of Central Division—WMAQ.

Vice-President in Charge of Western Division—KPO.

All officers and department heads not mentioned in this Executive Order will continue their present functions and responsibilities in accordance with previous assignments.

Public Service Dept.

From James Rowland Angell, public service counsellor, came the following communication pertinent to the

Public Service Department. This was addressed to vice-presidents, department and division heads:

Following the order of November 24th issued by the President of the Company, I am transmitting to you, together with an explanatory chart, a statement of the duties assigned to the various members of the Public Service group.

Mr. William Burke Miller will act as Manager of the Public Service Department, with special supervision of religious, educational and cultural programs and of War Effort Programs and Talks. Mr. Dwight Herrick will serve as Assistant to Mr. Miller with special charge of miscellaneous correspondence, the supervision of listener lists, the activities of advisory groups, and such other general services as may from time to time be assigned.

Mr. Sterling Fisher will act as Assistant to the Public Service Counselor and Director of the Inter-American University of the Air.

Dr. Max Jordan will serve as Director of Research for the Inter-American University of the Air and also as visiting lecturer to schools and colleges in connection with the program and will be available for advice on programs related to international affairs.

Mrs. Doris Corwith will act as Public Service Lecturer and will be assigned to speak before schools, colleges, social and professional groups, explaining the organization and purposes of the company with special reference to its Public Service features.

Miss Margaret Cuthbert will act as Director of Women's and Children's Programs, continuing her activities as liaison officer with various women's organizations.

The Public Service Department has been assigned specific times and budgets for the carrying out of our operations. Of necessity there must be complete coordination with the Program Department and all members of the staff are instructed to effect a close liaison with the Managers of the Music and Production Divisions of the Program Department.

The Public Service presentations of music will be decided on by the Public Service Counselor in collaboration with the Manager of the Music Division.

National Spot Sales

James V. McConnell, National Spot Sales Manager, outlined the setup in his department to all department heads, division heads and managers of operated stations, as follows:

In accordance with Mr. Trammell's memorandum of November 24th, 1942, in which the National Spot Sales Department is established as a separate department reporting directly to the Vice-President and General Manager, the following changes with respect to the duties of personnel in the National Spot Sales Department will become effective immediately.

Mr. William O. Tilenius, Assistant Manager of the National Spot Sales Department, has the specific assignment of supervising Spot Sales in the Eastern District and both Spot and Local Sales for WEAF.

National Spot Sales activities at division points will be under the direction of the National Manager with immediate supervision being exercised in his behalf by the divisional Vice-Presidents.

The National Spot Sales Offices at Cleveland and Boston will continue to report to the National Manager of National Spot Sales.

Local Sales activities in Denver, Cleveland, San Francisco and Washington will be directed by each station manager. In New York and Chicago they will be handled by the Spot Sales Offices at those points.

Mr. Willian C. Roux, National Spot Sales Promotion Manager, reports to the National Manager of National Spot Sales, coordinating his activities with the director of Advertising and Promotion.

Sales Promotion in Cleveland, Denver, San Francisco and Washington pertaining to local activity will be under the direction of station managers. In New York the WEAF Sales Promotion Manager will report to the National Spot Sales Promotion Manager. In Chicago Local Sales Promotion for WMAQ will be administered by the Central Division Sales Promotion Manager, who will coordinate with the Chicago Spot Sales Manager

NEW BUSINESS

WOV, New York: Mirama Corp. (Conti Castile Soap Manhattan Adv. Co., 30-minute programs, six times per week; Gem Packing Co. Piedmont Adv. Agency, studio programs, six times 312 times; Procter & Gamble Soap Flakes) thru Compton one-minute transcriptions, weekly, 520 times; Royal W Diamonds (Jewelry), direct minute spots, five times 45 times; Look Magazine, direct minute spots, 21 times 1,092 times; Buitoni Products (Pasta and Sauce) thru Ca Adv. Agency, one-minute transcriptions, six times per week; N. Y. Tunnel Authority (Midtown Tunnel) thru G Co., one-minute spot, two week, 78 times; Pastene & Co. Products) thru Ansonia Adv. Agency, 10-minute studio programs, weekly; Etna Food Products (Cathru Crisci Adv. Agency, studio program, three times week, 156 times; V. LaRosa Inc. (Macaroni) thru Co. Radio Service, 30-minute studio programs, six times per week; R. Lomonte & Co. (Surgical Appliances) direct, 15-minute studio programs, six times per week; Mamma Mia Importing Co. direct, 15-minute studio programs, six times per week, 312 times; Martini Co. (Macaroni), direct, 15-minute studio programs, six times per week, 312 times; A. Corrao, (DeLuca Adv. Agency, five programs, six times per week.

and the National Spot Sales Promotion Manager. Local Sales Promotion National Spot activity will be handled by station managers but subject to and approval of the National Promotion Manager.

Program Dept.

To department and division heads and managers of operated stations, Clarence L. Menser, vice-president in charge of programs sent the following:

In accordance with the Order of November 24th issued by the President of the Company, I am sending to you, together with an explanatory chart, a statement of the duties assigned to the various members of the Program Department.

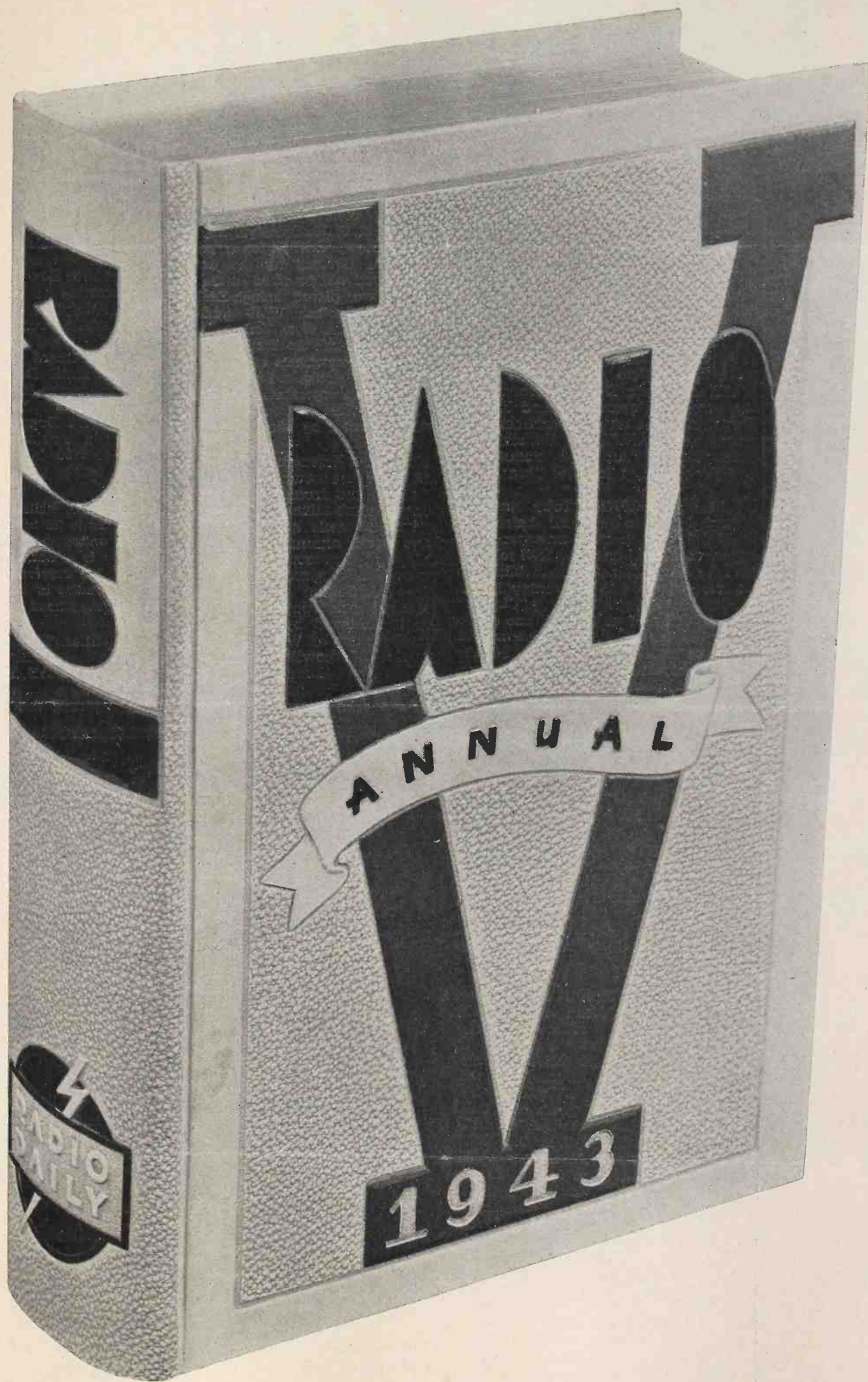
Mr. Chotzinoff as Manager of the Program Department is responsible for and will supervise the activities of the company. He will collaborate with the Public Service Department on all musical programs broadcast by the company as Public Service Programs. He will call on the Promotion Departments for service and will handle all press releases and promotion dealing with music in conformance with budgetary costs set for this purpose. General Musical Director, Dr. Frank Chotzinoff, will report to the Manager of the Music Library, Thomas Belviso; and the Orchestra Contractor, Mr. Leo Spitalny, will report to Mr. Chotzinoff.

The Program Department will continue to closely with and carry out the duties of the Public Service Department.

Miss Bertha Brainard's assignment as Assistant to the Vice-President in Charge of Programs and Manager of the Program Sales Division continues.

Mr. Fred G. Knopfke is appointed as the Sound Effects Division representative. Mr. Wynn Wright.

OW IN INTENSIVE PREPARATION



THE BOOK OF THE YEAR!



Coast-to-Coast



HILDEGARDE DYER, formerly of "Magazine Digest," has joined the staff of publicity department of WOR, New York. She replaces Virginia Cornish who resigned to go with "Mademoiselle Magazine."

"The Polka Dots," a quartet of mouth organ virtuosos, who were featured until recently over NBC and in Broadway night clubs, will be presented in a once-weekly series over WNEW, New York, beginning this Sunday, from 3:15 to 3:30 p.m. "The Polka Dots" repertoire ranges from full symphonies to boogie-woogie and jive.

Robert D. Enoch, general manager of KTOK, Oklahoma City, has announced the acquisition of the special AP radio news wire from Press Association, Inc., radio subsidiary of The Associated Press. Extensive newscasts are aired by the Oklahoma City outlet of the Blue and Oklahoma networks.

Worcester's first femme announcer is Gladys Tomajan of the WTAG staff. Miss Tomajan will handle all transcribed musical shows for WTAG's FM station, WIXTG. A graduate of Wellesley College, where she majored in music, she joined the Worcester station in August as music librarian. Katherine Norsten, secretary to WTAG commercial manager Herbert L. Krueger, is engaged to Clarence F. Davis, formerly of the WTAG engineering staff. Davis is now associated with American Export Airlines in New York.

Ann Trippe, formerly of Kansas City, Mo., has been named continuity editor of WSBA, York, Pa. Newcomer comes from KSO, Des Moines, where she handled a weekly shopping feature and wrote a series dramatizing the lives of famous women. Another addition to the WSBA staff is Helen Eagle, who has been named music librarian. Local clothing stores are sponsoring the "USO Tea Dance" on WSBA. Series features transcribed music in an appeal for support of the USO. WSBA is airing the Frederic Ziv, Inc., series titled "Eye-Witness."

Return on furlough of former announcer, Edwin G. O'Connor, of WDRC, Hartford, was the signal for an impromptu demonstration over the air. O'Connor, now in the Coast Guard, gave several newscasts during the afternoon, participated in a "Man Behind the Mike" interview with two others, sold war bonds on the air, and exceeded the afternoon "Ad-Liner" program before catching a train for home.

Kay Preparations through the Director & Lane Agency renewed its contract with WLIB, Brooklyn, for 30 spot announcements for a period of 13 weeks in behalf of Formula 301 cosmetics. Two additions to the WLIB staff are Dorothy Gordon in the program department and Evelyn Dworkin in the music department. Ailing on the WLIB sick list are Joan Sack, scriptwriter and announcer, and Roger Sweet, musical librarian.

Allan Page, KVOO, Tulsa, program director, has been appointed chairman of the Tulsa War Program managers committee, which will integrate OWI releases over the three Tulsa stations. Bliss Harris, continuity writer, is starring in the current Tulsa Little Theater play "Claudia" and also filling in as station home economist while Jane Austin convalesces from an operation. Jimmy Todd, NBC announcer of the University of Chicago Roundtable, formerly with KVOO, has rejoined its staff. Marilyn Miner, wife of KVOO's sports announcer, Paul Miner, has replaced her husband on the announcing staff while he helps the Navy as a petty officer.

Major Paul C. Raborg, military analyst of WINS, New York, has just learned that he will receive a medal for services which he earned in World War I twenty-three years ago. Medal is for German Occupation, granted to troops of the United States Army, which moved into the Rhineland after the Armistice of November 11, 1918. It is the tenth decoration earned by Major Raborg.

Dana Marvin "Jimmie" Pierson and Richard "Dick" Benjamin Klasi, novelty entertainers, have rejoined "Pappy Cheshire and His Gang" on KMOX, St. Louis. The pair, with Cheshire from 1934 through 1937, have been associated with numerous radio stations, including the following: WNAX, Yankton, S. Dak.; KSOO, Sioux Falls, S. Dak.; WEW, WAAW, KOIL, all in Omaha; KGHF, Pueblo; KFNF, Shenandoah, Iowa; WBZ, Boston; WBZA, Springfield, Mass.; and WABI, Bangor, Maine. Jimmie and Dick met about 12 years ago when both were working as clerks in a general store at Norfolk, Nebraska, and where they started a radio program on Norfolk's WJAG. After three years, they began a tour of the Middle-west completing personal appearances with wild west rodeos, state fairs, theaters as well as radio stations, including some of those listed above. This tour followed with a journey through the north-east, Canada and ending at Boston. Jimmie sings and plays the guitar and banjo, while Dick is a master of piano-accordion and the violin.

Claire Wilson, whose program "Claire Wilson Reports" is currently heard over WOR, New York, is now under management of the National Concert & Artists Corporation.

Barney's Clothes, New York, has contracted with WLIB, Brooklyn, for 70 spot announcements weekly for a period of 13 weeks. Contract for the announcements which will be aired at the rate of 10 a day was placed through Emil Mogul Company. Another WLIB addition is Sachs' Furniture, New York, which contracted direct with the Brooklyn outlet for 42 spot announcements and one 15-minute program weekly for 13 weeks. Fifteen minute period represents a participation in WLIB's "This Is Romance" recorded series conducted by Murray Jordan.

Noon-time listeners to WNBC, Hartford, hear the news of the world in all styles and from men and women commentators alike. News editor Milt Berkowitz reads a complete United Press news summary from 12:00 to 12:15 and the woman commentator, Agnes Van Wagoner Tufty, is heard from Washington over the Atlantic Coast network from 12:45 to 1:00 p.m. She is followed by Baukhage, over the Blue, out of Washington from 1 to 1:15. Berkowitz returns to the WNBC microphone at 1:15 to 1:30 with another UP newscast playing up the local and state angle.

Clifton Utley's news comment "On Foreign Affairs" has been on WGN, Chicago, by the Stevens Company, for 13 weeks Feb. 16. The contract was handled by Frances Hooper agency. Utley's cast is aired for 15 minutes a night.

Latin-American travel mentorator Edward Tomlinson scheduled to broadcast over Philadelphia, on December he was to receive the City Club Award of Merit for not be heard from the City Club until December 18. death in the family, his broadcast postponed. The chorus of Brothers Department Store sent a musical program from 7:00 to 7:30 p.m. on November 28.

WCAU, Philadelphia, has added Andes to its talent staff until he enters the Army Air Force who is a baritone, is a member enlisted reserve and until he joins his studies at Temple University join the armed forces.

William Hart, new WDRC announcer, has been named to staff of W65H, FM station affiliate, replacing Paul Ent who has joined the army.

TODAY-12:30

Luncheon of the

RADIO EXECUTIVES' CLUB

OF NEW YORK

at the Loyale

521 Fifth Ave., New York City

WOR DAY

"THE BETTER HALF"

QUIZ SHOW featuring TOM SLATER

WOR STARS—

JOHN B. GAMBLING

PAULINE ALPERT

FRANK SINGISER

Come on down. All radio people welcome—every Wednesday 12:30. Bull Ring Bar. Play Bingo for U. S. War Station. Members \$1.00—Guests \$1.50

1 9 4 2
BIRTHDAYS

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

November 25

Charles F. Coe Miriam Joffe
Edwin S. Leipzig Rex Maupin
Kate McComb Will Osborne
Jolly Bill Steinke Edwin Wallis
Mrs. Paul Whiteman

November 26

Fred Astaire Igor Gorin
Henry Levine Michael Loring
Charles Radcliffe Frank Simon
David Stone Charles Otto Ward

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 38

NEW YORK, N. Y., FRIDAY, NOVEMBER 27, 1942

TEN CENTS

One-Time Shots Up 164%

Asn. Votes Funds Protect Interest

Necessary financial support for a committee and counsel, empowered with full authority to act as a trust to protect the interests of independent recording studios here, was voted Wednesday by members of the National Association of Recording Studios. A decisive action followed security officer Wolsky's reading an explanatory statement of a war-time executive to the effect that the recording business now being threatened by the "Overseas War of the OWI, the CIAA and the Army" would be denied studios as soon as the OWI's...

Varying's Program 'Victory Tune Time'

Service men now building all week-long programs of Fred Pennsylvanians, the show's format has been changed from "Pleasant" to "Victory Tune Time." The program is given over to a single theme or college where men are trained for the armed services. Decisions are made by balloting each personnel.

Network Trend Continues On Blue Net

Upward trend in the average of stations used by commercial sponsors on the Blue Network in November, according to a survey by research manager Edward...

In-The-House

Wood—Jack Benny has invited service men and nurses to guests at his broadcast Sunday at the Plaza Theater in Palm Beach. Following the broadcast of 'Spensnutsflakes', Benny's new show "George Washington Slept Here" will be shown on the house. Men and women who will represent various branches of the...

Carlin's Idea

Musical signature via chimes which will revert to NBC exclusively as of next Tuesday and give the Blue Network a straight "This Is The Blue Network." were conceived some years ago by Phillips Carlin when an executive with the former Red network. Now Carlin who is a Blue Net v.p., hands over his brain-child with full blessings.

N. Y. Radio Homes Show 96.7% Coverage

Washington Bureau, RADIO DAILY
Washington—Assured radio coverage of 96.7 per cent for the New York area was announced late Wednesday by the U. S. Census Bureau. There were no radios in only 99,578 of the 3,053,478 homes reported, with no information given for 370,632 homes. The same coverage holds for the City of New York, with...

NAB Awaiting Okay On New Site For Hdqts.

Washington Bureau, RADIO DAILY
Washington—Only the District of Columbia Zoning Commission is now holding up announcement of the new NAB home. It was learned here Wednesday that the NAB had definitely decided upon the purchase of a private home, but must await a decision by the zoning group as...

NBC Files Appeal Petition Listing Grounds For Reversal

Lowell Named To Direct NBC Gen. Service Dept.

Edward M. Lowell, manager of NBC's building maintenance division for the past six years, has been appointed Director of the General Service department, replacing Vincent J. Gilcher, who has resigned it has been announced by John H. MacDonald, NBC financial officer and assistant...

Factors Include 'E' Award Programs Also Holiday Service-Men Specials Apart From Seasonal Splurges

Ascap Brings Suit To Clarify Status

Olympia, Wash.—Ascap has filed suit in Superior Court here for a judgment declaratory of its rights with regard to its relations with a number of Washington companies and persons. The defendants in the suit are Secretary of State Velle Reeves, Attorney General Smith Troy,...

Unused Radio Collection For 'Emergency' Services

Washington Bureau, RADIO DAILY
Washington—Unused and junked radios will be collected here for use in a Wartime Emergency Radio Service for the Washington area, it was announced here Wednesday. The new service will supplement telephonic...

Webs-AFRA Set Date For Increase-Confab

Next Monday, has been tentatively set for the start of confabs between AFRA and the networks and stations on the subject of increased minimums for union's sustaining basic...

War and its concomitant industrial efficiency awards has contributed measurably to the 164 per cent increase in the number of one time network commercials carried thus far by the four networks in 1942, as compared with the whole of 1941. The increase in use of one time network shots this year, mostly for prestige, brought with it, also, added interest on the part of sponsors in variety entertainment to supplement the staple sports classics or motion picture promotions.

Boston Symph To AFM; Petrillo Makes Deal

Boston Symphony Orchestra, which has been the only outstanding musical unit in this country and Canada to remain aloof to membership in the American Federation of Musicians, capitulated, and joined James C. Petrillo's fold Wednesday after the...

No Co-Op Hearings Set; 'League's' Rep. In Capital

Washington Bureau, RADIO DAILY
Washington—There is no definite word on when the hearings on Senator Norris Bill to investigate the banning of time by NBC and...

Going Strong

Headed by Ben Grauer and George Putnam, NBC staff announcers continue to do a top-flight job in selling War Bonds, both over the air and through personal appearances. In his first try at Radio City Music Hall, Grauer talked \$60,000 worth of bonds; Putnam sticks to his regular newscasts in appealing to the public for sales.



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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

(Yesterday being Thanksgiving Day, and a legal holiday throughout the United States, all New York stock exchanges were closed.)

Lowell Named To Direct NBC Gen. Service Dept.

(Continued from Page 1)

secretary. As head of the General Service Lowell is responsible for the general maintenance, repairs and upkeep of the quarters occupied by the National Broadcasting Company in the RCA Building. Among other duties, he supervises all construction work and structural changes connected with office alterations.

Lowell has been associated with NBC's General Service department since 1931. He is an alumnus of the University of Florida.

New York Radio Homes Show 96.7% Coverage

(Continued from Page 1)

1,910,111 homes reporting sets, and no information given for 244,714 of the total of 2,218,372 dwelling units in the city limits. Northeastern New Jersey is included in the "Metropolitan Area."

WANTED

Network Production Manager

Applicants should forward full report giving experience, education, age, draft status and references. Background in music, radio directing and administrative work required and elementary training in engineering and announcing experience desirable. All applications confidential. Reply

Box AL 1501 Broadway
Radio Daily N. Y. C.

Larger Network Trend Continues On Blue Net

(Continued from Page 1)

Evans to Edgar Kobak, executive vice-president.

For the 26 evening commercial programs on the Blue in November, the average number of stations per program was 89, compared with 84 in October and 80 in September. These figures include future bookings and exclude Pacific Coast programs on the network.

Fourteen commercial programs, two of which will be launched before the end of the month, use more than 100 stations; Bristol-Myers Company, "In Person-Dinah Shore," 119, and "Duffy's," 119; Coca-Cola Company, "Spotlight Bands," 137; Ford Motor Company, "Earl Godwin-News," 125; General Foods Corporation, "Don Winslow of the Navy," 142; General Mills, "Jack Armstrong," 103; Hall Brothers, "Meet Your Navy," 113; Andrew Jergens Company, "Jergens Journal with Walter Winchell," 108, and "Parker Family," 111; Minneapolis-Honeywell Reg. Company, "Alias John Freedom," 128; Sherwin-Williams Company, "Metropolitan Auditions of the Air," 137 (starts Nov. 29); Socony-Vacuum Oil Company, "Raymond Gram Swing," 120; Swift & Co., "Breakfast Club," 145; and The Texas Company, "Metropolitan Opera," 173, (starts Nov. 28).

Webs-AFRA Set Date For Increase-Confab

(Continued from Page 1)

agreement. Most of signatories, with exception of the smaller Western stations, will be represented.

Upon the conclusion of these negotiations, trade will take under consideration the increase in rates for all the AFRA commercial contracts, including Basic Code of Fair Practice, its Pacific Coast and Chicago Regionals and transcription codes, etc. Cost-of-living clause in the commercials had a December 15 stipulation, which gives the union until January 15 to file its demands.

NAB Awaiting Okay On New Site For Hdqts.

(Continued from Page 1)

to whether they may use the home for business purposes.

It is believed that the house selected is not one of the two mentioned earlier—one on N Street and one on 16th Street. NAB will not say where the house is, but it is certain to be further from the center of the city than the present location. The present offices must be vacated by Dec. 5.

KGGF Joining Blue

Effective Jan. 15, 1943, KGGF, Coffeyville, Kan., will become affiliated with the Blue Network as a supplementary outlet, bringing the total number of Blue stations to 144. KGGF operates full time with 1,000 watts power on a frequency of 690 kilocycles. The station is owned by Hugh J. Powell. Network rate is \$60 per evening hour. Melvin Drake is general manager of the outlet.

Fred Waring's Program Now 'Victory Tune Time'

(Continued from Page 1)

are done by the glee club, the orchestra and soloists. The program is heard over the NBC network Mondays through Fridays at 7:00 p.m., (EWT), with a repeat performance on each of these days at 11:00 p.m. (EWT), for the benefit of Pacific Coast listeners.

Since the new setup went into effect Nov. 16, and programs have been broadcast for the Coast Guard station at Manhattan Beach, New York; the Air Corps base at Fort Dix, N. J.; the Marine base at New River, N. C.; the training center at Miami University, Oxford, Ohio; the Signal Corps base at Fort Monmouth, N. J., and other encampments.

Unused Radio Collection For 'Emergency' Services

(Continued from Page 1)

connections used in the local OCD communications system, according to District Communications Controller Herbert A. Friede. Friede hopes to enlist two or three hundred amateurs to operate the two-way sets which will be employed in the service. George W. Bailey, ARRL president and a member of the office of Scientific Research and Development, has been enlisted to help with the system, and he will be assisted by Elizabeth Zandonini. FCC has already approved the system, and has assigned secret frequencies, under the War Emergency Radio Service Regulations.

Ascap Brings Suit To Clarify Status

(Continued from Page 1)

the Washington State Restaurant Association Inc., M. L. Graham, R. M. Dale, the Independent Theater Owners of Washington, the North Idaho and Alaska, a corporation, J. M. Hone, B. W. Fey, Gene Smith and the Trianon Company.

Ascac contends it has complied with all requirements of the State Copyright Law, but that the defendants assert the company has no right to issue licenses to perform publicly for profit, nor to collect fees on any of the company's copyright compositions, for the reason it has failed to comply with the copyright law.

In Philadelphia Its

5000 WATTS 950 KC

COMING and GO

DR. JAMES S. THOMSON, general manager of the Canadian Broadcasting Corporation, accompanied by his assistant, DONALD, visiting Wednesday at the offices of Network. Returned to Ottawa early evening.

NEVILLE MILLER, LEW AVERY and ARNEY, JR., are in Des Moines for the 10th District, NAB, which will today and tomorrow at the Fort Dix Hotel.

KEN CHURCH, general manager of Cincinnati, is back at his desk after Washington and New York.

TED HUSING and JIMMY DOLAN, Annapolis for the broadcasting of the Navy football game from the home of the Middies.

E. P. H. JAMES, formerly director of Reading and publicity for the Blue Network, now a lieutenant in the U. S. Army in town Wednesday to pay a call at headquarters, after which he left for his station at Harrisburg, Pa.

ROBERT MAGEE, sales manager of Reading, returned to Pennsylvania Wednesday after spending a few days here in business.

ROBERT B. HARRINGTON, commercial sales promotion manager of WSWA, burg, Va., is back at the station after a few days here Wednesday with his station reps.

WATSON HUMPHREY, formerly producer in Chicago for the Russell Company, is in San Francisco to take new duties on the production staff of the station.

HARRY FRAZEE, production manager of Blue Network, is back from Wheeling, W. Va., scene of the ceremonies attending the awarding of a Navy "E" to the Steel Corp.

JACK BENNY, MARY LIVINGSTONE "ROCHESTER" ANDERSON, PHIL DANNIS DAY and DON WILSON will Palm Springs, Cal. on Sunday for the casting of their program before an audience of tank corps and glider personnel.

BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, spent Wednesday station business.

JOHN C. McCLOY, general manager of who has been on a business trip to New York and Chicago, has returned to his Miami headquarters.

LOUIS PRIMA and his band in New York for an engagement of four days at the Theater.

GIVES YOU LOW COST RESPONSE IN THE DETROIT AREA

CKLW

800 kc.

MUTUAL SYSTEM

DAY and NIGHT

5000 WATTS

WARTIME PROMOTION

Disco's Public Service

Approximately 205 free announcements of a public service nature, including plugs for the Army, Navy, Mines, War Bonds, Red Cross, and Air Defense, are aired each week on KYA, according to a committee made by the program department. The same week KYA carries a quarter-hour Treasury program, fifteen minute anti-Hitler program, another for the Federal Administration; a quarter-hour Navy; and a five-minute Navy program. In addition, the station adds to its public service record by cooperating with the Chamber of Commerce Community Chest, in their various projects.



KLZ War Map

Offering a service to listeners is a promotion for station's news program. KLZ, Denver, is offering the National International Radio News program for a dime. Merit angle is a complete schedule of sponsor names on KLZ's broadcasts on back of the map. It has been brought up to date in preparation by embodying the tactical changes resulting from the war.

Lehman to Broadcast Report to the State

Herbert H. Lehman, of New York, discusses his 10 years as Executive of the Empire State. Broadcast over CBS stations in New York State on Tuesday, Dec. 1. Title of his talk is: "A Report to the People," and will be heard 6:00-6:45 p.m. Governor Lehman has been appointed by President Roosevelt to the post of Director of War Relief and Rehabilitation.

Barbasol on Godfrey Show

Barbasol Company, through Barbasol & Co., has bought time for "Godfrey." This is Barbasol's third campaign over WABC second on "Godfrey."

When you buy time—
AN AUDIENCE



AG WORCESTER

Radio Courtesy

CHML, Hamilton, Ont., is airing regular spot announcements, urging listeners to keep their radios tuned down, in the interests of late war workers. For example, here's the way one of them reads: "Are you a courteous radio listener? Today—when so many of our workers are on shift work in defense industries, your radio listening should be confined to your own home—for the sake of those who are trying to sleep while you are enjoying your radio. Remember, keep the volume down—it will not curtail the pleasure of your own listening, and it will help others."



KSO-KRNT Farmer Award

Mal Hansen, farm service director for KSO-KRNT, Des Moines, has instituted an award project for farmers. The merits go to the farmer for the following: (1) Unusual record in war production during 1942; (2) For activity in community agricultural affairs such as member of Farm Bureau, Grange, Farmers Union local cooperative or someone who has done a fine job in war work such as scrap drives, bond drives, etc.; (3) For unusual farming ability with extremely limited labor.

WOR And WINS To Air Launching Of 2 Tankers

Ceremonies attending the launching of the first two oil tankers to be completed here since the war began will be aired over WOR and WINS, tomorrow, from 12-12:30 p.m. Governor Charles E. Edison of New Jersey, Rear Admiral Marquard, and other officials from the Navy and Maritime Commission will participate in the broadcast which will come direct from the Marine Maintenance Corporation ways in Bayonne, New Jersey. Two ships, which will be launched by the wife of the governor, and Princess Delvina, an Onondaga Indian, were completed from keel in 107 days. Ships have been named SS Clearwater and SS Tongue River, and for the occasion, a delegation of Indian Chiefs from the reservation outside of Syracuse, N. Y., will attend. Buffet luncheon for guests will follow the launching ceremonies.

Winchell May Quit Radio For Government Mission

Miami—Walter Winchell, arriving here Wednesday, refused to enlarge upon a report that his broadcast for Sunday, Nov. 29, will be his last and that he will leave the country on a secret government mission in furtherance of the war effort. The commentator admitted that he was here at the behest of "Uncle Sam."

Winchell, at his own request, has been on special active duty since Pearl Harbor as a lieutenant commander in the U. S. Navy.

WANTED!



... the attention of alert advertisers and agency-men who do NOT know that Martha Deane, on WOR weekdays from 2:00 to 2:30 P.M., is now the *highest-rated woman's service program in New York* *

And what Martha Deane has done to build this great audience, she has also done to build steadily mounting sales and consistent brand identification for such people as O'Cedar, Savarin Coffee, many others.

Says O'Cedar quite candidly, "She did a fine selling job! She very successfully introduced our product to her listeners."

Write, wire or phone WOR today. Our address is 1440 Broadway, in New York. Our telephone number—PENNSYLVANIA 6-8600.

FREE! Get your copy of "Meet Martha Deane". A brief and highly interesting booklet describing this fast-growing, low-cost WOR show.

* based on Crossley personal interview checks for the WOR Continuing Study of Radio Listening and the current Hooper Greater-New York report.

Los Angeles

By JAC WILLEN

WE LIKE the story told on Harry Norwood, the Merry Macs' enterprising manager, who just got back from New York. A big city guy who lived in New York for 23 years before he discovered California, Norwood claims he knew every pigeon along Broadway. But the day he arrived there with the Macs on their current junket, his wallet was lifted! Included among the missing article was his return ticket to Hollywood, but he made it back as fast as he could, declaring that Broadway aint the same any more!

Two "just off the press" songs, taken from the motion picture "The Powers Girl," were sung by Betty Rhodes on her "This Is The Hour" program, last Saturday on KHJ and the Mutual Don Lee network. They were "Out Of This World" and "Three Dreams."

Red Skelton, Harriet Hilliard, Gene Krupa and his orchestra, have been added to the Thanksgiving Day show, the gala two-hour variety show which was heard over the Columbia network. Besides these, the entertainment roster also included Edgar Bergen and Charlie McCarthy, Don Ameche as master of ceremonies, Walter Pidgeon, Judy Canova, Ginny Simms, Elsie Janis, and Bill Goodwin as announcer.

Those P-38 lapel pins passed out by the Hollywood Tom Fizdale offices as membership tokens of the new Orson Welles-CBS Lockheed program—have hit the mark, with more askers than pins.

A newsreel is planning to film the hilarious half-hour pantomime routine with which Gil Lamb livens up the studio audience at Rudy Vallee's broadcast each week.

Dick Joy, KNX-CBS announcer and newscaster, has made three transcriptions for the OWI. This series brings Joy's recorded series of war effort plugs to approximately twenty contributions.

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

MAIN STREET

OL' SCOOPS DAILY

Radio Is My Beat. . . .!

● ● ● One of radio's foremost comedians is notoriously "hard to handle." His usual stuffer, when offered advice, is to brag about his swollen bankbook. Not long ago, his director sought to suggest a few changes in the program which was not going too well. As usual, the comic came forth with his favorite squelch. "I've been in show business all my life," he snapped. "I've got five millions dollars. What've you got?" this time the director refused to be crushed. "I've got friends," he retorted, as he walked away. "What've you got?"

★ ★ ★

● ● ● Walter O'Keefe wowed service men at the "Stage Door Canteen" with Quentin Reynolds' famous story about Hitler. "Adolph's a very sentimental guy," said O'Keefe. "Quent was interviewing him. Choking with emotion and his eyes full of tears, Adolph pulled out a snapshot. 'That's my mother and father on their wedding day,' he said. 'And that little fellow there in the middle is me!'"

★ ★ ★

● ● ● ABOUT FACES ABOUT TOWN: Radio director John MacDonnell and his new bride on Madison Ave. The married Macs. . . Arthur Godfrey. CBS' one-man talent army, preparing his own life story for a national mag. Arthurbiography? . . . Jack Pearl's sponsor presenting him with a dozen bottles of his liquid product. Wines cast before a Pearl. . . Ed Wolf having difficulty finding a lad for an adolescent part in a new radio serial. The Wolf who cried "Boy"! . . . Jackson Beck clipping his press agent, Lee Meyers, in the town's ten card rummy craze. Jack, the gin killer. . . The borscht served by the restaurant opposite Radio City. Lyons—king of the beats. . . Geo. Jean Nathan giving out with a verbal blast of a new show at the Storkclub. The "bird" of a Nathan. . . They gay spirits of Teddy Hart and Jack Haley at Ralph's. Hart and Haley acting vice versa. . . Earle Ferris' Tim Marks bemoaning his 4-F classification. The marks of Tim!

★ ★ ★

● ● ● Ann Thomas will never again ask for a newspaper correction. Last week, a Manhattan daily in relating how she was becoming typed as a secretary, referred to her as Ann Corio. The latter, as you know, is a stripteaser with no radio connection. So Ann tried to get the paper to correct the item in its later editions. This time the paper got the name right—but omitted the facts. When the final edition hit the street, the story said: "Actress Ann Thomas is afraid she is being typecast." Period. Ann's own punchline to the whole situation is this: "People have often told me that my voice sounded like a vocal strip-tease—but I never thought I would ever be mistaken for Ann Corio!"

★ ★ ★

● ● ● THE MORNING MAIL: "See what a little error will do." writes our friend from WSYB. "Now you've got Emil Mogul riled. The slogan we sent in and the one we use on all outgoing mail is: 'One Day Nearer Victory For The Allies' and not just 'One Day Nearer To Victory.'" Will you please make it clear to Mr. Mogul that we think and are quite sure that our slogan is by far the better?"

★ ★ ★

● ● ● And in the same mail is this communication from Mel Kampe, who tags himself the pub-blitz-ity head of WIL, St. Louis. (Why did we ever start this thing anyway!) "In regards the slogan 'One Day Nearer To Victory,' I am attaching a news item from a trade paper with proof in black and white that we have used it since Sept. 11th. If anyone can dig beyond that, it's all theirs. All we want to do is get on with the Victory!"

★ ★ ★

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

STATISTICS released on radio contribution to the effort since Pearl Harbor show during the past 12 months contribution carried 9,720 war effort announcements of five minutes 1,020 15-minute programs and minute broadcasts. These represent 10,834 broadcasts, or 31,728 minutes of air time the past 12 months.

Robert Diller has been named program manager of the Gary Journal of WIND, succeeding Riley Johnson who has resigned to accept a position with the Wade Advertising Agency, Chicago. Diller, a newspaperman, was on the staff of WMRO, Aurora, Ill., before joining WIND in April, 1941.

New business announced this week by the WIND sales department includes: Gruen Watch Co., Chicago, through McCann-Erickson Co., Chicago, renewal of 14 announcements a week for 52 weeks; E. J. Byrnes Sons, Chicago, through United Advertising Corp., Chicago, five announcements a week for 13 weeks; Merchants Bureau, direct, 6 announcements, and Esquire-Columbia Co., Chicago, through Schwimmer Scott, Chicago, 36 announcements.

Katherine Tift-Jones, one of the pioneers, joins the staff of WIND Monday, Nov. 30, with a new program, "Miss Katherine and Ca-

Glamourous
FUR COATS
for
GLAMOUROUS
RADIO
ACTRESSES

(DISCOUNT TO THE PROFESSIONAL)

See Mr. Blossveren personally and he will see that you get the best value in town.

On the Mezzanine
30 Rockefeller Plaza
B. BLOSSVEREN'S
SONS, INC.
Furriers

GUEST-ING

J. MENKEN, in an adaptation of "Joan of Arc," on the Kate program, today (WABC-CBS,

WOOD, on the Treasury Department's "Songs for Victory" play (WNEW-ACN, 8 p.m.).

P. WITHEROW, industrialist, discussing post-war reconstruction problems, on the "People's" tomorrow (WABC-CBS,

WILLIAM JENNA, assistant staff of the Hawaiian Department, on the "Hello from Hawaii" tomorrow (WABC-CBS, 4:30

IE BUTTERWORTH, on the "Reader's Digest," Sunday (WABC-CBS, 9 p.m.).

TE MacDONALD, on the "Ca" program, Sunday (WABC-CBS, 4 p.m.).

Op Hearings Set; Hue's' Rep. In Capital

Continued from Page 1)
The Co-Operative League of the United States will get under way. Edwin C. Johnson, Chairman of the Special Sub-committee of the Interstate Commerce Commission, which will study the ban, only Tuesday from his home in Colorado, where he won a victory in the Nov. 3 elections. RADIO DAILY he didn't know he arrived here that he was on the Committee. Although he might get some action on it, he did not meet with his Committee to predict when he will do so. New soon hearings will get by.

Carson in Washington
Carson, Washington representative of the League, who has been named to the Capital, conferred with the cooperative headquarters while in New York. He is preparing to file with the FCC a reply to that which was submitted by the networks. His point out that throughout the country there are on the statute books in most of the states, special laws which provided for the setting up of a corporation of the Co-operative League, recognizing the organization as a legitimate business enterprise. They will try to carry the point that they are legit advertisements as is any other form of advertising incorporated or otherwise, as recognized by law. The action of the League was approved by Carson as "The Advertising Educational Department" of the local affiliated co-operatives throughout the country. The League is incorporated in New York and is recognized by state governments as a corporation.

NEW PROGRAMS—IDEAS

Mood-creating Commercials

"Beyond the Looking Glass," a new program sponsored by Loveman's Department Store, was inaugurated over the facilities of WLAC, Nashville, last week. The program features a soft, pleasing type of music with vocals by the popular songstress Ruth Douglass, aided and abetted by the ensemble. The script pictures a life "beyond the looking glass" and how a woman can make that life more beautiful and satisfying. Sample: "Picture yourself, the smiling hostess, presiding over a candlelit table, spread with snowy cloth... lovely dinner sets, I can tell you, as the Lady from Loveman's, are the pride of hostesses." Commercials try to create a mood, rather than to rush the buyer with obvious buying appeals.

"Remember This One?"

Hit tunes of yesteryear pass in musical review to challenge the memory of listeners during the new "Remember This One?" program presented over WLIB, Brooklyn, on Sunday at 1:30 p.m. Popular songs of another day whose melodies live forever but whose titles elude the memory will be played without iden-

Washington Is Worried About Over-Plugging Hit

Washington Bureau, RADIO DAILY
Washington—Government circles are worried about "Praise The Lord And Pass The Ammunition" being overplayed and killed. Considerable anxiety was admitted Wednesday by several OWI officials, who said the publishers are just as worried about it as they are. Reports that the Radio Bureau of the OWI would formally request program managers to try to hold down use of the song were denied by bureau chief William B. Lewis, who told RADIO DAILY there is nothing the OWI can do on an official basis. "I am very much interested as an individual with experience in radio programming," said Lewis, "but I have no authority to curtail the use of the song."

Lewis indicated that NAB might advise its members of the anxiety concerning overplugging of the song, but NAB is not planning to do so now, according to Joseph L. Miller, acting publicity officer for NAB.

There have been some protests regarding the use of the song from ministers and Army and Navy chaplains, on the grounds that it is a violation of international law and the Geneva Conference for chaplains to take part in actual combat. They say that the Japanese might take the song at its face value and eliminate the special treatment provided for under International Law for captured chaplains. A sharp undercover battle waged here for several weeks, but seems to have died down now, since the song is so widely known that there is no point in continuing the battle.

"Today's Heroes"

New series has been added to the broadcasting schedule of WTOL, Toledo, under the sponsorship of Tiedtke's, one of Toledo's department stores. Originating directly from the local Navy Recruiting Station and the U. S. Marine Corps, "Today's Heroes" is presented Monday through Friday at 6:45 p.m. Program accomplishes a triple purpose by selling the Navy, U. S. Marine Corps and the sponsor, although the latter's plug is strictly institutional.

Spanish-American Solidarity

"United We Will Win," a new series aired on WBNX, New York, at 8 p.m. Saturdays, stresses the solidarity of the Spanish-American audience in the war effort of the United Nations. Features are interviews and sketches featuring a character called "John People." On a recent broadcast Enrique Casanova, sailor on a torpedoed Mexican freighter, was interviewed. "America the Beautiful," with Spanish lyrics, is the theme of the program.

tification. Listeners will be asked to name songs presented and winners will receive a pair of theater tickets plus dinner.

Sheet Music Selling Continues At New High

Sheet music trade is enjoying some of the best business achieved in recent years, according to authoritative information reported to RADIO DAILY yesterday. Indicated that the three top songs today—"White Christmas," "When the Lights Go On," and "Praise the Lord"—total three times the number of sheet sales reported for the combined total of the top three tunes nine months ago. Good business was attributed to the coincidence of timeliness of the songs, and "history repeats itself." Noted that during the last war, sheet music sales lagged during first few months of the conflict, but then picked up beautifully afterwards.

Marines Promote Hurlbut

Washington—Sergeant James W. Hurlbut, formerly director of publicity for WJSV, Washington, has been promoted by the Marine Corps to the rank of technical sergeant, it was announced yesterday. Hurlbut, who enlisted in the war as a combat correspondent, has been covering the Solomon Islands for the Marine Corps and his dispatches have won him nationwide prominence for their quality and accuracy.

Frederick Show Switches Time

"Of Men and Books," CBS program under the direction of Prof. John T. Frederick and which has been heard in the past on Wednesday will be broadcast, effective Dec. 5, on Saturdays from 2:05-2:30 p.m. Under the new arrangement the show adds 10 minutes to its broadcasting time on the air.

AGENCIES

ARTHUR R. ANDERSON, formerly vice-president of Marschalk & Pratt, Inc., has joined the advertising staff of "Women's Day."

BARBASOL CO. has just signed a 13-week contract, through Erwin, Wasey & Co., for Stan Lomax, on WOR, Mondays and Fridays, 7-7:15 p.m., starting November 27.

FRANK GRIFFIN, formerly of J. Stirling Getchell, Inc., has been named a vice-president of Compton Advertising, Inc. He will assume his new duties about Jan. 1.

PEPSI-COLA advertising plans for the coming year call for increased appropriations in all general media, including radio.

AETNA ADVERTISING AGENCY, INC., has moved to new and larger quarters at 1775 Broadway.

"The Propaganda Front" Starts Wed. On WBNX

"The Propaganda Front," a weekly review of the war propaganda of the United Nations and the Axis, begins at 4:30 p.m., Wednesday, Dec. 2, on WBNX, New York, with Maurice C. Dreicer, well-known radio commentator as analyst. He was formerly on WINS and WQXR and is vice-president of Forum Service. He is also a member of the Committee for the National Morale and is co-author with Dr. Louis Berg and Matthew Chappell of the book, "Radio and Total War."

New Client on WABC

Kibbles, Inc., became a WABC client for the first time on Adelaide Hawley's "Woman's Page Of The Air," Saturday, Nov. 21.

Southernaires Touring

The Southernaires, heard over the Blue Network at 10:30 a.m. on Sundays, are on an extended concert tour which includes engagements in Toronto, Nov. 30; Peoria, Ill., Dec. 2; Danville, Ill., Dec. 3; Wheaton, Ill., Dec. 4, and Bismark, Ill., Dec. 8. They will continue their Sunday morning programs during this period.



ET Assn. Votes Funds To Protect Interest

(Continued from Page 1)

own studios are complete. Meeting was held at the Hotel Edison.

Committee conferred yesterday with counsel, Warren Troob, who with Wolsky will go to Washington immediately, to "see this thing through."

During the discussion of the subject of the government's setting up recording studios in competition with existing equipment, counsel pointed out that the incident was without precedent in government war operations so far. Government policy for the most part, he explained, had been to aid in subsidizing private enterprise where facilities were inadequate, and to construct anew only where there was complete absence of any private supply. In no event has he been able to find "duplication" of government facilities with private equipment. Discussion also brought out the "precedent" character of the government's action in this instance with citation that even in the case of the short-wave question, where secrecy and careful handling are so essential, government did not set up channels in opposition, but made use of the already established equipment.

Move Followed Much Delay

Move to take firm and drastic action followed almost two months of procrastination during which the group depended upon telegrams and correspondence to obtain relief from the possibilities of being squeezed out of business. Special committee appointed last month had wired the Smaller War Plants Corp. of the WPB, Elmer Davis head of the OWI, Senators, and others (See RADIO DAILY, October 29) to protest the construction of the government studios. This together with follow-ups brought assistance from Senator James Mead (N.Y.) and Howard L. Volgenau, Industrial Consultant for the War Council of the State of New York. It was the report from the latter which emphasized the seriousness of the situation for the independent studios. (See RADIO DAILY, November 20).

Replies from OWI execs in Washington up to now have held that the move was necessitated by the need for secrecy in record production, and when faced with the rebuttal that there has been no leak at all or fault finding with private operations so far, execs replied that there is need of their own studios for purposes of greater facility.

Facilities to Be Outlined

When Troob confers in Washington next week, he will submit complete reports on available facilities among the independent recording studios, and will present additional material to prove that the government project is unnecessarily jeopardizing the very existence of private enterprise which has been contributing its fullest and is an essential part of the propaganda program of the government's war effort.

WORDS AND MUSIC

By SID WEISS

OUR TOWN: Lucille Manners getting set for a concert tour... Bandleader

Charlie Spivak's seven-year-old son, Joel, caught writing fan letters to Daddy's vocalist, June Hutton... Dwight Weist narrating for Pathe news-reels... Bob Crosby denies he's giving up his orchestra... Charles D'Arcy, Parisian singer, replaces Jean Caval, now in the RCAF, in Bob Kerr's stable of singers... Louis Prima has written a tune, "Filibuster Phil," satirizing the political stallers... Stanley Richards has joined the David Lowe office... One year ago, Roger Forster blew into town from Winston-Salem, N. C. and landed a job as staff announcer on WNEW. Today he's one of the busiest lads on the air... Bregman, Vocco & Conn, Inc., publishing the score from the new Harry James picture... Sidney Reznick signed to do added humorous dialogue for "La Vie Parisienne"... Johnny Long gets the biggest break of his career when he starts work on a Universal picture Dec. 7th... X. Cugat informed his band that he won't accept any Xmas gifts from them this year but would be happy if the boys would turn the money over to a war relief... Actress Juliana Taberna is doubling as a writer. Last Sunday's "Family Hour" drama, tagged "Denmark" was an original by her.

☆ ☆ ☆

THE MORNING MAIL: "Someone should tip off Orson Welles," writes Charlie Michelson, "that he didn't need to go to all that trouble of sending a mobile recording unit out to the Lockheed plant to record their P38 airplane sounds. Orson will find that these and several other up-to-date 'plane effects are in our Speedy-Q Sound Effects catalogue."

☆ ☆ ☆

WE'VE OFTEN wondered why more radio programs don't gauge their shows to suit the times. We're thinking particularly of programs that do not have merchandise to sell, because of the war, but continue on an institutional basis to keep alive the names they have spent millions to build. Most of these institutional shows feature a commercial message of conservation. Our idea was, instead of having the messages cut and dried and often dully related, why not highlight them in a brief dramatic sketch pointing to a moral? We're thinking right now of Margo's Smoke Ring sketches on the Caravan Hour, for instance. So effective were they that not only did they set a new high for fan mail but Margo was signed by RKO-Pathe to narrate their first short subject on "Women at War."

☆ ☆ ☆

WORDS AND MUSINGS: FDR's tribute to his former aide who died so gloriously in the Solomons victory was spell-binding listening... Ralph Edwards' patriotic "consequence" stunts are attention-getters. That tribute to the Fighting French some weeks ago was a neat piece of timing... Wonder if "Town Hall" shouldn't be aired from the Senate floor. Then perhaps some of our "statesmen" would get the idea... Paul Lavalle's "Basin St." rhythms have that sparkle sorely missed in lots of more expensive outfits... Woody Herman's sustaining "What's Your War Job" will land him a commercial show—or we've been smoking the wrong kind of stuff.

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HERE'S THE set-up on the new "Treasury Hour" show starting on the Blue Nov. 28th. Ronald Colman will be permanent emcee from N.Y., with talent including David Broekman's ork, Igor Gorin and Jane Froman. Fred Allen will be the opening guestar. On the coast, Bob Burns will be regular emcee with different talent weekly. Opening show will feature Veronica Lake, Kay Kyser's band, Burns and Allen and Raymond Gram Swing, airing from Washington. Bill Bacher is directing the N.Y. end with Don Bernard supervising Hollywood activities.

☆ ☆ ☆

— Remember Pearl Harbor —

Boston Symph To Petrillo Makes

(Continued from Page 1)

union president, conceded certain demands to the group, retaining the consent of all his via wire, to what amounted to a constitutional change. Trustees orchestra had ruled out union all these years on the ground the AFM constitution would interfere with the manner in which the orchestra is presently maintained. AFM constitution had reserved to its voice in the selection of personnel and in order to go outside the dictation of the local, orchestra obtain permission. As a result Petrillo's telegraphic convention amended constitution now gives orchestra full discretionary power of selection of personnel. All parties the negotiations emphasized the principles of unionism and collective bargaining would not be affected Wednesday's deal.

Deficit a Factor

Negotiations between the Symphony, whose present conductor is Serge Koussevitsky, have been accelerated this season when the trustees noted that the organization faced with a \$175,000 deficit. Formal announcement of negotiations were made early in October when organization issued a brochure appealing for funds to sustain its 62-year history. Understood the membership in the union, ork go on one of the major networks with CBS being favored in reports which indicate that the Symphony will be on the air January 1. Reported that the thing will return about \$75,000 will help considerably in meeting deficit. Though Boston Symphony records, up to Petrillo's ruling or so back when he prohibited non-union group from making recordings or broadcasting, were prior RCA-Victor, it is reported the group will switch to Columbia Records as soon as the more recent production ban on all record production is lifted. Trustees reported looking to and recordings to make up deficit.

Trustees Ruled Separation

Tip-off to the peace agreement between the union and the Boston trustees was the recent appearance of the Symphony conductor, Serge Koussevitsky at a Carnegie Hall concert. Hall is covered by an AFM deal if Koussevitsky were recalled either his booking would have been cancelled or Hall placed on an unfair list.

Throughout the years that the union group remained outside the trustees the separation has been primarily the attitude of the Trustees. Held Koussevitsky had looked with disfavor on union affiliation, but the right hire outside the local's jurisdiction, etc., have been given as reasons for the trustees' holding out.

Miss Dragonette Recuperates

Jessica Dragonette is recuperating in Misericordia Hospital following operation for appendicitis.

Time Web Shots 64% During 1942

(Continued from Page 1)
 From scratch, chalked up the gain. Though NBC's numerical gain is low, the fact of the matter is the network has had its time solidly that it has not been made the one-time shots profitable, having had the larger of this type of commercial held its ground for 1942. CBS considered considerably over last year. Commercially were not included in this roundup.) Gillette Razor Co. has used this method in any other single advertisement shown on the recapitulation reported elsewhere in this page.

Mostly "Awards"
 17 sponsored one time program the Blue this year, all but "awards." Mutual carried 19 such commercials, a result of the war. CBS garnished nice shots with the Elgin company this year. Firm purchased two-hour unit on Thanksgiving and another on Christmas, and an elaborate program of entertainment on both. Another line of business for a one time is being divided among the networks, and arises from a war restricting travel to foot-couriers. That is the Esso Market sponsorship of the Army-Navy classic November 28. Of pride the Blue is the nine hour day special arranged by Stint will comprise name performances throughout the year. Other new sponsors of one this year, not necessarily "award" category, are the Pump Co., E. R. Squibb & Electric Boat Corp., and the

the Colors!

—VVV—
 GOLD BREWER, chief engineer, Hagerstown, Md., is taking the civilian pilot course. He has been replaced chief engineer post at the George W. McIntire.
 —VVV—
 WARD, NEILL HARVEY, PHILIP COLMAN, ex-member staff of WFIL, Philadelphia, now part of the armed forces of the United States. Ward, a ground crew member, is now stationed at Atlantic City. Announcer as enlisted in the Army. has been commissioned a second lieutenant after completing his training and is now stationed at Springfield, Mo.
 —VVV—
 E. tenor on the Maple City band on the National Barn Dance on NBC, was tendered a gold watch when he made his final appearance recently before being inducted into the Army.

ONE-TIME NETWORK SHOTS

The following chart shows the numerical increases of one-time commercials on the four networks from 1941 to 1942.

	1941	1942
Blue	2	17
CBS	3	10
Mutual	9*	9*
NBC	0	1
	14	37

*The World Series baseball broadcasts were not included in this count because of their seasonal character.
 A complete list of one time commercials on the networks for 1941 and 1942 follows:

SPONSOR	PROGRAM	AGENCY	DATE
Blue Network—1941			
Gillette Safety Razor Co.	Sugar Bowl Football	Maxon	Jan. 1
Holland Furnace Co.	Holland Tulip Festival	Ruthrauff & Ryan	May 17
Blue Network—1942			
Babeock & Wilcox Co.	Maritime "M" Award		Sept. 2
Bauer & Black	Army-Navy "E" Award	J. Walter Thompson	Sept. 11
Cramerton Mills	Army-Navy "E" Award	Fort & Co. (N. C.)	Sept. 18
Standard Oil of N. J.	Army-Navy Football	Marschalk & Pratt	Nov. 28
Elgin Naval Div.	Navy "E" Award	Paris & Peart	Aug. 26
Electric Boat Corp.	Victory Plant Celebration	Peck Advt.	July 22
Gilbert & Barker	Army-Navy "E" Award	McCann Erickson	Aug. 21
Higgins Industries	Army-Navy "E" Award	Bauerleln Inc. (La.)	Sept. 13
Independent Lock Co.	Army-Navy "E" Award	Reinington (Mass.)	Sept. 14
Jenkins Brothers	Army-Navy "E" Award	Horton-Noyes	Aug. 19
RCA Mfg. Co.	Beat The Promise	Lord & Thomas	Sept. 13
Scovill Mfg. Co.	Army-Navy "E" Award	McCann-Erickson	Aug. 27
White Motor Co.	Army-Navy "E" Award	D'Arcy	Aug. 12
Wheeling Corrugating Co.	Army-Navy "E" Award	Critchfield & Co. E. M. Freystadt	Nov. 24
A. Schrader's Son	Army-Navy "E" Award	Assoc.	Nov. 17
Coca-Cola Co.	Spotlight Band Christmas Party	D'Arcy	Dec. 25
Gillette Safety Razor Co.	Sugar Bowl Football	Maxon	Jan. 1
Columbia—1941			
General Motors Corp.	Inland Children's Chorus	Arthur Kudner	Dec. 24
Gillette Safety Razor Co.	Orange Bowl Football	Maxon	Jan. 1
Gillette Safety Razor Co.	Kentucky Derby	Maxon	May 3
Columbia—1942			
Gillette Safety Razor Co.	Orange Bowl Football	Maxon	Jan. 1
Gillette Safety Razor Co.	Kentucky Derby	Maxon	May 2
Elgin Watch Co.	Variety Holiday	J. Walter Thompson	Dec. 25
Elgin Watch Co.	Variety Holiday	J. Walter Thompson	Nov. 26
Northern Pump Co.	Great Lakes Naval Training Station Graduation	B. B. D. & O.	Oct. 28
Paramount Pictures	Holiday Inn	Buchanan	Aug. 26
E. R. Squibb & Sons	Navy "E"	Geyer, Cornell & Newell	Sept. 18
E. R. Squibb & Sons	Quantico Marine Base	Geyer, Cornell & Newell	Nov. 9
Standard Oil of N. J.	Army-Navy Football	Marschalk & Pratt	Nov. 28
Mutual—1941			
Gillette Safety Razor Co.	Professional Football Championship	Maxon	Dec. 21
Paramount Pictures	Birth of the Blues	Buchanan	Nov. 1
Walter Wanger Prod.	Sundown	Buchanan	Oct. 16
Nat. Fellowship for Prayer and Evangelism	Religious Talk		Oct. 5
Pabst Sales Co.	Sales Meeting of the Air	Lord & Thomas	Mar. 15
El Paso County Bd. of Development	Sun Carnival Parade	Mithoff & White	Jan. 1
Gillette Safety Razor Co.	East-West Football	Maxon	Jan. 1
Shrine East-West Football Game Com.	Shrine East-West Football		Jan. 1
Mutual—1942			
Standard Oil of N. J.	Army-Navy Football	Marschalk & Pratt	Nov. 28
Chase Brass & Copper Co.	Army-Navy "E"		Oct. 15
Bullard Co.	Presentation to the Army of a \$75,000 Plane		Oct. 13
Worumbo Mfg. Co.	Navy "E" Award		Oct. 2
Lansdowne Steel & Iron Co.	Army-Navy "E" Award		Sept. 16
Dilgold Safe & Lock Co.	Army-Navy "E" Award	Sweeney & James	Aug. 21
Paramount Pictures	Fleet's In	Buchanan	Mar. 27
Gillette Safety Razor Co.	Cotton Bowl Football	Maxon	Jan. 1
Gillette Safety Razor Co.	East-West All Star Football	Maxon	Jan. 3
NBC—1942			
Standard Oil of N. J.	Army-Navy Football	Marschalk & Pratt	Nov. 28

NBC Lists 8 Points In Appeal Petition

(Continued from Page 1)
 probably do so within the next few days.

Accompanying the petition was a statement listing eight assignments of error which NBC contends should require the Supreme Court to reverse the decision of the three-judge court consisting of Chief Judge Learned Hand of the Circuit Court of Appeals, author of the deciding opinion, and District Judges John Bright and Henry W. Goddard who concurred in the opinion. The fourteen-page opinion, handed down on Nov. 16, held that the FCC had the right to ban time option contracts between networks and their affiliates.

Reversal Grounds Listed

NBC listed the grounds for a reversal by the higher court as follows:

1. That the court erred in dismissing the complaint on the merits.
2. That the court was in error in holding that the FCC has the power to promulgate the regulations sought to be set aside.
3. That the court erred in failing to issue an injunction.
4. That it was error in failing to hold, as it should have done, that the FCC has no power to promulgate the regulations sought to be set aside.

5. That the court erred in placing a construction upon the Federal Communications Act of 1934 repugnant to Section 326 of the act, to the First Amendment of the Constitution (guaranteeing freedom of speech) and to Article I, Section 7 of the Constitution.
6. That the court erred in failing to hold that the regulations bear no reasonable relation to the standard of public interest, convenience and necessity adopted by the Communications Act of 1934 and is arbitrary and capricious.
7. That the court erred in holding that the regulations are not so plainly without support in the evidence taken before the FCC as to be arbitrary and capricious.

8. That the court erred in dismissing the complaint without a trial before it to determine the reasonableness of the relation of the regulations to the standard of public interest, convenience and necessity adopted by the Communications Act of 1934.

Stork News

Jackson, Miss.—Roy Weindel, WSLI sports and publicity director, has joined the ranks of parenthood, with the addition of seven pound, eleven ounce boy, named Roy, III.

Babies seem to be in mass production at WOV, New York. New fathers at the outlet include George Creamer, announcer, and Bernie Stevens, engineer, whose recently-arrived offspring are boys. Aaron Hanger, sales, expects to join the new father group momentarily.



Coast-to-Coast



REFLECTING the state of mind of a nation at war, woman's editor, Eleanor Boyd, of WMOB, Mobile, has converted her conventional "Woman's News" to "I Volunteer" and uses "women at war" for her theme. Local volunteer authorities have reported a marked increase in the number of women signing up for war work since the program was changed. The feature of the show is the appearance of "The Volunteer Of The Week," the outstanding woman worker in the city for that week.

Ralph L. Atlass, president of WJJD, 20,000 watt Chicago independent, has expanded the facilities of the station by acquiring the AP radio news wire from Press Association, Inc., radio subsidiary of the Associated Press.

A special 30-minute program based on a sketch written by J. F. Trazzare, former G-man in New York City, will be aired on WBT on December 1. Trazzare's sketch is a true story of one of his experiences while a member of the FBI. Appearing on the program with Trazzare will be Ed Scheidt, director of the FBI in Charlotte. Melvin Purvis, the G-man who smashed the Dillinger gang, is slated for a part in the show.

Russ Ireland has joined the staff of KDB, Santa Barbara as announce-engineer. He was formerly news-announcer at KTMS in the same city. Louis Main, has joined the sales staff of the station. He was a former advertising salesman for the Red Arrow Publications.

Three new announcers have joined WGY. They are Earle Pudney, previously with WIOD, Miami, Florida, Jarvis Rice and Ed Barry, formerly with WGEO-WGEA. The General Electric short-wave stations are now programmed by the government.

Gordon Davis, producer and dramatic writer for KIRO, Seattle, has been appointed director of education for the station. He assumes the position vacated by Hazel Kenyon, now a lieutenant (junior grade) in the WAVES. Prior to coming to KIRO, Davis had worked with the educational station of the University of Illinois, WILL in Urbana, and also held the position of assistant director of radio at the Cornish School of the Arts in Seattle. "Pledge Allegiance To Your Job," program series produced on KIRO which recently won a special citation at the School Broadcast Conference held in Chicago, was written by Davis. He is also the writer and producer of "Your Work is a Weapon," war plant labor-recruiter program series, now on KIRO.

Ninety-eight per cent of the employees of WLS have contributed to Chicago's Community Fund Drive, it is reported by General Manager, Glenn Snyder. The station continues to maintain a 100 per cent record in the purchase of War Bonds and Stamps by the staff. The new war-time cooking book written by Harriet Hester, home adviser and educational director of WLS, has passed the 20,000 mark in sales.

Three engineers on the staff of WWL, New Orleans, are active in the War Emergency Radio Service, a communication system licensed under the Federal Communications Commission to act as an auxiliary to be used by the Office of Civilian Defense in case of an air raid when other facilities are knocked out by bombing. WWL's Francis Jacob, president of Local 139, IBEW, offered the services of the commercial broadcast technicians in his union, and when Jefferson Davis Bloom, WWL's chief engineer, was appointed radio aide for the Office of Civilian Defense, he took with him Jacob and another WWL engineer, transmitter operator Bobby Grevemberg, to the roof of the Roosevelt Hotel studios to survey the city and pick out sites for locating a network of emergency communications stations.

Planters Peanut & Chocolate Company has renewed George F. Putnam's thrice weekly 6:15 p.m. news broadcasts on WEAJ, New York, for the third time. Current contract covers 13 weeks of Putnam's quarter-hour periods on Mondays, Wednesdays and Fridays. J. Walter Thompson Co. is the agency.

W. Gordon Swan, program manager of stations WBZ-WBZA, Boston, has been nominated for charter membership in the Twenty Year Club now being organized by H. V. Kaltenborn, NBC news analyst. Only those who have spent at least twenty years in some capacity in the radio industry are eligible for membership. Swan has been active in radio since his high school days and joined the announcing staff of WBZA in the fall of 1924. He became assistant program director in 1937 and assumed full charge of the department the latter part of 1941.

WCAU, Philadelphia, has signed Captain Robin Flynn, British World War 1 flying hero, for a tri-weekly period of news and comment. Captain Flynn has seen much action in world capitals. He will be heard at 6:10 p.m., EWT, Monday, Wednesday, and Friday.

David Carpenter, formerly sales manager of WHEB, Portsmouth, N. H., has been appointed general manager of WKNE, Keene, N. H., succeeding Herman Steinbruch, who has been named radio advertising manager of a trade paper. Carpenter is succeeded as sales manager by Boyd Lawlor, formerly of WTCM, Traverse City, Mich.

Bill Marlowe, former music director-announcer of WLOK, Lima, Ohio, and WKST, Newcastle, recently joined the staff of WBKN, Youngstown. Marlowe has been associated with radio for many years having served with WSMK and as program director-announcer with WKBV, Richmond, Ind.

New voice over WTAG, Worcester, is that of Louis Chapin, Jr., latest addition to the announcing staff. Chapin comes to WTAG from WHDH, Boston, and was formerly associated with WRUL, Boston, as chief announcer and musical director. An accomplished pianist, he is also experienced in choral directing.

In honor of "Women At War" week, WISR, Butler, Pa., reserved an afternoon spot throughout the week at which time prominent local citizens appeared before the microphone as guests. "Flying For Freedom," Canadian transcribed series, is being sponsored by local industrial firms over WISR. Series is scheduled for 26 weeks. "WISR Jamboree" made its first appearance of the season last week. Program aired weekly from a local auditorium is under the direction of Curly Miller, WISR announcer.

Bert Hall, formerly with WJIL, and KDRO, has joined the WIL announcing staff. He replaces John Lambur recently inducted into the army. Each Monday afternoon. The St. Louis Dental Society in cooperation with the Office of Civilian Defense takes over the facilities of the station to present prominent local dentists to lecture on dental care and mouth hygiene.

KWK, St. Louis, has recently started a new series of remote dance band pick-ups under the sponsorship of the "Tune Town Ballroom." The fifteen-minute programs are heard at 10:30 p.m., CWT, Tuesday through Sunday. "The Shady Valley Folks," hillbilly group which includes the Buckeye Four, are now heard on 128 stations on the Mutual network. The programs are originated by KWK, which also carries a local "Shady Valley" program sponsored by the Columbia Brewing Company for Alpen Brau beer.

Joe McCauley, pilot of WIP Patrol, will take a six months' absence from his announcing of the all-nite program. McCauley replaced by another well known Philadelphia announcer, Tom Livezey, of station WCAU. Livezey will assume pilot's duties on the Day on Thursday morning, December 12.

A party was given in honor of A. D. Willard, Jr., new CBS variety head at the CBS Variety Club. Willard was manager of WJSV, Washington.

Ronny Liss is doing a series of spot announcements for Vim Tablets, both on transcriptions of the latter following "Aunt Jean" CBS. Agency is Batten, Barton, & Osborn.

"The Story of Louis D. Brandeis," dramatic serial on WEVD, New York, written and directed by Nate Seltzer, rounds out a full year of broadcasts this week. It will be from Saturdays to Wednesday.

Blaine Cornwell has been appointed program director of KMOX, St. Louis, to replace Chester "Tiny" Renier, now program director for CBS, New York City. Cornwell was former production manager at KMOX before his new assignment.

Feeling that there is a need for an increased community service period of great social change in Chicago, is offering "That Man Live," a new public welfare broadcast weekly in cooperation with the Chicago Council of Social Agencies. It has been designed to replace the Council's previous "St. Constance Worth," and will be from Saturdays, 10:15 to 10:30 a.m.

Singing to an "old cowhand" Lee, yodeling cowgirl, who is featured in a new five-minute program launched last week on WTAG, Worcester, Mass. popular New England vaudeville entertainer, strums favorite Western songs on her guitar Monday, Wednesday and Friday mornings at 7:15 a.m. Sponsored on WTAG by State College.

Irene Wicker To OW For "Victory" Series

Irene Wicker, the Singing Lady, has been "drafted" by the Office of War Information to narrate on several of "Victory" programs aired daily on CBS. This week in connection with the guest appearance of "The Golden Rule" series, will deal with programs vitally concern the children's war effort. Miss Wicker recently appointed coordinator of radio for children's activities of the Civilian Defense Volunteer Office.

1 9 4 2

BIRTHDAYS

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

November 27

Francis Conrad	Bill Demling
George Hogan	Ted Husing
Mary Livingston	Mary Lynch
William Miller	Gladys Rice
Jack Smart	Mark Woods

November 28

Rose Bampton	Frank Black
John A. Hewitt	Helen Jepson
Sylvia Katzenstein	Reed Lawton
Elliott Lewis	William Lundell
Lowell Patton	Rex Pries
Kermit K. Schafer	

November 29

Alan Courtney	Ann Corio
Claudine French	Lou Irwin
Margery Knapp	Florence Lake

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 39

NEW YORK, N. Y., MONDAY, NOVEMBER 30, 1942

TEN CENTS

NAB To Mull "League"

Smith News Show Daytime Survey

Best general release of lead-
ing programs, C. E. Hooper,
is the "Kate Smith Speaks"
in first place with a rating of
1.1. Followed by "Big Sister" and
"Girl Marries" with ratings
of .81 respectively. The Hooper
report is compiled by coin-
terviewing similar to the even-
ings of the research firm and is
a method used continuously.
Complete list of the
"top 10" weekday pro-
(Continued on Page 5)

Seal Campaign Pushed Via Radio Talks

30th annual sale of Christmas
the New York Tuberculosis
Health Association Inc., was
by Daniel Paul Higgins,
of the Association's board
of directors, Saturday, in a broadcast
during the station's pro-
duction of "Here's Morgan"
at 11:15-1:30 p.m. over
the "Good Health To You"

Collegiate Webs Linked For War Series

Series of inter-collegiate net-
work broadcasts in the history of
radio will be inaugurated tomorrow,
Monday, to Louis M. Bloch, Jr.,
manager of Intercollegiate
Broadcasting System. Network of 12
stations will carry the first
(Continued on Page 5)

Air Raid Device

Device which has been de-
veloped by J. L. Woodworth in
his Electric Carrier Current
theory can be plugged into
any circuit to warn air raid
sirens and other civilian defense
equipment in case of threatened or
actual air raids. The device can
be connected on existing power lines
and should relieve telephone lines
of their purposes.

Trib's 'Battle'

Good-natured battle of wits that
has been raging in the editorial
offices of the "Herald-Tribune"
comes into the open Saturday on
the Frank Crumit-Julia Sanderson
quiz program over CBS, when the
girls of the paper's editorial staff
will clash with the male members.
Betty Colcough, radio editor, Ted
Rowe, Sunday editor, and Dorothy
Bromley are among those who
will compete.

Adam Hat Spot Anns. May Use 100 Outlets

Entrance into the national spot
field is being readied by Adam Hat
Stores through its agency, Glicksman
Advertising Co. Campaign for the
Christmas season is scheduled to be-
gin on December 1 and run through
December 24 on a large list of stations
from coast to coast. It will feature
Henry Morgan of "Here's Morgan"
fame and consists of 20 to 30 differ-
ent one-minute transcriptions in a
comic vein. Agency is currently pre-
(Continued on Page 6)

OWI's Radio Consultants Meet In Capital Dec. 28

Washington Bureau, RADIO DAILY
Washington—A meeting of all con-
sultants to the OWI Radio Bureau
has been called for Dec. 28-30 in
Washington by William B. Lewis,
bureau chief. About 35 consultants
(Continued on Page 2)

Following Conference With NBC Execs Co-Op Org. Will Get Review Of Problem From Code Committee

CBS Stresses 7 Points In Notice Of Appeal

CBS on Friday filed notice of an
appeal to the United States Supreme
Court from the decision of the Fed-
eral Statutory Court which recently
dismissed its and the NBC suit to re-
strain the FCC from enforcing certain
new regulations. NBC on Wednesday,
filed a similar appeal from the deci-
sion.

CBS in its appeal posed seven ques-
(Continued on Page 5)

Bristol-Myers' Answer To FTC Ipana Complaint

Bristol-Myers Co., New York, dis-
tributor of Ipana tooth paste; Pedlar
& Ryan, Inc., and Young & Rubicam,
Inc., New York, advertising agents,
have filed a joint answer to a com-
plaint issued by the Federal Trade
(Continued on Page 5)

Miles Sets 1-Minute ETs Over Keystone Network

Chicago—Coincident with second
anniversary of the Keystone Broad-
casting System, Inc., transcription
network, Michael M. Sillerman, pres-
ident, announced that Miles Labora-
(Continued on Page 2)

As a result of a conference between
executives of NBC and representa-
tives of the Co-Operative League Of
the U. S. A., the Code Committee of
the NAB will be asked to review the
situation and a meeting of this body
called about the middle of December.
Move is on the part of the network
seeking to work out a solution to sell-
ing time to the League without violat-
ing the language of the Code.

That NBC would make the proposal
to the NAB code committee was first
made known to the Co-Operative
League at a meeting in Washington,
(Continued on Page 7)

Want No Exceptions To Lower Decibel Rule

Washington Bureau, RADIO DAILY
Washington—FCC urges that licen-
sees not request exemptions from the
provisions of the power reduction
order announced early this month,
which goes into effect tomorrow. Uni-
form observance will not adversely
affect interference or service condi-
tions, says a commission spokesman,
(Continued on Page 7)

China Relief-Shows Sked Over Atlantic Coast Net

Series of three programs, on behalf
of the United China Relief Inc., will
originate at WNEW and air over the
Atlantic Coast Network. First was
held yesterday, when Madame Wel-
(Continued on Page 2)

★ THE WEEK IN RADIO ★

... NBC Realignments

By BOB LITZBERG

REALIGNMENT plans in a decen-
tralization move, designed to in-
crease operating efficiency, put greater
stress on public service and coopera-
tion with all government war activi-
ties, and to distribute the added
burdens due to wartime activity,
were announced last week by the
National Broadcasting Co. Organiza-
tion changes were made following a
recent committee study and sets up
six separate committees as operating
groups in addition to the establish-

ing of the national spot sales depart-
ment as a separate entity.

Commercial and amateur licensees
are currently in the process of taking
inventory of surplus equipment as a
result of the FCC-BWC questionnaire
sent out last week. Purpose of the
inventory plan is to secure a volun-
tary distribution of surplus and sal-
vageable equipment.

Small stations were seen as bene-
ficiaries of the ordered investigation
(Continued on Page 2)

Special Scroll

The New England Conservatory
of Music has awarded a scroll to
Harry James, trumpeter extraordi-
nary, for musicianship, instrumen-
tation and encouragement of youth
to study popular music. Presenta-
tion will be made during the
Wednesday program of the James
band by Ruby Newman, super-
visor of the Conservatory's School
of Popular Music.



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JOHN W. ALICOATE : : : Publisher
M. H. SHAPIRO : : : : : Editor
MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(November 27)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse. Sub-headers: High, Low, Close, Chg., Net.

OVER THE COUNTER

Table with columns: Farnsworth Tel. & Rad., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Sub-headers: Bid, Asked.

China Relief-Shows Sked Over Atlantic Coast Net

(Continued from Page 1)

ington Koo, wife of the Chinese Ambassador to the Court of St. James, spoke on famine threatening the Chinese. Next Sunday, December 6, John Goette, who had served the INS in China for 20 years, will be the speaker, while the series will be concluded Sunday, December 13 with Dr. James L. McConaughy, president of Wesleyan University and president of the UCR, who will deliver an address on the subject, "China and the United States."

Expands Work Production

Freed-Eiseman Radio Co., has leased 25,000 feet of space on Hudson Street, the additional floor space being taken to enable the company to quadruple its production and speed its delivery to the armed forces.

BALTIMORE'S BLUE NETWORK OUTLET WCBM National Representatives: SPOT SALES, INC., New York - Chicago - San Francisco

THE WEEK IN RADIO

... NBC Realignments

(Continued from Page 1)

of the A. T. & T. long distance rates. In commenting on the investigation FCC Chairman Fly said that it would be particularly helpful in extending network broadcast service... War and its concomitant industrial efficiency awards has contributed measurably to the 164 percent increase in the number of one-time network commercials carried thus far by the four national networks in 1942 as compared with the whole of 1941, according to the results of a RADIO DAILY survey released last week. Total of 37 such broadcasts have already been purchased this year as compared with only 14 in 1941... Rescaling of salaries of William S. Paley and Edward Klauber, CBS president and executive vice-president respectively, was announced last week. Move is in line with the Federal wage-ceiling law and incorporates the introduction of a pension plan for employees of the network earning over \$3,000 per year.

Office of War Information was the subject of attack from three different quarters last week. Early in the week, OWI spokesman denied charges that it was trying to hire technical workers away from WSPR, Springfield, Mass., after the station had wired a protest to the NAB in Washington, asking for some help in the matter; the second attack was issued by the Middle Tennessee Radio Council in which it was stated that OWI chief Elmer Davis could help greatly in restoring and developing trust among listeners and in eliminating skepticism concerning news releases of various Federal agencies by regular scheduling of news broadcasts to

be handled by Davis, himself; the third OWI controversy concerned the fight for a part of the government business being waged by the Association of Recording Studios, Inc., who voted all necessary financial support in the fight to protect their interests... R. J. Reynolds Tobacco Co. announced the inauguration of increased comedy on its "Camel Caravan" programs on CBS, with the signing of Lew Lehr, Eddie Green, Tom Howard and George Shelton for its Friday night stanzas.

Divided authority between the general manager and the assistant general manager of the Canadian Broadcasting Corp. was eliminated, following the announcement last week of revised by-laws of the company defining executive duties... Robert J. Landry was named to fill the newly-created post of director of program writing of the Columbia Broadcasting System... More stringent restrictions to govern the professional and charity appearances of uniformed talent will be announced soon, according to information given to RADIO DAILY by a reliable authority.

NBC filed its petition for an appeal to the U. S. Supreme Court from the Statutory Court decision, which dismissed the networks' injunction suits to restrain the enforcement of the FCC chain regulations... Signing of an agreement between the AFM and the Boston Symphony Society brought into the union fold the last of the outstanding musical units in this country and Canada to accept AFM membership... Ascapi filed a suit in the state of Washington in order to clarify its status in that state.

Miles Sets 1-Minute ETs Over Keystone Network

(Continued from Page 1)

tories, Inc., of Elkhart, Ind., through Wade Agency has contracted for a new series of one-minute electrical transcriptions five days per week over 126 Keystone stations, coast to coast. Starting today the campaign will run a broadcast version of the "Miles Historical Almanac," with limitations on weather data caused by wartime emergencies. Publication of the Almanac has been discontinued and the radio version adopted in its place.

Fred Dodge To WKRC As Program Director

Cincinnati—Fred Dodge has been appointed program director of WKRC according to an announcement by Ken Church, general manager of the station. Dodge was formerly affiliated with N. W. Ayer and Ward Wheelock, advertising agencies in Philadelphia and also was program director and assistant general manager of WFIL of that city. He succeeds Syd Cornel who takes over the newly-created post of sales service manager.

OWI's Radio Consultants Meet In Capital Dec. 28

(Continued from Page 1)

are expected to be on hand to discuss with regional officials and members of the bureau's Washington staff plans for the co-ordination of government programs originating regionally and locally.

War Causes Cancelling Of WOL Xmas Promotion

Washington—Because of war exigencies WOL's annual Christmas promotion, "Country Store," will be cancelled this year according to William B. Dolph, general manager. Those families previously aided will be helped this year by Art Brown, who has turned over a sizeable portion of his "Musical Clock" program to plug the Community War Fund.

FOR SALE RADIO RECORDING EQUIPMENT CALL: EL. 5-1860 Ext. 4

COMING and GOING

C. L. MENSER, NBC vice-president of programs, is spending a week's vacation in Sea Island, Ga. SHELDON B. HICKMAN, manager of the network's station department, returns today from a trip to the West.

ED BUCKALEW, manager of the station department for the western division of CBS, was in San Francisco late last week in talks with J. H. Gude, network's station manager who is on a business trip to the Coast.

G. W. JOHNSTONE, Blue Network news and special events, and EARL NEWCASTER, are in Boston, for the broadcast of today's program from WHDH. The latter will also address the local radio community.

LEE WAILES, of Westinghouse Radio, spent Friday in New York.

JUNE ROLLINSON, time buyer for M. Seeds Agency, on a trip to New York in interest of the Grove Laboratories account.

PARKS JOHNSON and WARREN JOHNSON broadcast tonight's "Vox Pop" program from an army post in western Canada. Location will not be announced.

NEVILLE MILLER, LEW AVERY and ARNEY, JR., are in Chicago for the broadcast of the 9th District, NAB, which will be held tomorrow at the Palmer House.

QUINCY A. BRACKETT, president of the manager of WSPR, returned to Springfield after having visited over the week-end headquarters of the Blue Network.

TOM WHEELER, farm program director of WOWO, Fort Wayne, Ind., is back at home following a trip to Burlington, N. C., to meet with the Murphy Feed Co., sponsor of the weekly commentary.

W. B. QUARTON, commercial manager of Cowles Group and of WMT, Cedar Rapids, was in town Friday for conferences with New York representatives of the station.

JOHN L. AKERMAN, commercial manager of promotion director of KPAS, Pasadena, is in Washington, D. C., where he will confer with radio officials. He will return to the station about the first of the month.

LYLE ENGEL, editor of the magazine "Hits," is back from Washington, D. C., where he attended conferences on patriotic radio.

J. CARSON BRANTLEY, head of the advertising agency bearing his name here on transcription business for clients.

KATHRYN CRAVENS, commentator on radio, is expected back today from Milford, Conn.

Tomlinson Series In "Tribune"

Edward Tomlinson, the Blue Network authority on Latin-American affairs, is reporting on his 17-day trip through South America and island outposts in a series of articles appearing in the Sunday New York "Herald-Tribune."

THE SMOOTHEST ON RECORDS SELLS "MOODS AND MUSIC" IN PHILADELPHIA WPEN 5000 WATTS

For "Extraordinary Heroism
...Great Devotion to Duty...
Meritorious Public Service"
in Covering the News at Oran



*The United States Army Awards
the Order of the Purple Heart to
Leo S. Disher, of the United Press*

*Major-General Lloyd R. Fredendall, of the
A. E. F. in Africa, on November 22nd awarded
the Order of the Purple Heart to United Press
War Correspondent Leo S. Disher.*

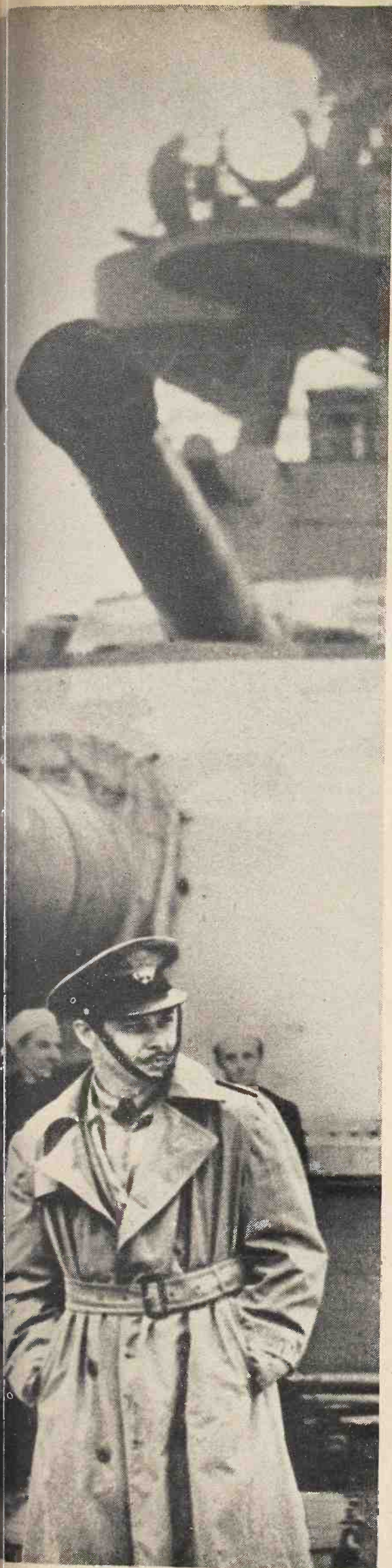
The citation accompanying the award read:

"Leo S. Disher, Jr., while serving with a United States landing force in the capacity of war correspondent, at the harbor of Oran during the early morning hours of Nov. 8, 1942, distinguished himself by extraordinary heroism and meritorious performance of duty against an armed enemy during the attack on that port.

"In the face of withering enemy fire, although several times wounded, Disher remained at his post on the vessel which was taking him ashore and continued to report for the public press a lucid, accurate and detailed account of the action, in which the greater part of the military and naval personnel aboard the ship became casualties.

"After being ordered to abandon ship, Disher swam to shore and, although again wounded four times, continued to perform his duty in an exemplary manner. With complete disregard for his personal safety, Disher displayed great devotion to duty and rendered meritorious public service by recording the details of the attack on the harbor of Oran."

UNITED PRESS



Los Angeles

By JAC WILLEN

ONCE more Harry Maizlish, KFWB head, proves the point of the "spirit" of cooperation with the war effort is in the doing and not in the saying. In commemoration of the United States' forcible entry into the war on Dec. 7, 1941, Maizlish has arranged for a 24-hour broadcast on Dec. 6, in the interests of Bond Sales, turning the entire studio facilities over to the Treasury department and other governmental agencies for the stimulating of, and the sale of, bonds.

All commercial and sustaining features of the station, with the sole exception of war news, will be eliminated for the entire day. Special programs and guest talent will be used during the entire day and night of broadcasting of the super-special "I Buy For Vengeance" day of KFWB airings.

Further arrangements conceived and directed by Harry Maizlish, will include cooperation with, and from, city, state and federal defense councils who are solidly behind the project. All air raid quarters are scheduled to remain open during the broadcast period to accommodate bond buyers.

Once again we say—cheers for Harry Maizlish and the swell job he has done, is doing, and undoubtedly will do in the future on any public-spirited job that needs cooperation and DOING!

Verne Smith, recently from Chicago, has been added to the Bob Burns "Arkansas Traveler" program as an announcer.

When Bud Abbott and Lou Costello entertained the personnel of the Ferry Command Base in Long Beach Thursday, Nov 19, second in a series of camp radio broadcasts, they had their cars loaded down with current newspapers from every important city in the United States. Abbott and Costello, personally, helped load these piles of eagerly-awaited newsprint on several B17's soon due for overseas destinations.

NCAC Promotes Browne

Appointment of Ed Browne as head of the publicity department of National Concert & Artists Corp. has been announced by Daniel S. Tuthill, vice-president of the talent management firm. Browne will officially take charge of the department effective December 1 and will be assisted by Peggie Kingston, formerly of the special attraction department of NCAC.

Lt. Robert H. Frear

Lt. Robert H. Frear, 26, former chief announcer of WIBX, Utica, N. Y., was killed when his plane cracked up on landing after a routine flight at Cross City Field, Florida. Frear was station's farm news editor and handled the Socony-Vacuum newscasts. While in college he worked on the St. Lawrence University station, WCAD.



A Reporter's Report Card. . . !

● ● ● WALTER WINCHELL: Your agency has submitted at least a dozen names to your sponsor to pinch-hit for you while you're away on a "mission for Uncle," including: Eleanor Roosevelt, Hanson Baldwin, John Vandercook, Morgan Beatty, Robert St. John and John B. Kennedy. . .

HARRY JAMES: Despite the reports that Jack Benny's orchestra would air with Jack Benny on his N.Y. appearances, Benny Goodman will get the nod. . .

BETTY HUTTON: Are you and Jimmy Ritz serious—or just "Puttin' On The Ritz"? . . .

JACK PEARL: We liked your gag about "Santa Claus coming down the chimney with a soot suit" . . .

MARK WARNOW: Hear you've got three new shows lined up for the first of the year. . .

BOB HOPE: Norman Morrell has resigned his post as Lord & Thomas v.p. to give all his time to the job of producing your airshow. . .

MARY MARGARET McBRIDE: Your three guests on your Thanksgiving Day broadcast—all of whom are on the Nazi "purge list"—made your program one of the most dramatic we've yet heard. . .

MADELEINE CARROLL: Norma Shearer is going in for Red Cross work for the duration. . .

CONSTANCE BENNETT: We like your motto for war-dress restrictions—"Grin and wear it."

☆ ☆ ☆

● ● ● LEOPOLD STOKOWSKI: If it's a boy at the Jan Savitts, he'll be named Stokie in your honor for having given Jan a job at the age of 15 as concert master with the Philadelphia Orchestra. . .

EDDIE CANTOR: Deanna Durbin has been booked for a tour of 36 army camps. . .

NOEL COWARD: Did you catch Everett Sloane's slick impersonation of you the other night on "March of Time"? . . .

PHIL SPITALNY: That was a nice gesture on your part, wining and dining all the Strand employees on your last day there. . .

SHEILA TERRY: Congrats and lots of good luck on your new job with Earle Ferris. . .

PAUL LAVALLE: Understand you've got a new singing protege, Monica Lewis, who's said to be "out of this world." Also hear you're building a band for hotel dates. . .

PAUL MUNI: Ann Thomas clicked so solidly in "Counsellor-at-Law" that she received a call for a test by 20th Century-Fox the day after the opening. . .

GINNY SIMMS: Who is the head man in your attention—Kay Kyser, Bill Hawks or Alf Vanderbilt—all of whom are sending you flowers? . . .

CHARLIE MARTIN: Chalk up another scoop—grabbing Joan Fontaine and "This Above All" for the Philip Morris Playhouse this week. . .

FRANK FAY: Are you planning a radio show, or are you working on a vaude revue for N.Y.?

☆ ☆ ☆

● ● ● BING CROSBY: When your show is cut to a half-hour, it will leave only five full-hour shows on the networks. . .

RUDY VALLEE: Looks like "March of Time" gets your old time slot. . .

RKO: The OPA is "raiding" movie studios looking for "unemployed" typewriters. They took 68 out of Universal's offices alone and are now suggesting secretarial pools so as to make less typing necessary. . .

JOHN Q. PUBLIC: Tickets for Jack Benny's broadcasts from N.Y. will not be available to you because only service men will be admitted. Benny, incidentally, guests on the Camel Caravan Dec. 4th. . .

ALBERT SPALDING: Andre Kostelanetz won first honors in "Middle Music" classification in radio listeners' poll conducted by the Cleveland "Plain Dealer" . . .

ED BYRON: Arlene Francis has been assigned the femme lead in "Doughgirls" due for an early B'way opening. . .

DON ROSS: Your wife, Jane Froman, will be kept on as a regular feature of the new Treasury show, "Over Here," on the Blue Network. . .

ORSON WELLES: Arch Oboler returns to N.Y. this week to start production duties on "Lights Out" series for CBS.

☆ ☆ ☆

—Remember Pearl Harbor—

Chicago

By FRANK BURKE

HELEN O'CONNOR, former secretary of Sidney N. S. NBC, has joined the Chicago of Free & Peters as secretary. L. Free.

Alvin Steinkopf, former chief in Europe, addressed of the Chicago Radio Man Club yesterday. Steinkopf is the news commentator's WBBM.

Miles Laboratories, Inc., the Wade Advertising Agency expanded its Monday, Wednesday, Friday "News of the Week" work to 126 NBC stations, quadrupling the former line stations.

Wieboldt Stores, Inc., Needham, Louis & Brorby, newed its "Your Neighbor" broadcast Mondays through Friday, from 8-8:30 a.m. over the program features June with recorded music.

Christmas gifts to 40 N. employees in the armed services mailed out yesterday by NBC,atives and officers of the club.

Russel M. Seeds agency notified of the induction of Ful Smith, colored entertainer, into the Red Skelton show, into at Los Angeles.

A school for articulators set up by the Wright-Sonovox of Free & Peters, Inc., young ladies enrolled to take tuition from Florence C. Hagen, actress, through Sonovox, a development in the field of acoustics. An articulator simply the unit to her throat and the of horns, violins or bullets when she opens her mouth when she silently forms the the sound speaks these words own voice. After two to five schooling, an articulator qualified to receive regular fees for standing before a not making a sound.

Set "Mystery Chef" For New Series

"Mystery Chef," one of the home economist broadcasters, will inaugurate a new program on the Blue Network, Dec. 7. New series will Mondays through Fridays from 2:30 p.m., EWT, and will particular attention to the of food shortages and ways operating with the government ration program.

AVAILABLE

Twelve years experience announcing, writing and sales. Now on major nationwide network. Descriptive post on network-affiliated. Excellent references. Reply Radio 1501 Broadway, New York City.

Smith News Show Daytime Survey

(Continued from Page 1)
with their ratings are as fol-

Smith News Show	8.4
Life	8.3
Happy	8.1
Life	7.4
Life	7.1
Happiness	7.1
Edder Brown	7.0
Sunday	7.0
of Helen Trent	7.0
es Life	6.8

anking weekend daytime included in the weekend "William L. Shirer," with a rating of 12.3 and "World News Tonight" with a rating of 8.7. Current report also noted an increase in listening to spon-

network news program on Sun- afternoon, November 8, the day of the opening of the Amer- cond front" in North Africa, average rating for the same as one month ago. "Kate speaks" series showed its high- rating for the month of November past four years in a year-to- comparison also included in the report.

Collegiate Webs Linked For War Series

(Continued from Page 1)

st of a series titled "You, the d the Future," which will be in the studios of FM station and will be carried by five FM transmitters from which the stations will pick up the pro-

stations include those on the campuses of Brown, Connecticut, Hamilton, Rhode Island State, Prince- rtmouth, Union, Wesleyan, and Yale. The school trans- will pick up the broadcast ne of the five FM stations include W2XMN, Alpine, N. J.; Hartford; W43B, Boston; Mt. Washington, N. H.; and Schenectady. Installation of ers have been made at each 12 college stations, enabling pick up the FM transmissions program in their respective re-broadcast them via long their campus audiences.

the War, and the Future" consist of lectures to be given ous authorities in the field of events. First speaker is Wil- McCleery, former executive of AP Feature Service and pre- ditor of "Picture News," Sun- ure section of the newspaper. Under the direction of Leslie program director of the Inter- ate Broadcasting System, each st will present and analyze tion from authoritative sources ng the position of college stu- nd young men of college age effort and the post-war era.

estinghouse Dividend
tors of Westinghouse Electric manufacturing Co., have declared dividend of 50 cents each on the and preferred stocks.

NEW PROGRAMS—IDEAS

Airplane-Spotter Program

Active airplane spotters and prospective spotters are now being instructed and induced to join respectively through a new program formulated by KTSP, Minneapolis, and is being aired weekly both by that station and the Minnesota Radio Network.

The programs are designed to acquaint Minnesotans with the Military Airplane Spotting Service organized there and to point out how civilians can volunteer for service in the war effort.

Efforts are being made to enroll 30 or 40 workers from each area to instruct them to man the observation posts that have been established throughout the state.

The program is produced by the Minnesota Defense Forces and utilizes all dramatic forms.

Practice Session

WDRG, Hartford, has worked up a new method to loosen up its crew of six new announcers. A light topic is chosen, and three or four of the announcers gather around a microphone to discuss it for 10 minutes. The discussion is not aired, but a transcription is taken, and is played back so the boys can hear how they sound on the ad-lib. The new idea has worked out so well that several of these "programs" are now held each week.

Bristol-Myers' Answer To FTC Ipana Complaint

(Continued from Page 1)

Commission which charged misrepresentation of the product.

The answer denies that the product Ipana tooth paste is a cosmetic preparation as defined in the Federal Trade Commission Act and that the respondents Pedlar & Ryan, Inc., and Young & Rubicam, Inc., have participated in the dissemination of the advertising matter to which reference is made in the complaint. In a general denial of the allegations of the complaint, the answer asserts that portions of the advertisements appearing in quotation marks in the text are not fair and accurate representations of the entire advertisements out of the context of which they have been lifted, and specifically denies the allegation that the recommendation of Ipana tooth paste by dentists "constitutes convincing proof that use of Ipana is productive of healthier gums, brighter teeth, a more attractive smile and will result in helpful stimulation to the gums." The answer admits representing that by actual choice twice as many dentists personally use Ipana in preference to any other dentifrice preparation and that more dentists recommend it for their patients' personal use as a dentifrice.

The answer also admits that the respondents have represented that the current American diet is "soft"

CHML Cigarette Fund

To ensure Canadian forces overseas that they will still enjoy one accustomed luxury, cigarettes, CHML, Hamilton, Ontario, has started a new series of broadcasts, "Cigarettes For The Armed Forces." Every Sunday night at 10 o'clock the request goes out to listeners for donations to the "C.F.T.A.F." fund. Pledges are phoned in and acknowledged over the air, then the contributor either mails or brings the donation to the studio. An integral part of the broadcasts are the flash-bulletin descriptions of one of the National League hockey games being played as well as the scores of other games in the hockey circuit. An added feature to the campaign is the distribution of special prizes, usually articles hard to get in war time to all fund contributors. Winners of such prizes are determined by a drawing of contribution slips by prominent personalities.

Army-Camp News

Daily news from army camps will be broadcast daily, except Sunday, from WLIB, Brooklyn, from 6-6:10 p.m. (EWT). This program is designed to bring news of personal activities of New York City boys in training at camps throughout the U. S. The broadcast will feature a daily tribute for an outstanding accomplishment of a local boy either at camp or at the front.

Appoint Yascha Frank Kostelanetz Producer

Yascha Frank has been appointed executive producer of the Andre Kostelanetz show, "The Pause That Refreshes On The Air," it was announced by A. N. Steele, vice-president of the D'Arcy Advertising Co., representing the Coca-Cola Company, sponsor of the program. The appointment is effective immediately. George Zachary, president of the Radio Producers' Guild, will remain as active producer of the show which is heard Sunday afternoons on CBS, Steele also announced.

Frank, who has been associated with the theater, motion pictures and radio since his graduation at New York University in 1923, recently was assigned to the Joint Army and Navy Committee on Welfare and Recreation. In this capacity he is working on an original plan for the self-entertainment of armed forces which is called "Off The Record Productions."

and "creamy" and does not give the gums sufficient work, exercise and stimulation but asserts that portions of the advertisements as quoted in the complaint are not fair and accurate representations of the entire advertisements. It further denies representing that the use of Ipana will prevent decay of teeth and that in many schools children are drilled in rubbing their gums with Ipana.

CBS Stresses 7 Points In Notice Of Appeal

(Continued from Page 1)

tions to the Supreme Court which the network claimed was raised by the opinion of Chief Judge Learned Hand and the two presiding judges, John Bright and Henry W. Goddard. According to the notice filed by CBS, the Supreme Court, on appeal, would decide whether:

1. The FCC had the broad powers to pass regulations included among which, is one banning time option contracts between networks and affiliates.
2. Whether it was the FCC's power and duty to enforce Federal anti-trust laws against networks.
3. Whether it was in the public interest, convenience and necessity to enforce the regulation.
4. Whether if these regulations were enforced, they would put hundreds of stations out of business as claimed by the networks.
5. Whether the regulation has any reasonable relation to the public good, sufficient to justify the deprivation of the network's freedom of action.
6. Whether the regulations were arbitrary, and finally,
7. Whether the networks were entitled to full trial before dismissal.

WOR War-Effort Shows 543 Hours Since Dec. 7

In totalling the war effort of the station since the Japanese attack on Pearl Harbor, Dec. 7, 1941, WOR has given 543 hours and 48 minutes to war program series and war service features. Of this time, 148 hours and 48 minutes were special broadcasts presented by the station's War Services and News Division. Regular weekly war series such as "This Is Our Enemy" and "This Is Fort Dix," occupied 403 hours. Included also were 573 different spot news broadcasts.

Am. Chicle Spots on WJZ

American Chicle Company, Long Island City, has launched a campaign on WJZ. The chewing gum concern will use one transcribed station break announcement weekly thru Badger & Browning, Boston.



"He kept in training by tuning WFDF Flint, Michigan at six o'clock every morning."

NEW BUSINESS

WFIL, Philadelphia: Willard Tablet Co., Chicago, five spot anns. weekly, thru First United Broadcasters, Inc.; Pierce Phelps, Inc., Phila. (Insulation) six spot anns. weekly, thru Adrian Bauer Advertising Agency, Phila., for 26 weeks; Mort Farr, Philadelphia (Records) 10 spot anns. weekly for 52 weeks, thru F. A. Wellman Advertising Agency, Philadelphia; Lydia E. Pinkham Medicine Co., Lynn, Mass. (Lydia Pinkham Tablet and Compound) four spot anns. weekly for 23 weeks, thru Erwin, Wasey & Co., Inc., N. Y. C.; Ex-Lax, Inc., Brooklyn, N. Y., five transcribed spot anns. weekly for 13 weeks, thru J. Katz Co., N. Y. C.; George B. Evans Laboratories, Philadelphia (Eye Lotion and Eye Drops) six spot anns. weekly, thru John Falkner Arndt Co., Philadelphia; Christian Science Committee on Publications, Philadelphia, one 15-minute studio program weekly; Ganett & Co., Inc., Brooklyn, N. Y. (Virginia Dare Wine) 100 spot anns. during 12-month period, thru Ruthrauff & Ryan, Inc., N. Y. C.; Hardwick & Magee Co., Philadelphia (floor coverings) six 15-minute studio programs weekly for 52 weeks, thru Harry Feigenbaum Advertising Agency, Philadelphia; Original Trenton Cracker Co., Trenton, N. J. (Crackers) two participations on Woman's program for 13 weeks.

Adam Hat Spot Anns. May Use 100 Outlets

(Continued from Page 1)
paring a list of 100 stations in all the major markets of the country. Adam Hats are also currently sponsoring boxing bouts via the Blue Network and the new campaign marks an innovation in the type of advertising used in that it is the first time the firm has placed any spot time on a national scale. Typical of the business to be placed is the contract with WJZ, New York, which calls for 18 daytime announcements to be aired five days weekly and 10 evening announcements to be broadcast on Wednesday, Thursdays and Fridays in the period running more than three weeks. Sponsor is continuing its network sports broadcasts with December 1 set for the next airing over 130 stations on the Blue Network.

Stork News

Cincinnati—Lin Mason, chief announcer at WKRC, is the father of a son born last week to Mrs. Mason at the Bethesda Hospital. The child, the Masons' second, and which weighed nine pounds at birth, will be named Larry.

A ten-pound son, David, was born to Mr. and Mrs. Henry Jaffe recently. Mrs. Jaffe is the former Jean Muir, motion picture actress, and performer union executive. Henry Jaffe is attorney for American Federation of Radio Artists and American Guild of Musical Artists.

NETWORK SONG FAVORITES

This weekly survey is based on the copyrighted Audience Coverage Index report of the Office of Research—Radio Division, covering the period of Nov. 19-25, inclusive. The survey provides a scientific index of the relative extent to which these popular songs have been heard by a nation-wide sample of radio audiences.

The index is based on three kinds of research data: (1) the total number of performances heard and reported in New York by the Accurate Reporting Service for WEAf of NBC, WJZ of Blue, WABC of CBS and WOR of MBS, 8 a.m. to 1 a.m. daily, EWT; Middle-west performances heard and reported in Chicago by the Radio Check-up Service, 9 a.m. to 1 a.m. daily, CWT; West Coast performances heard and reported in Los Angeles by the Radio Checking Service, 9:30 a.m. to 1 a.m. daily, PWT, (2) additional station-uses for network programs and (3) the relative size of listening audiences as based on regular surveys of radio sets-in-use by C. E. Hooper, Inc. and Pulse of New York, Inc., as well as on other special surveys.

The higher a song's Audience Coverage for the week, the greater the extent of its radio coverage. Current radio favorites from the American repertoire of popular music are segregated and presented as "Favorite Standards of the Week."

Table with columns: SONG TITLE, PUBLISHER, ACI, ACI (Preceding Week). Lists 50 songs including 'White Christmas', 'Dearly Beloved', 'Daybreak', etc.

(Continued on Page 7)

* Not in survey of preceding week; figure given is that which the song received when last on the ACI survey report.

Note: Publisher of THAT SOLDIER OF MINE was incorrectly listed last week.

PROMOTION

"Shout of Defiance"

Series of ads used by WLW Cincinnati, in RADIO DAILY and trade press publications are an elaborate brochure recently out by the station. Twenty-five have been blown up to a size of 12 by 16 inches and have bound in a hard-cover binding the title, "Shout of Defiance," behind the original series will devote each ad to the reaction of a single business man, who had been advertising in peace-time, as to give his thoughts about advertising in war time.

Type of men used were C. E. Wilson of General Electric, Howard Pew of Sun Oil Co., A. Dorrance of Campbell Soup Co., Donald Davis of General Mills and others. Each ad quotes one man and his feelings about war-time advertising. Aftermath of the advertising was a study by the station of the amount of advertising done by the companies who were represented by these executives. Study revealed that advertising expenditures of ten companies remained at 85.1 per cent of the level maintained in peace-time despite the fact that of the ten, manufacture of seven is now at war purposes.

"Lone Ranger" Offer

In the week since General Electric offered a "broncho buster" wall to the audience of "Lone Ranger," listeners have mailed a dime a dozen Cheerioats boxtop to the New York offices of the Blue Network. The first offer was made Wednesday. "Lone Ranger" is aired Monday, Wednesday and Friday from 7 p.m., EWT, on 51 Blue stations.

25% Increased Listener Seen By George Moskovics

West Coast Bureau, RADIO DAILY Hollywood—There has been a 25 per cent increase in radio listeners since Pearl Harbor, particularly in the West Coast, according to George Moskovics, head of sales promotion for the Columbia Pacific Network. He believes that this trend will continue after the war and help to keep the public informed during the peace settlement to come.

Moskovics appeared on the Columbia network discussion program "What's It All About," Sunday, with Capt. True Boardman, who explained how the government is using radio as a means of short-wave programs and transcriptions, to maintain a close tie to home activities for our servicemen overseas.

Mobile Microscope

The development of a new electronic microscope that is mobile, small, and inexpensive enough to make it available for all forms of research has been jointly announced by General Electric and RCA. The instrument is only 16 inches long and light enough to be portable.

to Mull 'League' Following NBC Confab

(Continued from Page 1)
Thursday, November 19. Last week the network met with executives of the Co-Op again, here, to discuss the subject further. NBC was represented by Frank Mullen, vice-president and general manager, and M. Russell, vice-president in charge of the Washington office. Com- representing the League con- J. J. Carson, Washington R. Bown, general secretary Chicago headquarters; W. J. Hill, assistant secretary in charge of the New York office; and Atherton, president of Atherton Agency, handling the account of Murray Lincoln, president of the cooperative, will probably join in attending the code committee in Washington next month.

Meets With General Approval
Men for both NBC and the seemed pleased that the effort was being made. Campbell, for the time being, had been regular radio time for sometime, and no one ever questioned the legitimacy of the program as an advertiser. For the time being the League's radio advertisement is \$25,000 which was obtained from a public voluntary subscription in small denominations. "By the way," Campbell predicted, "the program will be one of radio's largest advertisers."

for NBC, commented too on the fact that many outlets were asking the League's business, and that this brings up the whole question of to whom to sell time and how to deny the sale of time. The program will have to be thrashed out by the NAB code committee. The program is continuing to prepare its application which will be submitted to the FCC in reply to that which had been requested by the networks. Same trend of opinion will be submitted by the time when it meets with the NAB code committee.

the Tax Book Sets Lines On WJZ Program

half of the book, "Your Income Tax," by J. K. Lasser, Simon & Schuster, have purchased five-minute radio spots six days weekly in the "Stand and Listen" program on WJZ, Newark. Lasser recently inaugurated a sustaining program on the radio to explain the tax bill to both businessmen and civilians and is broadcasting Thursdays from 10:45 to 11:15 P.M. Allen Stuart, as emcee of the recorded music are featured on the "Stand and Listen" which is heard through Saturday from 11:30 a.m. to 12:30 p.m. EWT. The Simon & Schuster account is handled by the West Advertising Co., Seattle.

Squibb's Profit

Squibb & Sons reports a net profit of \$455,279 for the quarter ending Oct. 30. This equals 90 cents a share, compared with 95 cents a share like period in 1941.

Washington Front

Washington Bureau, RADIO DAILY
Washington—A general review of the outstanding part radio has played and will play in the winning of the war for the United Nations, and the outstanding role it is expected to play in the post-war society, was presented before the Detroit Athletic Club late last week by FCC Chairman James L. Fly. Describing in some detail the various protective measures taken by government agencies to prevent treasonous use of radio communications, Fly emphasized his conviction that radio will realize its fullest potentialities as an instrument of peacetime living.

Fly told his audience a number of interesting anecdotes concerning the use of radio by the FBI in its investigation of enemy agents, relating the case of "Station UA," which was heard on Dec. 9, shortly before our declaration of war upon Germany. The two-letter call and the signal characteristics aroused the suspicions of the FCC Intelligence Division, and reports on bearings were asked from stations throughout the country. When the station went on the air again a day later, before it had actually broadcast a single message it was located by an FCC mobile direction-finding unit—in Washington, D. C. at the German embassy.

Fly discussed in detail the functions and accomplishment of the Commission's foreign broadcast intelligence service, which now employs a staff of 450 analysts, translators, editors and others to keep our statesmen and military informed of the content of enemy broadcasts. The checking of Nazi propaganda as recorded by this service with the writings and utterances of Curt Asher, publisher of the now defunct "X-Ray," and the night-shirt Fascist, William Dudley Pelley, was instru-

mental in the conviction of these men on sedition charges, Fly pointed out.

Admitting that this country was less well prepared to use radio as a medium of psychological warfare two years ago than the Axis, the Chairman stated that Commission engineers, with the cooperation of the Bell Laboratories, have developed a means of purposely distorting sound-waves before they leave the transmitter which has doubled the effectiveness of our short-wave broadcasts.

The successful use of radio in connection with the North African campaign was attributed to the federal control of short-wave stations imposed just before that campaign got under way. Fly said that this control, enabled the stations to act with a unity and singleness of purpose they could not, perhaps, have achieved otherwise.



The Senate on Friday passed a bill imposing censorship on all telegraph and radio messages between the United States and its possessions. This bill has already been reported favorably by the House, and is expected to be ready for the President's signature soon.



In memory of the late Major General Charles McKinley Saltzman, former head of the Federal Radio Commission, who died last Wednesday, the FCC has adopted the following resolution:

"Whereas, the honorable career of General Saltzman as an industrious public servant and an ardent developer of American communications

Want No Exceptions To Lower Decibel Rule

(Continued from Page 1)
whereas individual exceptions would in most instances do so.

The order, which means a decrease of one decibel in radiated power, is expected to increase the life expectancy of vacuum tubes and other critical transmitter components. The various adjustments outlined in the 12-page manual which has gone out to all broadcasters are expected to result in a power reduction to 89.1 per cent of that previously specified for both directional and non-directional operation.

Performance proofs for directional antennae and license data for either directional or non-directional antennae (FCC Forms Nos. 302 and 306) are to be submitted on exactly the same basis as before. Operating constants for non-directional operation shall be determined while the actual authorized power is being delivered to the antenna, and these values specified in the data submitted.

Will Apply Correction Factors

For directional operation the constants submitted, including all field intensity measurements, shall be determined during operation with the actual authorized power being delivered to the antenna. Loss in the branching and phasing equipment of the directional system is assumed as before to be seven and one-half per cent, if the power is less than five kilowatts or less, and five per cent if the power is more than five kilowatts.

When the instruments of authorization are issued the Commission will apply the proper correction factors for compliance with the power reduction order.

has been brought to a close by his death, be it therefore resolved:

"That the Federal Communications Commission hereby enrolls this memorial in the permanent records of the Commission:

"In memory of Major General Charles McKinley Saltzman, U. S. Army, retired, who leaves behind him at his death on Nov. 25, 1942, an outstanding record of service to his country. As Chief Signal Officer of the Army from 1924-28 and as a member of the Federal Radio Commission from 1929-32, serving as its chairman from 1930-32, he guided policies beneficial to American Communications. This memorial is enshrined by his successors in communications regulation in recognition of his earlier contributions."



Sharp warning that the WPB will bring action against service and repair men and others who violate the two-month inventory order on repair parts, (L-63) as well against those who violate the electronic order (L-183) on transfer from manufacturer to buyers with less than an A-3 preference rating has been issued by Frank H. McIntosh of the Radio and RADAR branch.

NETWORK SONG FAVORITES

(Continued from Page 6)

FAVORITE STANDARDS OF THE WEEK

SONG TITLE	PUBLISHER	ACI
Shine On Harvest Moon (Remick)		322
Begin The Beguine (Harms)		228
Night And Day (Harms)		200
I Know That You Know (Harms)		192
Who (T. B. Harms)		175
Blue Skies (Berlin)		146
Embraceable You (Harms)		117
Tea For Two (Harms)		114
Alabama Bound (Shapiro-Bernstein)		113
Star Dust (Mills)		101

PATRIOTIC

Anchors Aweigh (Robbins)	426
Over There (Feist)	227
You're A Grand Old Flag (Vogel)	148

Note: If an old song is being currently "exploited," it is included in the regular ACI listing.

Recent Books

"THE FUTURE OF TELEVISION" Harper & Bros. (2.50).

Sequel to his first book, "Outlook for Television," "The Future of Television" by Orrin E. Dunlap, Jr., presents a complete historical picture of the art of television as well as an analysis of things to come in this new art of communications. Book, which was published recently by Harper & Bros., predicts a great future for television in the post-war economy at which time, according to the author, it will exert far-reaching influences on entertainment, education, the dissemination of news, sports, advertising and the arts. Dunlap's study of the subject is most thorough in its discussion of such questions as showmanship, program and legal aspects, its future and its opportunities. Non-technical in his treatment, Dunlap has sketched the historical evolution of television, tracing its relationship to sound broadcasting and comparing its progress with the silent and sound motion picture.

Reconversion of radio manufacturing plants to post-war production of civilian receiving sets will mark the opening date of the new television era. At the same time, the increase in number and activity of television stations is seen as essential to provide adequate service to the public. A survey of the field indicates that for many years to come broadcasting and television will be complementary services. There is no prospect that broadcasting will "dry up" overnight. Ultimately, television on ultra-short waves promises an entirely different service.

"The Future of Television" is Dunlap's second book on television, his "Outlook for Television" having been published in 1932. Interested in radio since 1912, he is the author of eight books on radio. From 1922 to 1940 he served as radio editor of The New York "Times" during which time he covered the pioneer television demonstrations and followed every development. He has had intimate contact with the leading inventors and engineers in the field. Since 1940 Dunlap has been manager of the Department of Information of the Radio Corporation of America. In this position he has had ample opportunity to observe television's continued growth, to qualify him as an accurate and authoritative prophet of its future.

Coast-to-Coast

TOM MOORHEAD, of the WFIL sports department will be the recipient of the "Philadelphia Sportsmen's League's" award for the football rallies he staged this year. It is the first award of its kind to be given to a Philadelphia sports announcer.

Marty Glickman, WHN sports director, is scheduled by the OWI for a regular Saturday shortwave sports broadcast to the armed forces overseas. Under the auspices of the Welfare Committee of New York City WHN introduces a new series, "Social Planning in War Time." Robert P. Lane, Director of the Welfare Council, will be the first speaker.

Harold Stubbs has been appointed chief announcer of CHML, Ontario, Canada. Betty Houston of the production staff is now heard on a new woman's presentation every Monday through Friday at 10:30 a.m. Stu Kenny ceases announcing chores to take over duties of program director. Norm Marshall, former sportscaster is now station's special events director.

Bill Gavin, veteran in Pacific Coast radio, has joined the staff of KQW-CBS and is handling the "Hi Neighbor" program from 6:15 to 6:45 a.m., Mondays through Saturdays. Gavin comes to the station from KOMO-KJR, Seattle, where he conducted his own show and was music supervisor for six years.

WFIL's FM station, W53PH, Philadelphia, is taking all three national programs in connection with this year's Metropolitan Opera. It is carrying not only the Metropolitan Opera itself on Saturday afternoons but also the "Metropolitan Opera Auditions of the Air," on Sundays, and the "Metropolitan Opera-U. S. A." scheduled on Thursday nights.

Guiding Light Quartet, four negro boys known throughout Southwestern Conn., for their spirituals start a new series of programs, Nov. 26, over WSRR. Mrs. Helen Murdock is station's new chief accountant replacing Emma Benevelli. Richard Baseheart has joined the announcing staff. Baseheart was formerly on the production staff of the Hedgerow Theater.

The old-fashioned spell-down has been streamlined by WGN, Chicago, as "Spelling Bee." Harold Isbell will act as emcee and school master for the show. Eight contestants will take part in each weekly program and will receive cash prizes for their participation. It will be a weekly fixture and is heard on Sunday from 12:05 to 12:30 p.m. (CWT).

George Long and his 101 Ranch Boys, have joined the staff of WSBA, York. Home Economist, Mary Nell Kling, has inaugurated the "900 Homemakers Club;" program features a home information bulletin including a weekly recipe. Announcer Richard Barr, is now in charge of programming station's serious music.

New to radio is Helen Eagle, new music librarian for WSBA, York, where she recently began her new duties. The station is also promoting the men behind the headlines with a weekly series dramatizing the lives of the war correspondents who serve the station.

Ed Herlihy, NBC announcer, has signed a contract with Universal Pictures Corporation through National Concert and Artists for his announcements on Universal Newsreel. He succeeded the late Graham McNamee and new contract runs to Jan. 1, 1945, with options.

WWJ and the Detroit "News" are planning a small newspaper to tell former employees, now in service, what is happening at the station and paper, and the location of those in uniform.

Bill Howard, formerly staff announcer at WRRN in Warren, Ohio, now in continuity and announcing at WSPD, Toledo, Ohio.

Andrew Jergens Co., through Lenzen & Mitchell Co., has renewed for another fifty-two weeks the "Just Music" program, heard nightly on WQXR, New York.

Milton Laughlin, general manager of WHAT, Philadelphia independent, has announced that the station will take the AP Radio news wire from Press Association, Inc., and will feature an extensive AP newscast schedule.

Announcing staff of WDRC, Hartford, has been completely reorganized. Six new announcers have been added to the staff, replacing those who have left for army service. Only one veteran, Chief Announcer Harvey Olson, remains, and has been appointed by Program Manager Walter Haase to conduct a special school for the new announcers on the a b and c's of the WDRC style.

Every time WIBG's call letters go on the air, they will be followed by the words "What are YOU doing?" Sentence is build-up to Dec. 7 call-letter plugs, which will read: "One year ago today, the Japs attacked your country and you. What are YOU doing—about it?"

To the Colors

WILLIARD FRAKER, L. ALEXANDER and MARGU WEBSTER, staff members of Pittsburgh, are all members of Sam's armed forces. Fraker, Alexander, announcers, are Navy as yeomen and Miss W has been sworn in as a WAVE.

TOMMY RUSSELL, announcer WTAG, Worcester, Mass., has inducted into the Army and for duty at Fort Devens.

JAMES A. COCHRAN, former production manager of WSPD, Ohio, has become an aviator in the Air Corps.

TED WINTER, salesman at W Akron, is now at Great Lakes Training Station.

BRUCE DODGE, producer of "It Or Leave It" on CBS performed his last chore on the series before being inducted into the Army.

CLEMENT YAHIA of the department of the National Concert Artists Corp., has enlisted in the Army.

GEORGE DVORAK, announcer KFI-KECA, Los Angeles, has the U. S. Army Air Force and been assigned to a bombardier school.

ED CARROLL, production staff of the Blue Network, is now a member of the U. S. Coast Guard.

JIMMIE LITTLE, former newscaster of WTAG, Worcester, Mass., obtained a transfer from the Army to the Navy and enters the latter service as a lieutenant.

BOB WALDROP, former announcer on the Blue Network, has been promoted to a technical sergeant and stationed at Dallas.

HOMER SMITH, tenor of Southernaires quartet, has enlisted in the Coast Guard.

Shortwave Army-Navy Game

Don Dunphy, WINS sports commentator, broadcast the Army-Navy football game Saturday for the British Broadcasting Corporation, which was waved to the American troops abroad. Dunphy aired the recent World Service for the BBC.

1942 BIRTHDAYS
17 18 19 20 21 22 23
24 25 26 27 28 29 30

November 30

- Jack Brinkley Larry Nixon
Dr. F. Poling Lillian Stone



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